



Remote Selling is Permanent

What you should change in your sales & marketing process and why this inevitability is a great thing for your business.



Presenter:
Marc DiGiorgio

How buyers are evolving

- 50% of prospects want to see your product on the first call.
- 35-50% of sales go to the vendor that responds first.
- 84% of CxO buyers use social-media to make buying decisions.
- Over 80% of buyers kick off the process from a referral

How sellers are evolving

- Outside reps are spending 89% more time selling remotely than in 2013
- Only 2% of cold calls result in appointments
- It takes 18 calls to connect with a buyer
- 42% of reps feel they don't have enough information before a call.
- 78% of sales reps that use social media outsell their peers.
- Only 39% of reps time is spent selling

This data was pre-COVID!



Buyer's were already conditioning your sellers for remote buying. Social distancing measures will only increase the need to become great at remote selling.



TRADITIONAL BUYER'S JOURNEY (circa 2010)



TODAY'S BUYER JOURNEY



**Work this new condition to your
advantage:**

**Increase Sales Volume
Accelerate Deal Velocity**



**What's the impact of
increase TOFU and
WinRate?**



SLIMMING DOWN OFFERING TO INCREASE OPPORTUNITY CONVERSION

	Current	What If #1
Average Deal Size	\$45,000	\$35,000
Average Sales Cycle (days)	180	120
Number of New Customers per Year	20	25
Number of Inquiries	240	240
Number of Opportunities Created	100	120
Sales & Marketing Investment	\$1,000,000	\$1,000,000
Metrics		
Booked Revenue	\$900,000	\$875,000
Win Rate	20%	21%
Opportunity Conversion	42%	50%
Cost to Acquire \$1	\$1.11	\$1.14



INCREASE OPPORTUNITY COUNT THROUGH NEW METHODS

	Current	What If #1	What If #2
Average Deal Size	\$45,000	\$35,000	\$45,000
Average Sales Cycle (days)	180	120	120
Number of New Customers per Year	20	25	27
Number of Inquiries	240	240	240
Number of Opportunities Created	100	120	130
Sales & Marketing Investment	\$1,000,000	\$1,000,000	\$1,000,000
Metrics			
Booked Revenue	\$900,000	\$875,000	\$1,215,000
Win Rate	20%	21%	23%
Opportunity Conversion	42%	50%	54%
Cost to Acquire \$1	\$1.11	\$1.14	\$0.82

INCREASE OPPS + INCREASE WIN RATES

	Current	What If #1	What If #2	What If #3
Average Deal Size	\$45,000	\$35,000	\$45,000	\$45,000
Average Sales Cycle (days)	180	120	120	120
Number of New Customers per Year	20	25	27	39
Number of Inquiries	240	240	240	240
Number of Opportunities Created	100	120	130	130
Sales & Marketing Investment	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
Metrics				
Booked Revenue	\$900,000	\$875,000	\$1,215,000	\$1,755,000
Win Rate	20%	21%	23%	30%
Opportunity Conversion	42%	50%	54%	54%
Cost to Acquire \$1	\$1.11	\$1.14	\$0.82	\$0.57

95% more new customer
revenue bookings by
increasing Opportunity
Creation **8%** and Win Rate to
30%



**How do you do it without
increasing spend?**



**Can you do this in a completely
remote selling motion?**



7000

**How do I create more opportunities
through remote selling without
spending more money?**



HOW DO I GET MORE OPPORTUNITIES?

Target your Audience

- **Figure out what use cases and industries you have most IP or past success with.**
- **What were the market problems and triggers to invest with you?**
- **Create an offering and messaging around that market problem**
- **Research all potential buyers in that market segment**
- **Create a Targeted Account Strategy**
- **Outsource web research**


Search for leads and accounts

All filters

Lead results Account results

Save search

Filters	Clear
Geography	+
Industry	+
Department headcount	+
Department headcount growth	+
Annual revenue	+
Company headcount	+
Company headcount growth	+
Technologies used	-
Add technologies	
Angular JS	
Apache	
ASP.NET MVC	
BigCommerce	
Drupal 7	
Drupal Commerce	
Google Analytics	
Hubsport	



Start your query by customizing your search criteria here

ENRICH YOUR DATA



Visa
Account

Active Customer
Relationship Type

TekStack Account Cust...
Active for 12 days



- Summary
- Relationship Analytics
- Details
- Timeline
- Contacts
- Opportunities
- Projects
- Subscriptions
- Cases
- Invoices
- Health
- Legacy Software**
- Related

+ New Software Add Existing Software Refresh :			
System Category ↓	Provider ↓	Date Deployed ↓	Have we approached ↓
Email	GMail	1/1/2016	No
Accounting	Sage	1/1/2012	No

Enriched data is key.

