Today We'll Cover

Remi

**Assistant
Director of Sales & Marketing**

at Impulse Creative
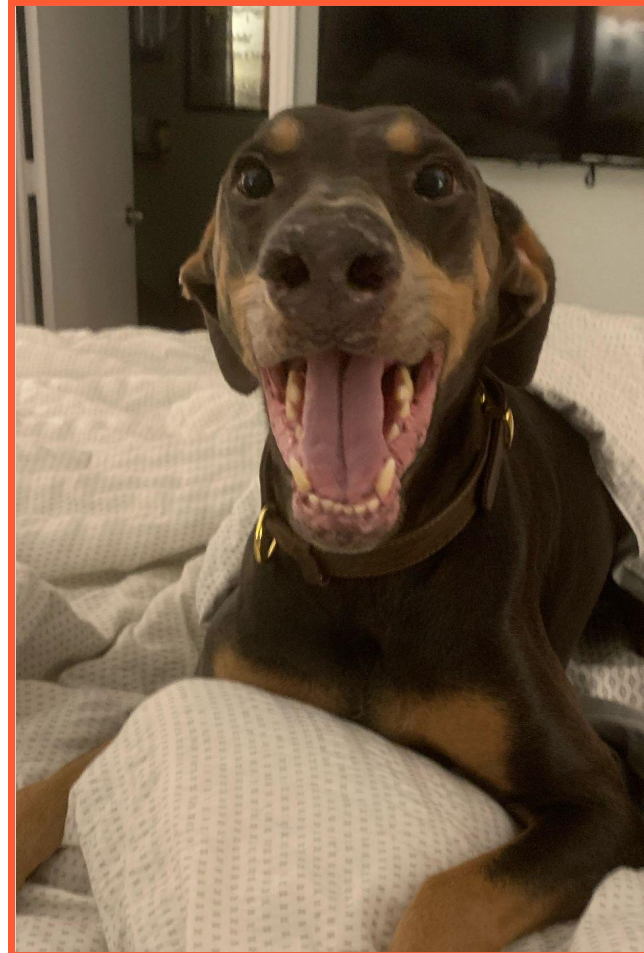an Elite HubSpot Solutions Partner

IN 23

Special thanks to...

Raleigh

Assistant to the Assistant Director of Sales & Marketing

at Impulse Creative
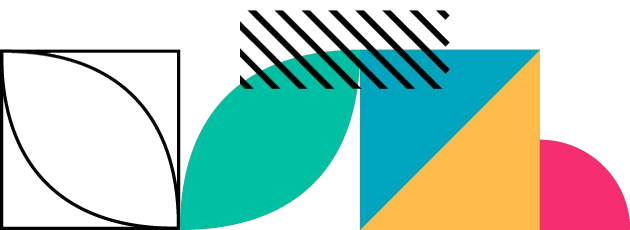an Elite HubSpot Solutions Partner

IN 23

SELL

≠

one of those 4-letter dirty words

What's the first word that comes to mind when you think about SELLING?
232 Responses

What's the first word that comes to mind when you think about SELLING?
109 Responses

What's the first word that comes to mind when you think about HELPING?

190 Responses

What's the first word that comes to mind when you think about HELPING?
75 Responses

hidden motive
purpose
value driving
solving problems
money
appreciation
solution
people
gratification
volunteering
weak
community
overwhelming
relationship
actively
duty
selfless
kindness
caring
partnership
gratifying
integrity
proud
understanding
giving back
positivity
solutiob
genuine
healing
connection
value
empathy
listening
giving
wanted
honest
peace
pushy
solving
solutions
pitch
nice
problem solving
brings joy
outcomes
human
stress
care
building relationships
kind
educating
relief
emails
enneagram 2
aligning with goals

IN 2 46

What is solution selling?

Building a comprehensive story around your prospects' most important challenges and pain points as they align to their goals

The Story

[Prospect Company] helps *your prospect's personas*

[Prospect Company] wants to *achieve some goal*

But has a problem with *these specific things...*
and these things...
and these things...

And is held back in solving these problems because...
this reason...
and this reason...

Until they meet us, and we... *do something special in the sales process*

And we give them a plan to... *your value proposition*

So they can transform from... *adjective* to... *adjective*

The Story

[Company] helps

[Company] wants to

But has a problem with

And is held back in solving these problems because...

Until they meet us, and we...

And we give them a plan to...

So they can transform from...   to...

You're starting to make your selling more **human** already...

One of the best ways to reinforce this practice?

Make your CRM more **human** too.

One of the best ways to reinforce this practice?

Make your CRM more human too.

