

MODULE 9

Perfecting your pitch, learning to negotiate and closing your sales

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Sunlight | **Lionesses of Africa**

**WOMEN ENTREPRENEURS
START-UP
ACCELERATOR
PROGRAMME**

It's your time to shine!

ANTOGRACE
MORE THAN JUST FOOD

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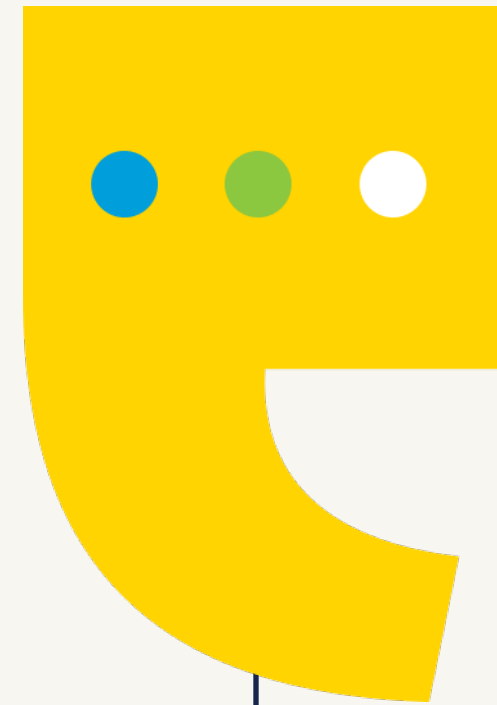
1. Understand your value (proposition)

Start right



Separate your “who” from your “do”

Nobody can make you feel inferior without your consent
Eleanor Roosevelt



2. Articulate, present and defend your value proposition

What is a value proposition?



- That “thing” that you provide to a customer that a competitor can’t offer
- Unique identifier for your business
- Without it, buyers won’t have a reason to buy what you sell

- In other words, it is your competitive advantage
- Articulates why someone should buy from you instead of a competitor

- It is not a slogan, tagline, or mission statement

Do the find & replace test

ARTICULATE your value proposition



Sell the problem you solve, not the product you make

because

People don't care about your business. They care about their problems.

Be the solution that they are looking for.

How you make others feel about themselves, says a lot about you.
How do you make your customers feel?

Differentiate



Don't try to be better than your competition.

Be different.

If you try to be better, your customers and clients will **put you in the same category** as your competitors.

That means you can only be as valuable as your competitors.

Customer-first sales



Differentiators

What you do that no one else does or that you do differently?

Proof

Verifiable claims & Third-party evidence

Value that matters

The customer must care about the “so what”

Value proposition

“ABC’s enterprise development programme had a 50% increase on the employment success rate over 3 years, than the last company we used.” Jim Jones (MD) XYZ Exports

Relate to the customer



Know your typical customers (personas), their situation, and the type of information they need. This helps you to:

- Write messages they can understand
- Address any scepticism
- Mitigate reluctance to change or concerns they may have about the information
- Provide information that is important to them

...and anticipate your customers' reaction to address any doubts, fears, uncertainties and objections they might have

Disney talks about your **dreams**, not their cartoons

Canon talks about your **memories**, not photos



Writing your value proposition



1. Identify your customer's main problem
2. Identify all the benefits your product offers
3. Describe what makes these benefits valuable
4. Connect this value to your customer's problem
5. Differentiate yourself as the preferred provider of this value
6. Describe the benefits your ideal customer will experience when they choose your product or service over the competition

Get practical

PRESENT your value proposition



1. Passion
2. Pride
3. Power
4. Promises
5. Personal
6. Plan
7. Prepare
8. Practice

Oscar Wilde said 'Be yourself; everyone else is already taken.'

A lack of authenticity will be spotted a mile away. Whatever you're saying, speak from the heart!

Hesitations and cushions



Hesitation Your price is considerably higher than I expected.

Cushion I appreciate your concern about the investment.

Hesitation I'm happy with my current provider.

Cushion I'm sure your current provider has been satisfactory.

Hesitation I do not think we're ready to make a change at this time.

Cushion I know you want to make the right decision at the right time.