TekStack Account Custo... Active for 12 days



- Summary
- Relationship Analytics
- Details
- Timeline
- Contacts
- Opportunities
- Projects
- Subscriptions
- Cases
- Invoices
- Health
- Legacy Software
- Related

Account Information

Account Name	* Visa
Business Development Representative	---
Sales Representative	---
Parent Account	---
Owner	* Dynamics Admin

Customer Since
8/25/2020

Total ARR
\$57,024.00

Last updated:
9/6/2020 10:54 PM

Total NPS Score
 0

Use an Account-Based approach to managing customer lifecycle.

HOW DO I GET MORE OPPORTUNITIES?

**Go Multi-Channel with
target audience**

- **Write more. Set a goal to create two new pieces of content per week.**
- **Be personal.**
- **Use multiple channels**
- **Automate your cadences.**



Killer Outbound Motion using multiple channels integrated

Overview Settings Contacts Related

+ New Step ▾

Killer Outbound Motion using multiple channels integrated

7 Steps 37 Days 4 Automated --- Started --- Active --- Completed

Day	Step	Type	Duration	Content	Status	Sent	Opens	Clicks	Replies
Day 1	1	Auto Email		to.Company x TekStack = Growth ada	Sent	---	---	---	---
Day 5	2	Auto Email Reply	4 days	RE: existing thread	Sent	---	---	---	---
Day 12	3	LinkedIn Task	7 days	connect	Completed	---	---	---	---
Day 16	4	Phone Call	4 days	Killer campaign	Calls Completed	---	---	---	---
Day 26	5	Manual Email	10 days	to.FirstName, you're invited. Hey to.FirstName;! wanted to invite you or your	Sent	---	---	---	---
Day 28	6	Auto Email Reply	2 days	RE: webinar invite	Sent	---	---	---	---
Day 38	7	Auto Email	10 days	Goodbye for now Hi to.FirstName;! wanted to reach out to you one	Sent	---	---	---	---

HOW DO I GET MORE OPPORTUNITIES?

**Become ruthless with
your time**

- **Set daily and weekly goals for team.**
 - Demos
 - Meetings Booked
 - Call Activity
 - Non-email outreach
- **Measure results weekly.**
- **Reward small wins.**
- **Structure your day appropriately.**

Time	Block out Activity
8:30am	Cold voicemails
9:00am	Daily Stand up (internal)
9:15am	Booked Meetings
11:00am	Email follow-ups
11:30am	Demo block
2:00pm	Cold Emails
3:00pm	Targeted Account Research
4:00pm	Cold Calls
5:00pm	Deal work

HOW DO I GET MORE OPPORTUNITIES?

**Ask for (specific)
referrals**

Make it a priority to ask existing customers for references.

Perform Customer NPS surveys and ask every Promoter if they know of a company that could use your services.

Use Sales Navigator to research connections to your existing customers, ask for specific referrals.

CEO

Terri Burmeister · 2nd ✓ Saved
CEO/ President

Catapult Systems Tampa, Florida, United States Add note

10 months ago
✓ Message sent 6/12/2019

Claire R. · 2nd ✓ Saved
Chief Information Officer

Bentley Systems Kane County, Illinois, United States Add note

No activity 6/12/2019

Michael Nelson · 3rd ✓ Saved
CFO

Aprimo

Dick Harrison · 3rd ✓ Saved
CEO

PTC

Dan Burton · 2nd ✓ Saved
CEO

Health Catalyst

Alex Brown · 2nd ✓ Saved
CEO

10th Magnitude

Anil Singh · 2nd ✓ Saved
Founder & CEO

Hanu Software New York City Metropolitan Area Add note

10 months ago
✓ Message sent 6/12/2019

Recommended leads

Based on your LinkedIn activity

36 Total results

4 New in role in past 90 days

12 Posted on LinkedIn in past 30 days

2 Share experiences with you

Lori Borg · 2nd
Chief Growth Officer
9 months
Kirkland, Washington, United States

