
Using Technology to Sell Jonathan London

A Few Questions

- What technology have you used in the past?
- Do you think your customers and prospects are using technology?
- If so, what technology do you think they are using?

Technology

- Can be a differentiator, or “level set” you and the competition if they are using technology well
- Like any technology, it can make you more productive, or if improperly used, can hurt your efforts
- Expands your market exponentially
- Reduces or removes time and geography boundaries
- It must be embraced in today’s world



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Technology is A Part of a Solution
Not the solution itself

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Sales Process

	▶ 1-Prospect Qualification	▶ 2-Value Discovery	▶ 3-Proposal Present	▶ 4-Negotiation/Close
Step	Prepare for and contact prospect. Qualify and obtain first meeting.	Establish mutual interest and understand: business problems, technical environment, decision process and compelling event	Provide formal proposal with the ABC Co. solution demonstrating BOF/TCO/ROI	Negotiate and agree on pricing and terms
Measurements	<ul style="list-style-type: none"> Analyze selection criteria Establish call objectives Identify value of Internet Assess propensity to buy, incl. budget, financial condition, culture, procurement history Identify key contacts Identify key business drivers & pain points Name business problem we can solve Identify competition 	<ul style="list-style-type: none"> Confirm ABC Co. fit/Mutual Value Articulate sales strategy (internal) Determine technical environment Identify compelling event Define political environment Understand procurement process Meet with key contacts Send discovery letter Begin S.C.O.O.P. 	<ul style="list-style-type: none"> Deliver proposal, incl.- Solution, business case & ROI * Contract T's & C's- Pilot, if requested* Deal Desk approval Provide references* 	<ul style="list-style-type: none"> Language of contract, T's & C's Agree on business conditions & pricing
Skills	<ul style="list-style-type: none"> Access to Power S.PRI.N.G. Dialogue DiSC 	<ul style="list-style-type: none"> Selling Strategically Team Selling S.PRI.N.G. Dialogue 	<ul style="list-style-type: none"> R.E.A.L. Presentations Negotiations 	<ul style="list-style-type: none"> Negotiations Objection Handling Closing



Salesforce.com
NetSuite
Zoho, Nimble.ACT, Sage
Nutshell
Freecrm, Zohocrm, Civicrm,

CRM or Sales Force Automation

6

- At a minimum lets you track activity with prospects and customers
- Can also be used for all of your marketing activities
- Most major providers tie-in to salesforce.com

Other Essentials

- ✓

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- C

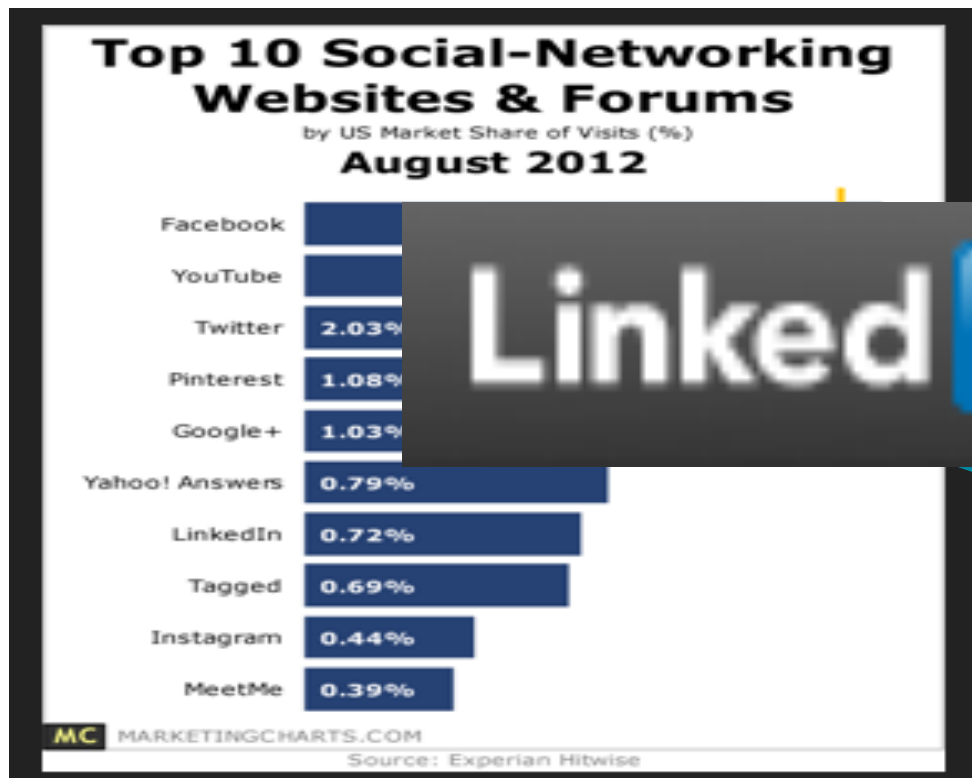
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Social Media