Persuasion and evidence



Demonstration	An illustration using a physical demonstration with a prop or the solution itself
Example	A story about a satisfied customer
Fact	Statement of truth that support the point you are making
Exhibit	Something physical that supports your solution
Analogy	A comparison of your solution to something which the person is already familiar
Testimonial	An acknowledgement of your solution's capabilities from someone who has used it
Statistic	Accurate and relevant number that supports your solution

DEFEND your value proposition



In sales, the best defense is to be prepared to negotiate:

- Listen carefully
- See things from the other person's perspective
- Be confident
- Be prepared
- Do not be aggressive
- Do not make it a formal process
- Look for creative solutions
- Understand what is important to the customer
- Negotiate details before price
- Recognise walk-away points

Persuasive paradigm



Use your nose to persuade

N O S E	Needs	Demonstrate understanding of the customer's key business needs or issues
	Outcomes	Identify meaningful outcomes or results from meeting those needs
	Solution	Recommend a specific solution
	Evidence	Build credibility by providing substantiating evidence

Persuasive and value



You must have a clear and compelling strategy to demonstrate:

- You understand the **customer** and their key drivers
- You have the **capability** to deliver a winning solution, product, service, i.e. VALUE
- You are better than the **competition** who is also hungry

Solution + Credibility + Value = Persuasion

“It’s too expensive. It costs too much I don’t have the budget. I can get it cheaper.”



1

Ask “Can you help me understand what you mean by that?”

So you can Qualify what they mean by “costs too much”.
Compared to what? Competitor? Another product?

2

Ask “Do you mean I am more expensive than {a competitor}?”

So you can Make sure they are comparing apples with apples. What’s different between you and the competitor? Go back and address the **value** that your product/service offers compared to the rest.
If it seems to cost too much in mind of the prospect then you need to go back and build the value again because you have not done a good enough job. Make a comparison difficult.

3

Ask “Do you mean you don not have the budget at this time?”

So you can Establish what the budget is, how they would like to pay. Could they spread payments?
Get more budget in the future? Cross charge?
Help them to find the money or can you be flexible in how you get paid?
Sometimes it’s just a question of timing.

When the client says can you do it cheaper...



“Sorry, I’m not doing that for free”



1

Thanks so much for considering me! Please see here for a link to the services and price packages that I offer. Let me know if you have any questions!

2

This sounds like a great opportunity, thank you for thinking of me! Are you able to confirm that this is a paid opportunity?

3

I appreciate you thinking of me for this opportunity. Unfortunately, I’m unable to take on any unpaid projects at the moment but I will circle back if that changes.

4

Thanks for reaching out! I typically charge a flat fee for this kind of advice so I’m unable to answer this via DM’s but I’ll drop a link below where you can book a consultation with me!

Walk away



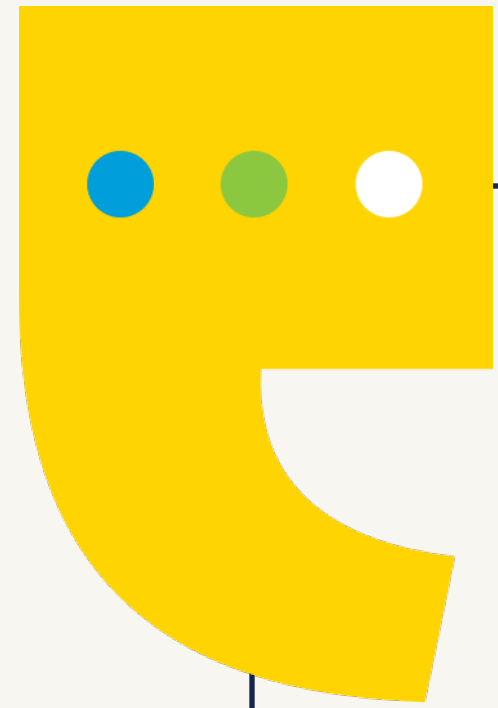
A walk-away is a combination of “negotiables” that represents the least you will accept. It is your negotiation road map.

Think about what is negotiable in your business:

- Terms
- Timing
- Price
- Size
- Add-ons
- Service level

Prepare by knowing your walk-away points and by knowing what you can work with during the negotiation. It might be a single factor or a combination.

Value is not negotiable



3. ABC



Always Be Closing



Ask for the business

- Demonstrate confidence (not arrogance!) to ask for the business

Mistakes

- Have a plan for handling mistakes

**Mistakes are lessons.
Not life sentences.**

Follow up

- Follow up and stay in touch with customers

Traditional types of closers



Trial closing questions

- What do you think of what we have discussed so far?
- How would that feature help your operation?
- Is this something you could see yourself (employees / organization) using?
- Are we heading in the right direction?
- Does this agenda match up with your expectations today?
- Is this what you were expecting to see today?

Traditional types of closers



Soft closing questions

- What would you like to do next?
- What direction would you like to go in?
- Do you want to continue talking about this?
- When would you like to talk again?

Traditional types of closers



Hard closing questions

- Are you ready to move forward to the next step in the process?
- What would you need to be able to make a commitment to move forward?
- If you had everything that you want, are you prepared to move forward?
- If we were able to give you what you are asking for, would you be able to move forward with the purchase?
- When are you going to make your final decision?
- Is there anything that is preventing you from buy now?