	DEAL NAME			EAL ...		DEAL STAGE	CLOSE DATE ...	NOTES FOR HS	HS NOTES ...
☐		🟡 I could wait patiently but I really wish you would dro...		👤 M.		Solution Design (Cor...	Aug 18, 2023		--
☐		🟣 Mmm, I can't help myself (Need Taylor's Help)		👤 J...		Diagnosing (Core Pi...	Sep 30, 2023		--
☐		🟢 Everything I need is right here by my side (All Good!)		👤 M.		Scope Delivered (Cor...	Aug 11, 2023		Jul 25, 2023
☐		🟢 Everything I need is right here by my side (All Good!)		👤 J.		NEW (Core Pipeline)	Aug 9, 2023		Jul 21, 2023
☐		🟢 Everything I need is right here by my side (All Good!)		👤 M.		Solution Design (Cor...	Sep 15, 2023	NEW - had 1 demo and connected with direct rep - I...	Jul 21, 2023
☐		🟢 Everything I need is right here by my side (All Good!)		👤 J.		Diagnosing (Core Pi...	Aug 31, 2023	Meeting w prospect on Wed. 8/2	Jul 31, 2023

Deal owner ▾   Create date ▾   Last activity date ▾   Close date ▾   ⚙ Advanced filters (3)   Clear All   💾 Save view

Search name or descript 🔍   Export   Edit columns

🟡 I could wait patiently but I really wish you would drop everything now (On Hold - For Now)

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THE
MINDSET

"When sales reps act as **informative agents** and **make prospects feel heard** when it comes to their needs,

they're more likely to **trust their recommendations**… [and] makes buyers more **open to suggestions**."

Priorities

1

Build
Prospect
Relationships

2

Build
Partner
Relationships

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Building Prospect Relationships

great relationships make us a trusted partner and advisor

Immediate Payoff:
closed deals = $$ towards goals

Long-Term Payoff:
bigger sales, repeat sales

Building Partner Relationships

great relationships make us a trusted partner and advisor

Immediate Payoff: teamwork for closing/commission

Long-Term Payoff: recurring referrals for services

HOW?

STARTS WITH NEW HABITS

then... the process

1 Longer meetings

2 Dedicated preparation & follow through

3 Creating space for creative problem-solving

Focus Time
8:30 – 9:30am

Team Huddle, 9:30am

Prospect Call
10 – 10:45am

Notes/Follow Up, 10:45am

Prospect Call
11 – 11:45am

Notes/Follow Up, 11:45am

🐶 & 🦴
12 – 1pm
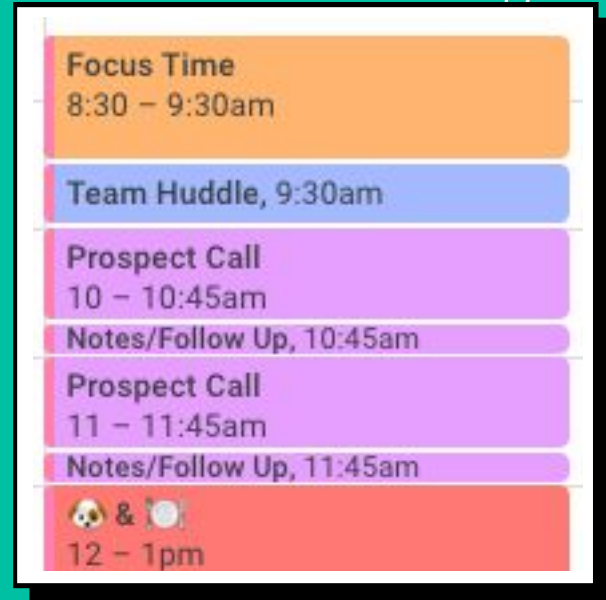
4 Spending more time listening

5 Asking questions – and lots of them

6 Being comfortable NOT having all the answers on the first call

Meetings

Listen

Acknowledge

Zip It

Explore

Respond

Listen
Acknowledge
Zip It
Explore
Respond

"I understand that you are looking for a customer portal, can you tell me a little bit more about what problems you solve for your customers and how this portal will improve their experience with you?"

Listen
Acknowledge
Zip It
Explore
Respond

KEEP THEM TALKING.

This is not the time to start deep diving into your functionality, features, service, or methodology.

Let's go into my HubSpot portal to see the **LAZER Playbook** in action

(Seller's Version)

Playbooks

lazer   ✕   Owner: Any ⌄

	NAME ⌃
☐	**LAZER** ● Published
☐	**LAZER (for Sales Admin)** ● Published

(Seller's Version)

Playbook   ✕

Zip It 🤭

"Tell me more about..."

(25 minutes)

EXPLORE 🗺️

"I have a few questions to help paint a better picture for our team. Why are you looking for a customer portal? How do you think a customer portal is going to solve your current challenges and/or help you reach your goals?"

<u>Be curious:</u> *Don't take anything they say at face value. Keep diving deeper. Ask questions like:*

- "Why"
- "What else?"
- "Tell me more about [pain point, goal…]."
- "What tool are you currently using or plan to use for this?"

Take Notes:

> Notes
>
> B I U T̲ₓ More ⌄   🔗 🖼️

Close

(Sales Admin's Version)

(Sales Admin's Version)

How are we feeling so far?