Basic Sales Process



Basic Sales Process

Analyze Territory

- D+B/Hoovers
- OneSource
- LinkedIn
- Salesforce.com
- Vertical databases
- Lexis/Nexis
- InsideView
- Jigsaw
- sohoost.com
- Vertical data bases
- Data.com

Generate and Manage Leads

Generate Leads

- LinkedIn, dlvr.it
- Salesforce.com
- Vertical databases
- E-mail, constant –Contact, jumplead
- Desktop video
- Streaming
- Social media
- SEO
- Twitter
- voodoomarketing
- Facebook
- HootSuite
- Vocus
- Google Alerts
- Hubspot, Marketo, Eloqua



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Google Alerts

Search query:

Result type:

How often:

How many:

Your email:

Google Alert for today

From: **Google Alerts** <googlealerts-noreply@google.com>

News Web

News

10 new results for VP Sales

File Announces New Hire John Lowell as VP Brand Strategy

MarketWatch (press release)

... subsidiary of ViVaki, where he served as Senior Vice President Managing Director of Analytics and Development. He brings more than 10 years of experience in strategic partnerships and operations, marketing, product development, CRM, and analytics. See all stories on this topic »

ClearOne Bolsters Its Executive Management with the Addition of Three Former ...

MarketWatch (press release)

Key executives include Avishey Ben Natan, who will serve as ClearOne's Chief Technology Officer; Rami Bahar, who will serve as ClearOne's Vice President of Global Video and International Sales; and Shai Toren, who will serve as ClearOne's Vice ... See all stories on this topic »

CC hires Radha Subramanyam for new position as Sales & Marketing Research guru

Radio-Info.com

Radha Subramanyam joins Clear Channel Media & Entertainment as Executive VP of Sales and Marketing Research. In the new position, she will report to Chairman/CEO John Hogan, and be responsible for developing, aggregating and analyzing consumer data to ... See all stories on this topic »

Pandora Welcomes Three New VPs

PR Newswire

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Companies in Lead Management

- Data.com
- Frontline Selling
- Demandbase
- Gagein
- Greenleads
- Infofree
- Leads360



Qualify Opportunity

Qualify Opportunity

- LinkedIn
- Salesforce.com
- Vertical data bases
- E-mail
- Desktop video or web conferencing
- Streaming
- Social media
- iPad or tablet
- Mobility
- Ideal Profile
- Playbooks
- Impending or Compelling Event Guide
- Sales Benchmark Index