Referrals

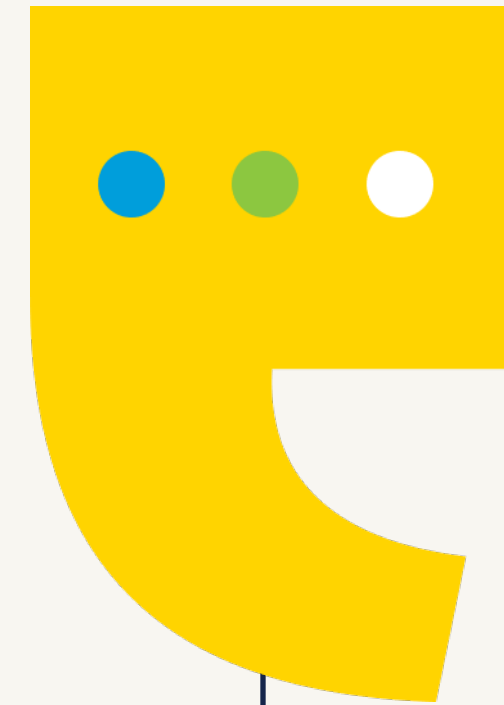


- Think of your customers as partners who can refer you to a steady stream of new business
- Don't underestimate the power of a satisfied customer's goodwill or influence
- Remember that people who have been referred to you are more likely to meet with you
- Ask for an introduction in writing, by phone, or in person

Let's recap



1. Understand your value (proposition)
2. Articulate, present and defend your value proposition
3. ABC



4. Take-aways

Dr. Sant's top ten tips for winning



1. Never title your proposal “Proposal.” That doesn’t say anything clients can’t figure out themselves. (Would you ever title a book “Book”?) Instead, write a title that states a benefit to the client: “Increasing Network Reliability and Convenience through Advanced On-Line Capabilities.”
2. Focus on your clients’ business needs or mission objectives first. Mirror what you have heard from them before offering a solution. That addresses what they care about the most, and it shows you’ve listened and considered their interests and are not offering a canned approach.
3. Avoid lengthy corporate histories. Nobody’s interested!
4. Eliminate jargon. Even if your contact at the client organisation understands all of your jargon, who else will be reviewing your proposal? Will they understand it? However, it is okay, a good idea, even to use the client’s jargon.
5. Keep your proposal as short as possible. It’s always tempting to throw in anything and everything that might be of interest, but in reality the decision makers won’t read it. At best, they’ll skim through your document. A short proposal is likely to be looked at first, which means all others will be judged in comparison to it. That’s an advantage if you’ve done a good job.
6. Highlight your key points. Note the comment about skimming in the previous tip: Executives skim. You can make your document more “skimmable” by highlighting the main ideas. Use bullets, headings and subheadings, boldface type, colour, borders, graphics, and anything else that will make your key points jump off the page.
7. Quantify your benefits and payback. Show the decision maker how much he or she will save, or how much more productive the organisation will be. A convincing calculation of your client’s return on investment is more compelling than a slogan or cliché.
8. Prioritise your uniqueness factors or competitive advantages. Think about what you have to offer and select a few qualities, prioritised in terms of what your client cares about. If possible, tie them to the ROI you’re demonstrating.
9. Ghost the competition. If you know whom you are competing against, raise issues in your proposal that strike at their weak points. Don’t disparage them or mention them by name. But if you know their software is susceptible to viruses, make a big deal about the importance of protecting against viruses.
10. Ask for their business. Ask for it in the cover letter, ask for it in the Executive Summary, and ask for it when you deliver or present the proposal. Being passive doesn’t work. You have to ask.

9 Presentation lessons from Steve Jobs



1. Show your passion
 - Use simple terms and engage your audience by winning their enthusiasm.
2. One Sentence Summary of the product
 - Called as “twitter-friendly headlines”, they deliver main message behind product
3. The “Three” Rule
 - Steve Jobs believed ‘3’ is a powerful number. It is easier than 20 and gives more information than 2.
4. Bring the Villain
 - Every story needs a villain to highlight the hero. People need to be made to see why they might need the product.
5. Bring the Hero
 - After highlighting the villain, bring in the hero to provide customers a good-enough reason.
6. Simple and Visual Slides
 - Keep the data simple. The average ppt slide has 40 words. Jobs finished his first in 19 words itself.
7. Tell them Stories
 - Tell them little stories of how you came up with the idea of the product or when you felt the need to have the product in your life.
8. Prepare and Practice
 - Practice the presentation beforehand at the presentation venue. Helps you give it more confidently.
9. Don't Read from Notes
 - Giving a presentation without referring for points and information shows how confident and involved you were with the product.

My evidence



Demonstration	
Example	
Fact	
Exhibit	
Analogy	
Testimonial	
Statistic	

Your elevator pitch



I am

I help

Do

So they can

Get practical

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