THE
PROCESS
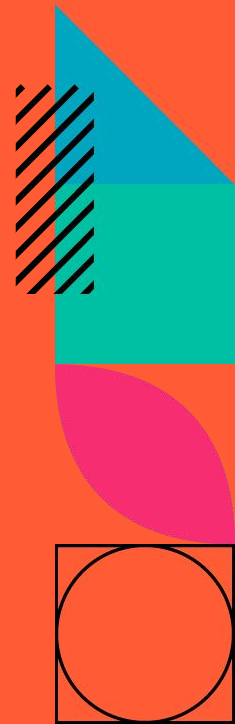
THE STAGES

30,000 ft view

Diagnose	Design	Deliver
Uncover, unpack and document your prospects' goals, pains, and needs	Craft a solution that includes your best plan to address their needs + budget	Tell the story of how they will reach their goals and what role you'll play

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Diagnose

This is where we are having as many meetings and asking as many questions as we need to so we can truly understand what their core goals and challenges are.

Their challenges are not the deliverables they want but are the things that are holding them back from reaching their goals.

Design

Your solution is how you are helping them succeed.

Your solution should be focused on aligning and positioning your products, features, and/or services come together to achieve the specific outcomes your client is looking for.

Design vs Architecture

Generally, acting as a **solution designer** means you evaluate all business requirements and present solutions to specific problems in the form of <u>general services and/or products</u>.
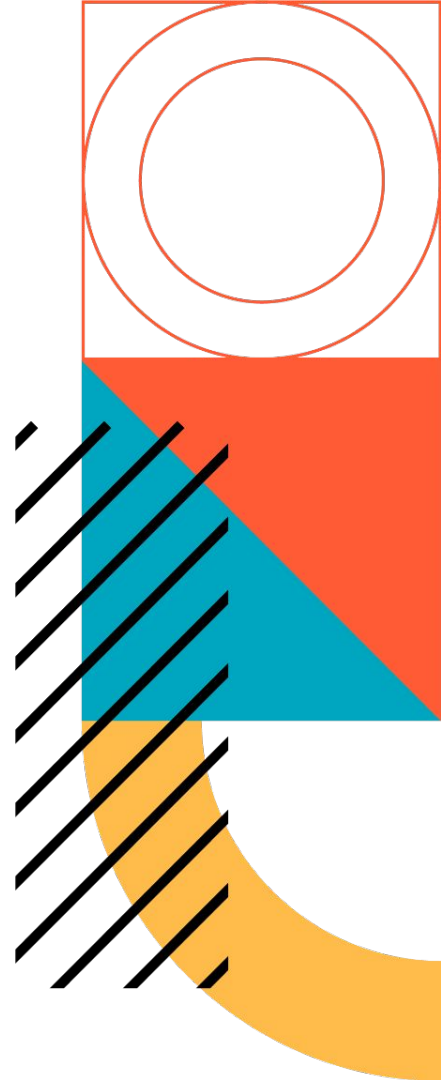
Conversely, acting as a **solution architect** means you also design the <u>detailed components</u> of the project and lead the technical vision.

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Deliver

Your delivery of this solution can make or break the process. The experience you've given so far has built trust that you are an altruistic partner. Keep it up!

Tell the story directly and personally. Include pricing. Give them time to ask questions. Follow through with documentation.

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Once the scope is delivered **follow-up** and **active listening** are your **#1 priorities** for this deal.

The Art of the Pipeline Review

Solution selling can often be a team affair. Collaboration can help you build a truly delightful solution.

Understanding what's in your pipeline helps your sales team, your CS team, and your marketing team come together to streamline the experience for both you and your customers.

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Pipeline Review Presenting Tips:

- **Present the:**
  - Primary goals/challenges
  - Timeline
  - Where we are in the process

- **Keep it short and sweet to leave room for questions.**

- **Take notes! You may not always record your presentation but you + team will always have great ideas for messaging and scoping**

Deal Name
Amount: $7,000
Close date: 08/31/2023
Project Type: Product

🫀 RocketPRM

Note 3 hours ago
! No activity scheduled

Deal Name
Amount: $85,000
Close date: 07/21/2023
Project Type: Web - Diagnostic, Web - Project, Onboarding - HS

🫀 ⧖

Email 2 days ago
Task due in 11 hours

IN 23

THE RESULTS

We have the power to change...

Only 13%
of customers believe a sales person can understand their needs

Source

Nearly half
of sales reps feel they don't have enough information before making sales calls

Source

53%
of customer loyalty reported to be driven by the sales experience

Source

Where you'll see wins

For Your Customers

Lasting relationships

More Evangelists

For Your Team

Increased confidence

Better cross-department relationships

For Your Business

Higher TCV

More MRR

Better Data

IN 23

INBOUND 23

Let's chat!

🔗 **impulsecreative.com/learn/solution-selling**

in **linkedin.com/in/mollyurigatti**

Post Sesh Fun Playlist