6 common connections

Save

Nina Stringer · 2nd
Director of Alliances and Channel Dev...
1 year 1 month
Greater Cleveland

1 mutual group

Save

Mark Smith · 2nd
DuPage County, Illinois, United States

2 mutual groups

Save

Ira Bell · 2nd
CTO
2 years 2 months
St Petersburg, Florida, United States

7 common connections

[Edit Account](#) | [View Account](#)

Amanda Kennewick · 2nd
Director of Marketing
2 years 9 months
Greater Seattle Area

1 common connection

Jason McKinney · 3rd
Director, National Sales
1 year 4 months
DuPage County, Illinois, United States



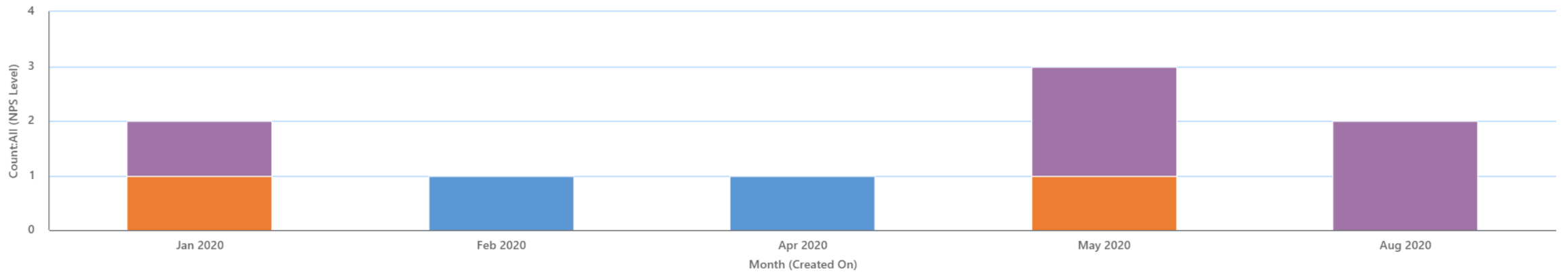
NPS Results

All NPS Results

[Expand Chart](#)

NPS Level by Month

● Promoter ● Passive ● Detractor



[Refresh](#) [Export NPS Results](#) [See all records](#)

Name	Created On	NPS Level	NPS Score	Contact	Role Level (Contact)
marc@tekstack.com	1/26/2020 3:10 PM	Promoter	9	marc dig	User
james@tekstack.com	1/26/2020 3:10 PM	Passive	7	James Patterson	---
marc@tekstack.com at 4/29/2020 4:27:28 PM	4/29/2020 12:27 PM	Detractor	0	Marc Dee	Project Manager
will@resolver.com at 5/1/2020 4:14:52 PM	5/1/2020 12:15 PM	Promoter	10	Will Anderson	User

HOW DO I GET MORE OPPORTUNITIES?

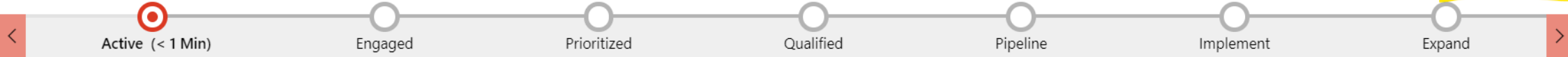
Work the retreads!

- **Lost opportunities are often the best sources of new opportunities**
- **Opportunities that enter the funnel for the third time have a 75% win rate. 50% if entering the second time.**
- **Track 'Re-prospects' and Loss Reasons**

Automatically track re-prospect relationships and history

MA Mastercard Account

TekStack Account Custo...
Active for 6 minutes



Summary Details Timeline Contacts Opportunities Projects Subscriptions Invoices Health Legacy Software Related