Compelling Event Assessment

Rep Name _____
 Company Name _____
 Decision Maker/Power _____

Assessment Date _____
 Potential Revenue _____
 Projected Close Date _____

Dimension	Question	Yes	No	Don't Know	Comments
Internal pressure	Is there any internal pressure and/or initiatives to specifically deploy a POS System by a certain date? If so, please provide in the comments section.				
	Has a date or timeframe been set for a solution to be "in place" (e.g., beginning of fiscal year)?				
	Are there competing projects for the funds available?				
	Is the POS system the highest priority among competing projects with the company?				
	Has the Power openly committed to a result that is tied to this project by a certain date?				
External Pressure	Is there an external event/forces/requirements that is prompting the power to investigate alternative POS Solutions?				
	Is the current POS system negatively impacting current business requirements, needs and pressures?				
Personal Impact	Does our Coach and/or Power stand to benefit personally if an improved POS solution is approved or deployed by a certain date?				
	Is the pain associated with status quo greater than the pain and risk expected with this change?				
	Are all the personal wins by stakeholders associated with this project greater than the possible risks (Implementation, Operational, Financial, Talent)?				
	Has the decision maker or key influencer personally committed to the success of this project by a certain date?				
	Have there been negative personal effects related to the company's POS System capabilities?				
Consequences of Inaction	If they do not go live on a new POS Solution by a certain date, are there consequences?				
	Are there hard, soft, political, or personal costs of doing nothing ? If so, please document in the comments section.				



Google Alert – PEER1

Google Alerts

Sent: Monday, March 19, 2012 4:01 AM

To: Jonathan London 201 788 8922

News

1 new result for **PEER1**

Local startups, vets share common ground at SXSW

San Antonio Express

I came from a hosting company in the San Antonio area called **Peer1** Networks. Then I went to WordPress and helped them run their systems for a year," ...

Web

2 new results for **PEER1**

MicraHosting : **Peer1** LA - X3430 @ \$139 - Better Network for USA ...

Dell R210 PowerEdge. Single Intel Lynnfield X3430 4 GB DDR3 RAM 250GB SATA 7.2k RPM HDD 5.0 TB Bandwidth on 100mbps port 5 Static IP \$139/month ...

www.webhostingtalk.com/showthread.php?t=1136427

DSC 5469 | Flickr - Photo Sharing!

By **PEER 1** Hosting No real name given + Add Contact. This photo was taken on March 13, 2012 using a Nikon D700. 1 view 0 comments 0 favorites 0 galleries ...

www.flickr.com/photos/peer1/6988406161/

Tip: Use site restrict in your query to search within a site (site:nytimes.com or site:.edu). [Learn more.](#)



