

EAT THEIR LUNCH

WORKBOOK

01 L4VC

SELF-ORIENTED

L-1

L-2



MINDSET

- The product should sell itself
- Marketing generates leads



- We are easy to do business with



SKILL SET

- Features, benefits, advantages
- Objection Handling
- Storytelling
- Closing



- Support and service differentiate
- Provides better experience



TOOL KIT

- Catalogs
- Sell sheets
- Traditional marketing deck



- References
- Proof providers

OTHER-ORIENTED

L-3

L-4



- We resolve your existing pain
- We generate tangible results
- ROI



- I compel change
- I am the value proposition



- Discover
- Diagnosis
- Negotiation



- Business acumen
- Situational knowledge
- Ability to lead change



- Sales process
- Sales methodologies



- Insights
- Playbooks
- Modern insight-based deck
- Research

CLIENT (OR DREAM CLIENT)	LEVEL OF VALUE	
	CURRENT	TARGET
	(L1,L2,L3,L4)	(L1,L2,L3,L4)

STRATEGIC OUTCOME REQUIRED:

CLIENT (OR DREAM CLIENT)	LEVEL OF VALUE	
	CURRENT	TARGET
	(L1,L2,L3,L4)	(L1,L2,L3,L4)

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STRATEGIC OUTCOME REQUIRED:

CLIENT (OR DREAM CLIENT)	LEVEL OF VALUE	
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	(L1,L2,L3,L4)	(L1,L2,L3,L4)

STRATEGIC OUTCOME REQUIRED:

02

MINDSHARE

02.01

MINDSHARE

Why should your dream client change what they are doing now? What should be compelling them to change directions? What are the implications of doing nothing, retaining the status quo? These are the questions you must be able to answer for your client in order to capture their mindshare, help them discover something about themselves, and create an opportunity to displace your competitor.

02.02

SUPERTRENDS

What are the trends that are affecting your dream client now—or soon will be?

What proof is there that this is true?

What facts or figures provide the data to back up your assessment?

SUPERTREND

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PROOF**FACTS & FIGURES**

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NOTES

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SUPERTREND

PROOF

FACTS & FIGURES

NOTES

SUPERTREND

PROOF

FACTS & FIGURES

NOTES

SUPERTREND

PROOF

FACTS & FIGURES

NOTES

SUPERTREND

PROOF

FACTS & FIGURES

NOTES

What are the implications of changing now? How does the client benefit from taking action?

SUPERTREND

IMPLICATIONS

CHALLENGES OVER NEXT 18-24 MONTHS

BENEFITS OF CHANGING NOW

NOTES

SUPERTREND

IMPLICATIONS

CHALLENGES OVER NEXT 18-24 MONTHS

BENEFITS OF CHANGING NOW

NOTES

IMPLICATIONS

CHALLENGES OVER NEXT 18-24 MONTHS

BENEFITS OF CHANGING NOW

NOTES

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02.04

VIEWS AND VALUES

What do you believe about these trends and the implications?

What are the values that you believe should be driving the decision to change?

What course of action do you believe is necessary—or critical—to producing the strategic outcomes your dream client needs?

SUPERTREND**Your Views:****Your Values:****YOUR RECOMMENDATIONS****NOTES**

SUPERTREND

Your Views:

Your Values:

YOUR RECOMMENDATIONS

NOTES

SUPERTREND

Your Views:

Your Values:

YOUR RECOMMENDATIONS

NOTES

SUPERTREND

Your Views:

Your Values:

YOUR RECOMMENDATIONS

NOTES

SUPERTREND

Your Views:

Your Values:

YOUR RECOMMENDATIONS

NOTES

03

PROFESSIONAL PURSUIT PLAN & CADENCE

03.01

HOW TO IDENTIFY YOUR NON-DREAM CLIENTS

- A non-dream client would transact, refusing to let you create additional value.
- A non-dream client would believe that you are a vendor and what you sell is a commodity.
- A non-dream client may spend a lot in your category but make it minimally profitable, if profit is even possible.
- A non-dream client would be immature as a client, treating you as the source of their problems and refusing to make the changes they need to make to produce results.

TRAITS TO AVOID

- | | |
|--|---|
| ▶ Commands lowest price | ▶ Will blame you for their lack of investments in results |
| ▶ Will change to save a few pennies | ▶ Pays bills late |
| ▶ Full of difficult personalities | ▶ Poor communication |
| ▶ Believes all the people who sell to them are vendors | ▶ Adversarial instead of collaborative |
| ▶ Is not really interested in changing | ▶ Runs through a lot of vendors |

03.02

HOW TO IDENTIFY YOUR DREAM CLIENTS

- A dream client would recognize what you do as value worth paying for.
- A dream client would find what you sell to be strategic, not a commodity.
- A dream client would spend a lot of money in your category.
- A dream client would be mature as a business partner, working with you to develop and execute a solution.