Re-prospect & Nurture

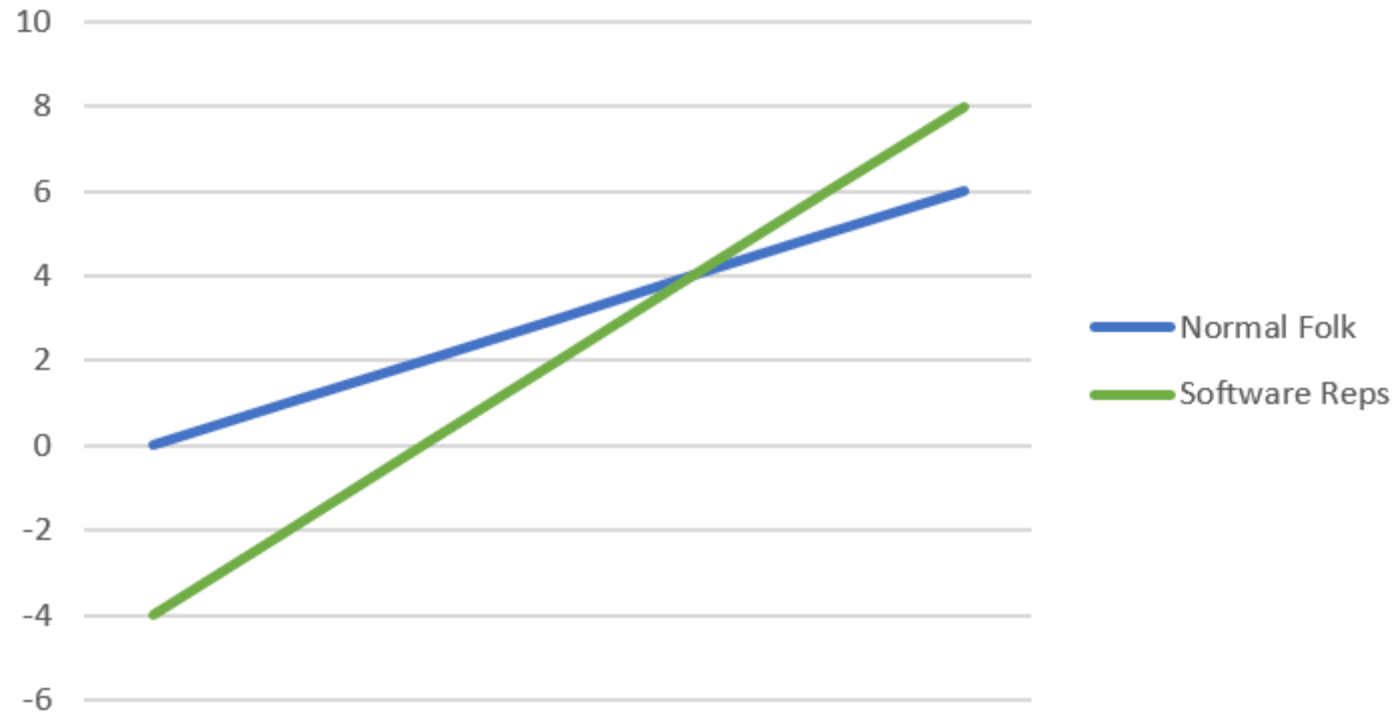
+ New Re-Prospect & N... ⋮

<input checked="" type="checkbox"/> Re-prospect or Nurture	Date ↓	Reason	Detail	Lead Score
Re-prospect	9/7/2020	Lost Opportunity	da	---

How do I increase my win rate?



Buyer's Trust Scale over Time



HOW DO I INCREASE WIN RATES?

Be first to respond

- **Integrate form fills into your CRM system.**
- **Establish a first response process with agreed SLA**
- **Followup on every inbound request with 2 hours!**

35-50% of deals go to the first vendor to respond.

HOW DO I INCREASE WIN RATES?