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Decide to Engage

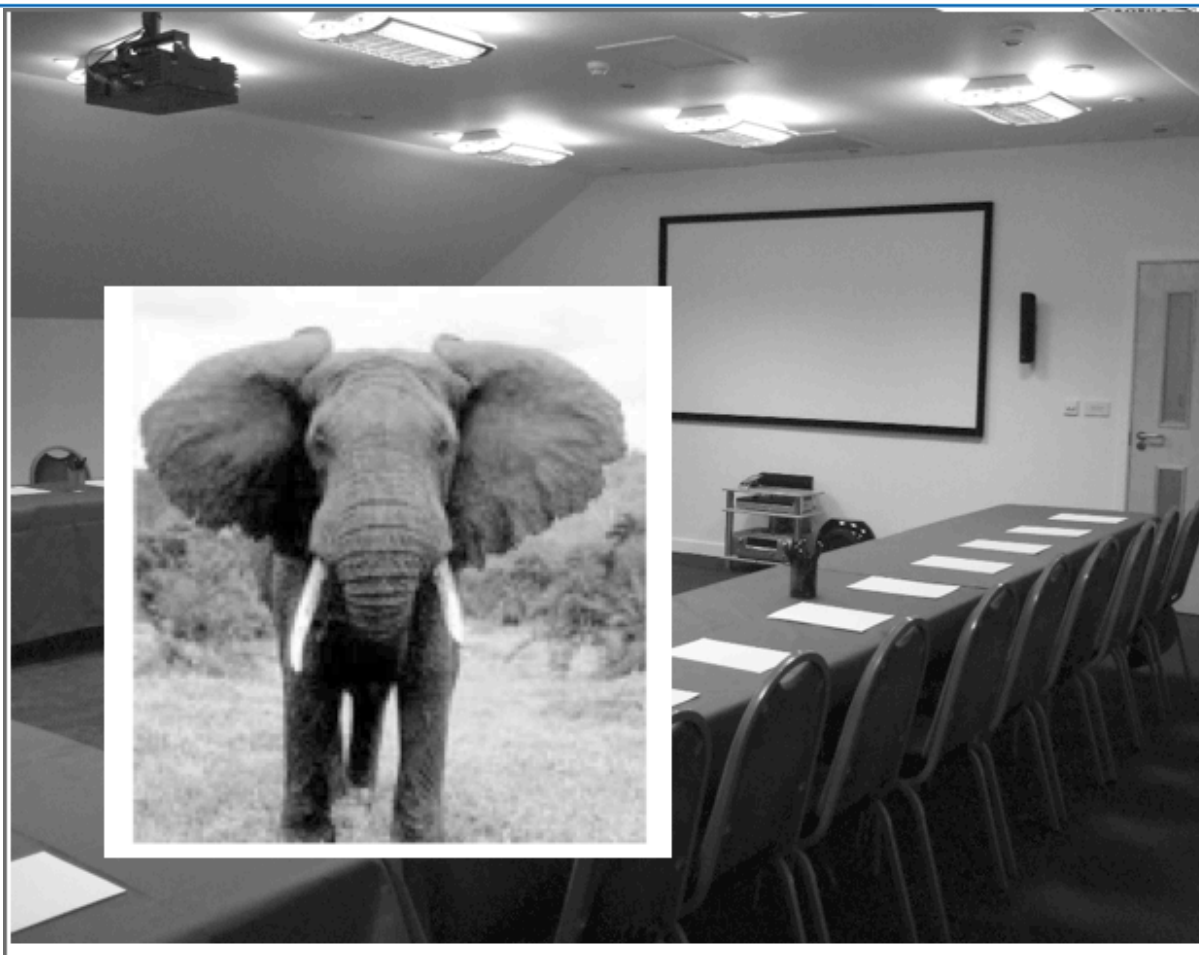
Choose The Right Strategy

- Desktop video or web conferencing
- Streaming
- Social media (linkedin, twitter, kred)
- Skype
- Chat (Chatter, Jive, Mzinga, igloo)
- iPad or tablet
- Wireless
- Ideal Profile
- Playbooks
- Impending or Compelling Event Guide
- S.C.O.O.P.

Present and Propose

Propose or Demonstrate the Right Solution

- Desktop video or Web conferencing (slideshare, clearslide, prezi)
- Streaming
- Laptop
- iPad or tablet
- Wireless
- PowerPoint or other like offering
- Screen capture
- Tinderbox
- Dropbox
- Clearslide
- Whiteboarding
- YouTube, Vimeo or other video
- Online images or photos
- http://prezi.com/mkg9y_pl1cxd/presentation-on-presentations







Work the Strategy

And Close The Deal

- Desktop video or Web conferencing
- Streaming
- Electronic signature (DocuSign)
- Social media (newsle, storify, scoop.it)
- Desktop video or web conferencing
- Chat
- iPad or tablet
- Ideal Profile
- Playbooks
- Impending or Compelling Event Guide
- S.C.O.O.P.

Other Technologies

- Time Management – TimeSmart
- Recruiting
- Sales Assessments
- Customer Service
- IT and Administration
- Compensation

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Apps

SEE APPS BY SALES EFFECTIVENESS CATEGORY



Compensation
Management



Configuration/Price/Quote
(CPQ)



Customer Experience
Management



Customer Relationship Management
(CRM)



Gamification



Lead Management



Marketing Automation



Message Management



Online Presentations



Pricing



Sales Analytics



Sales Enablement



Sales Process and Training



Sales Productivity



Social Media & Collaboration

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