TRAITS TO ATTRACT

- | | |
|--|---|
| ▶ Will invest in better results | ▶ Is willing to make changes |
| ▶ Loyal to their partners | ▶ Takes responsibility for the challenges they create |
| ▶ Collaborative contacts | ▶ Pays on time |
| ▶ Believes their best suppliers are partners | ▶ Excellent Communication |

A-LIST CLIENTS

1.									
2.									
3.									
4.									
5.									
6.									
7.									
8.									
9.									
10.									
11.									
12.									
13.									
14.									
15.									

B-LIST CLIENTS

1.									
2.									
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11.									
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C-LIST CLIENTS

1.																	
2.																	
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03.03

DREAM CLIENTS WORKSHEET

Use the following exercise to map out a plan to nurture each of your dream clients.

Client:		Deal Value: \$
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Contact 1:

Name:		Title:	
Phone:		Email:	

Contact 2:

Name:		Title:	
Phone:		Email:	

Contact 3:

Name:		Title:	
Phone:		Email:	

What insights do you have that would help you make the case for your dream client to change?

#1

#2

#3

#4

What do you believe might be their compelling reason to change now?

#1

#2

#3

#4

What do you know about this client specifically that would help you create and win a new opportunity?

What content can you share to nurture these relationships in front of an opportunity?
(Case studies, white papers, blog posts, journal articles, news stories, etc.)

03.04

PURSUIT PLAN

How you will win strategic clients and increase wallet share by professionally prospecting.



PHONE FIRST AND
ALWAYS LEAVE A VOICEMAIL



FOLLOW UP
WITH AN EMAIL



ONLY ASK
BY PHONE



PERFORM 9 TOUCHES
OVER THE NEXT 13 WEEKS

TOUCHES

WEEK	1	2	3	4	5	6	7	8	9	10	11	12	13
PHONE													
EMAIL NO ASK													
LINKED IN NO ASK													
BLOG POST NO ASK													
DIRECT MAIL													
SHOW UP													

COMMITMENTS GAINED

1. Time: _____ / _____
(MM/DD)

2. Explore _____ / _____
(MM/DD)

3. Change _____ / _____
(MM/DD)

4. Collaborate _____ / _____
(MM/DD)

5. Build Consensus _____ / _____
(MM/DD)

6. Invest: _____ / _____
(MM/DD)

7. Review _____ / _____
(MM/DD)

8. Resolve Concerns _____ / _____
(MM/DD)

9. Decide _____ / _____
(MM/DD)

10. Execute _____ / _____
(MM/DD)

04

INTEGRAL DISCOVERY

04.01

INTEGRAL DISCOVERY



04.02

INDIVIDUAL INTERIOR

VALUES						EVIDENCE						NEEDS					
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04.03

INDIVIDUAL EXTERIOR

What is the person doing that we can see and measure?

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What are they doing that may be causing them to produce a different result than what they need now?

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What new action do they need to take now? What should they stop doing now?

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04.04

COLLECTIVE INTERIOR

What is the cultural level of the organization?

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What evidence do you have of this shared value system?

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What are the shared experiences that might sustain this level?

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What shared worldview might sustain this level?

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04.05

COLLECTIVE EXTERIOR

What are the systems and process this organization follows?

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Where does their strategy rub against outside forces?

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What is changing in the environment that should be causing them to change?

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04.06

ADVANCE CONSENSUS

STAKEHOLDER

TITLE

ROLE

Who is the CEO of the Problem?

Who are the decision-makers or buying committee?

Who is most susceptible to engaging us about this project?

Who has the most to gain from making a significant change?

Who has the most to lose by maintaining the status quo?

Who is likely to oppose this initiative? Why would they oppose it? What would they gain?

What evidence is likely to persuade the stakeholders we know to move forward exploring this idea?

What proof can we provide? What facts and figures?

How do we address the cost of this change initiative?

Who do we know that would help engage the stakeholders we need to create an opportunity?

In what order does it make sense to engage these stakeholders?

05

INSIGHTS, TAKEAWAYS, & ACTIONS

05.01

INSIGHTS, TAKEAWAYS, & ACTIONS

Write down your biggest insight and takeaway from this workbook.
What new action will you take?

MY BIGGEST INSIGHT**MY BIGGEST TAKEAWAY****NEW ACTION I WILL TAKE**

Thank You!

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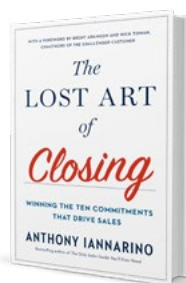
Books by Anthony



The Only Sales Guide
You'll Ever Need



Eat Their Lunch



The Lost Art of Closing



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