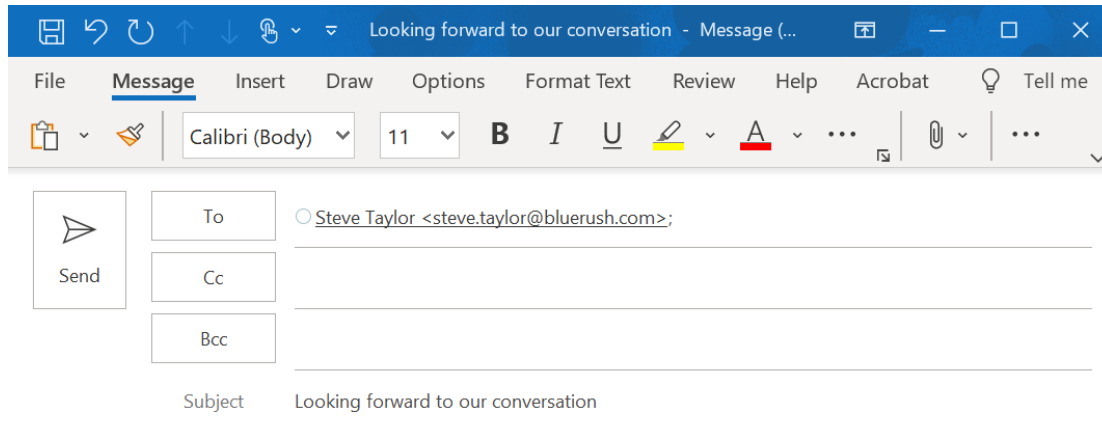
Give & Gets

- **Reciprocity is hard-wired into the human unconscious.**
- **Vendor needs to give first before getting anything**
- **Exceed expectations at first chance.**
- ~~BANT~~
- **MEDDIC**
- **Be able to show product on the first call if asked.**
- **Be prepared to provide budget information. Transparency is key.**

HOW DO I INCREASE WIN RATES?

Be Call Prepared

- **Most reps roll into calls with a lack of preparation**
- **Research your buyer and the targeted account**
- **Create an account strategy & call plan for every call**
- **Send pre-call email**
- **Prepare post-call alignment letter**
- **Track meetings booked metrics**



Hey Steve,

Thanks again for your interest in TekStack. I'm looking forward to our meeting tomorrow. Some items I thought we could explore:

- Get a better sense of what your business objectives are this year
- What you would like to explore with TekStack
- What information you need about our product or company
- Who is involved in a decision like this
- What is the rough timing
- What the next steps would be if we are a good fit for BlueRush

We'll keep the meeting to 20 min but I have more time if we need it. Let me know if there is anyone else that should attend. The calendar invite has the meeting link.

M.



Marc DiGiorgio, Founder | CEO
TekStack Inc.
marc@tekstack.com
m: 416.592.0667
www.tekstack.com

CALL PLAN TEMPLATE

- **Who is Attending? What are their roles?**
- **What are the business issues? Do you have a trigger event?**
- **Goals for call? Min and max asks**
- **Key Questions to ask**
- **Questions they may ask you, how do you respond?**
- **What is the upfront contract?**

Example of alignment letter

Sample Alignment Email

Dear <BDM>,

Cc: <PL, SME>

Thank you again for taking the time to share your business objectives and project goals with me today. Based on our discussion, and those I had with <Project Lead> and <Subject Matter Expert/IT> I have summarized my understanding of <Prospect Company's> <ERP/CRM/XXX> project for your team's review.

I understand the primary business challenges behind your initiative are:

- Geographical expansion – outgrown current system
- Inaccurate demand forecasts
- Volatile raw materials prices
- Inaccurate data/reporting
- Lack of measurement and allocation of environmental cost per finished goods produced
- Decreasing gross margins
- Inability to open new distribution channels
- Increase in returned goods
- Increase in inventory write-offs
- Increasing regulatory and compliance requirements
- Inability to manage multiple manufacturing sites within a single system
- Inability to integrate with customers, suppliers & shop floor technologies
- Inconsistencies between procurement, warehouse, production, finance and sales data
- Decreasing MTBF

Negative "Why" Challenges

The above challenges are impacting client relationships, and your ability to properly plan production resources, maximize plant capacity and capitalize on your recent expansion/acquisition. While nothing has been documented, the economic impact of the above challenges is estimated to be in the hundreds of thousands of dollars annually.

To address these challenges, you stated that <company name> is looking for these new capabilities:

- Improved visibility into scheduling and capacity availability
- Improved inventory management
- RFID (receipt to ship)
- Materials and finished goods inventory consumption reports
- Batch and series traceability throughout the entire supply chain
- Compliance governance and quality management
- Aggregated production and procurement scheduling
- Integration to artificial intelligence and robot systems
- Integration to 3D and Nano printing
- Capture and transfer customer specific BoMs into the net requirement process
- Improved BI/reporting capabilities
- Automated and finite machinery and location maintenance planning
- Quality management
- Ability to rapidly respond to changes in demand, stock levels and production surprises
- Pegging

"How" and "What"



Basic Elements

- Why change
- How & What
- The Promise
- Anchor phase

With these new capabilities in place, I understand the anticipated impact to be:

- Improved capacity utilization (13% improvement target)
- Greater visibility into project and client profitability
- Improved estimate compliance and accuracy
- Fewer (quality related) returns
- Reduction of unrecoverable unscheduled overtime (8% target)
- Reduction in raw materials inventory levels
- Improved management reporting related to OTD, margins, customer credits, stock outs, sales forecasts and capacity availability
- More control over finished goods profitability
- Improved compliance accuracy
- Higher OTD compliance
- Improved and accelerated board reporting
- Significant reductions in stock outs

The "Promise"

Based on your project timeline, we will be working together over the next 16 weeks to ensure <Partner Industry Solution> addresses each of your project objectives.

The next steps in this process are:

- February 24th – on-site meeting with the Project Lead <name> and Controller <name> to review the project objectives, business case elements, anticipated project risks, key milestones and overall timeline. <Partner> will provide a summary of our understanding of the business and project drivers, anticipated solution scope and critical project objectives. We would also like to share our experience implementing Microsoft Dynamics Business Central in similar discrete manufacturing organizations.
- March 02nd – on-site meeting with CIO <name> to discuss Contoso's cloud strategy, integration framework and data transformation strategy.
- March 16th – on-site meeting with CFO/FD <names> to discuss project-related business risks, data sovereignty and financial consolidation as well as compliance reporting requirements.
- March 26th – on-site meeting with the VP of Manufacturing <name> to discuss business case expectations, long-term business disruption/change events, requirements prioritization and the shop-floor change management strategy.

Set the stage for the Anchor phase.

Please confirm the above captures the purpose, scope and objectives of your ERP upgrade project. Additionally, please forward any information you feel would best prepare my team for our onsite meeting with you and your project team next week.

Best Regards,
Lukas Keller
MFG Industry Specialist

HOW DO I INCREASE WIN RATES?

Crush the Demo

- **Track 'Demo' or 'Propose' Stage in your sales cycle**
- **Track Demonstration activities**
- **Pre-agree on demo script**
- **Tell-show-tell**
- **"Command" the room**
- **Turn off the screen share during Tell moments**
- **Know your audience.**
 - **Who has a vote?**
 - **What is their vote worth?**
 - **What do they care about?**
 - **Are they asking questions?**
 - **If not, pull their feedback out of them.**
- **Always use video!!!!!!**
- **Always ask for and document demo feedback.**

HOW DO INCREASE WIN RATES?

Master the Art of the Proposal Presentation

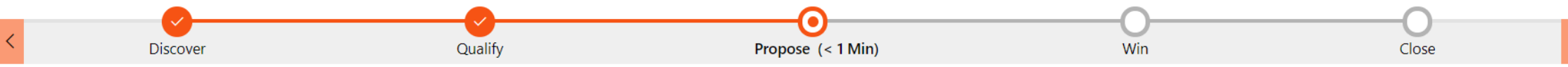
- **Never deliver your proposal by email!**
- **Always schedule a meeting**
- **Present proposal in context to business value (not ROI)**
- **Present time to value**
- **Present differentiation**
- **Use words like proposal vs. quote, and agreement vs. contract.**

HOW DO INCREASE WIN RATES?

Coach & Manage

- **Take snapshots of your Opportunity Funnel**
- **Separate Funnel Category from Sales Stages in your forecasting**
- **Analyze Deal Velocity**
- **Analyze Conversion ratio by Product, Deal Value, & Rep**

TekStack Sales Process
Active for 1 minute



- Summary
- Relationship Analytics
- Timeline
- Business Impact
- Products & Services
- Stakeholders
- Velocity
- Related

0

This opportunity was in Discover stage for 0 days

0

Primary Contact has emailed you 0 times in the past month

+ New Duration Add Existing Duration Refresh

Active Stage Name ↑ ↓	Actual Start ↓	Actual End ↓	Duration ↓	Owner ↓
Discover	9/7/2020 1:43 PM	9/7/2020 1:44 PM		0 Dynamics Admin
Propose	9/7/2020 1:44 PM	---		--- Dynamics Admin
Qualify	9/7/2020 1:44 PM	9/7/2020 1:44 PM		0 Dynamics Admin

Duration Start Time	9/7/2020 1:43 PM	Duration End Time	9/7/2020 1:44 PM
SLA Status	---	SLA KPI Instance	---
SLA	---		

ARR Bookings

FY2020 Q3 (23 days left)

Grid

Trend

Flow

User

DA Dynamics Admin (group)

DA Dynamics Admin

JC Jed Cavadas

MD marc digiorgio



DEALS FLOW ANALYSIS
(Group)

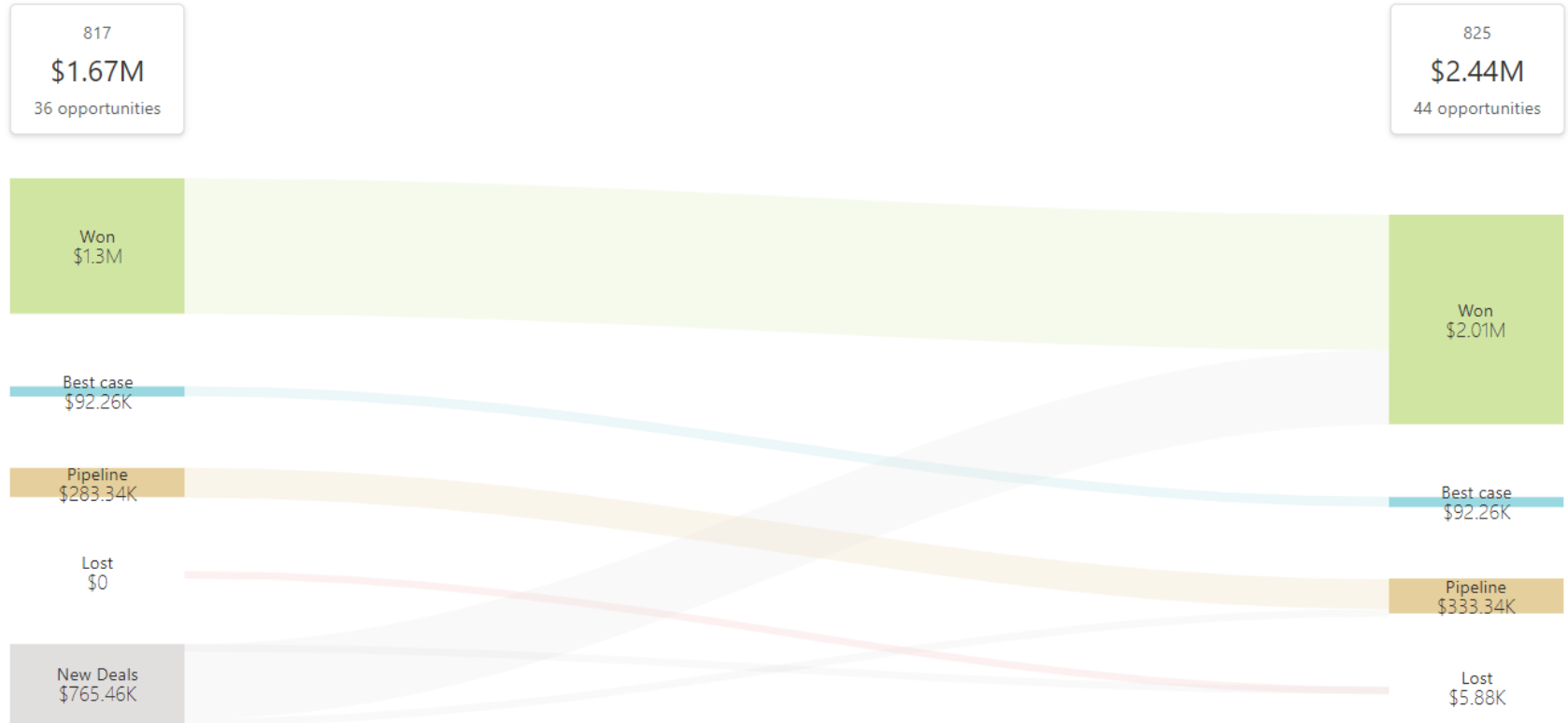
Snapshot 1

817

Snapshot 2

825

Run



HOW DO INCREASE WIN RATES?

- **Assign a non-sales person to the task**
- **Capture feedback**

Perform Win/Loss Interviews

HOW DO INCREASE WIN RATES?

Track Competitors

- **Track your Top X competitors. (X is based on the number of unique competitors that make up 50% of your lost deals)**
- **Create a battlecard for each**
- **Track competitors on every opportunity**
- **Track competitors on every lost opportunity**
- **Track Win Rate by competitor**
- **Lost Deal posts in Teams Channel**

Quick Create: Opportunity Close



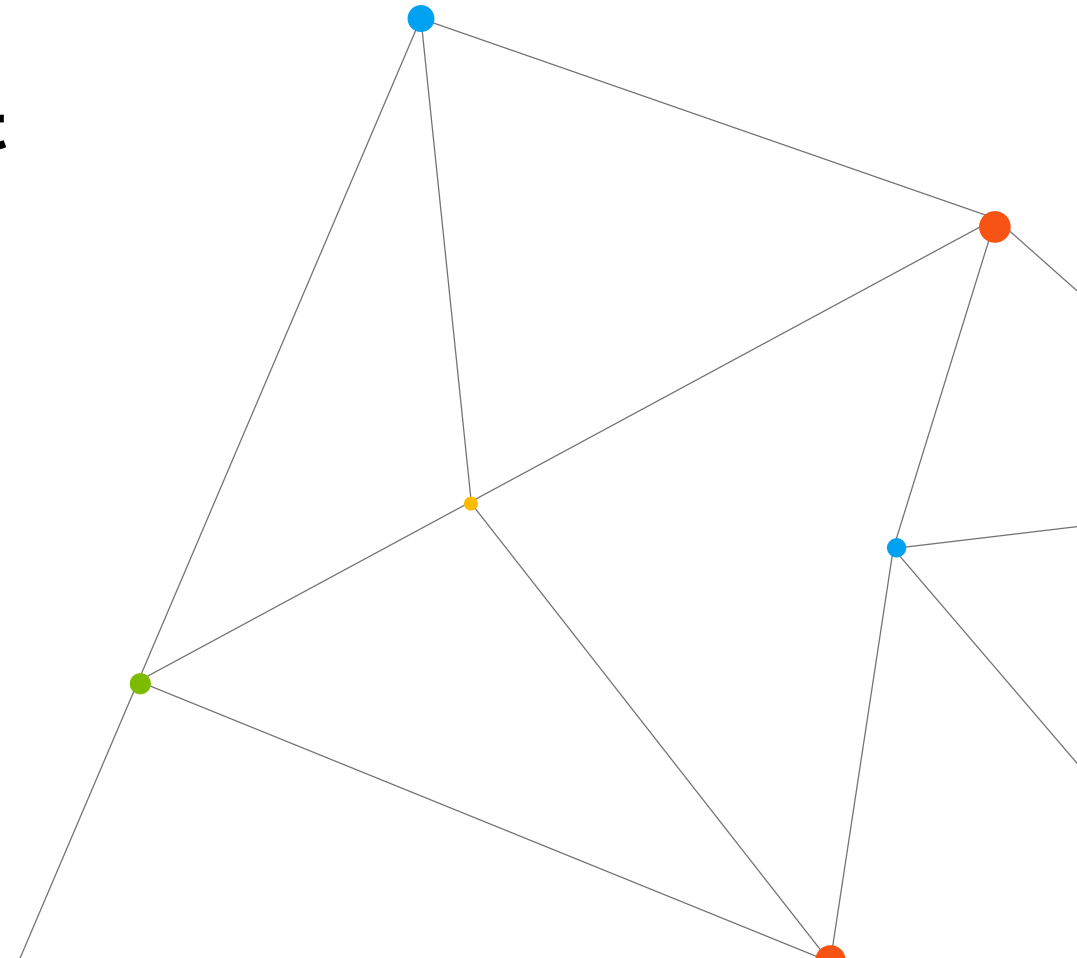
Status Reason	* Canceled or No Decision
Close Date	* 9/7/2020
Competitor	Sage
ARR	---
TCV	---
Primary Decision Factors	* Ease of Use
Explanation	* Sage was easier to use

Save and Close Cancel

RESOURCES

**If you would like a list of resources
referenced in this presentation, just
send me a note:**

marc@tekstack.com



Thank you!

marc@tekstack.com
www.tekstack.com



