

Name: _____


Phone: _____

Speed Up the Sales Cycle

Jill Konrath
CEO
SellingtoBigCompanies.com

Thursday, Oct. 29
9–10:45 a.m.




 American Staffing Association

Speed Up the Sales Cycle

Jill Konrath
Chief Executive Officer
SellingtoBigCompanies.com

Thursday, Oct. 29, 9–10:45 a.m.

 1.75 CE

Speed Up the Sales Cycle!



JILL KONRATH

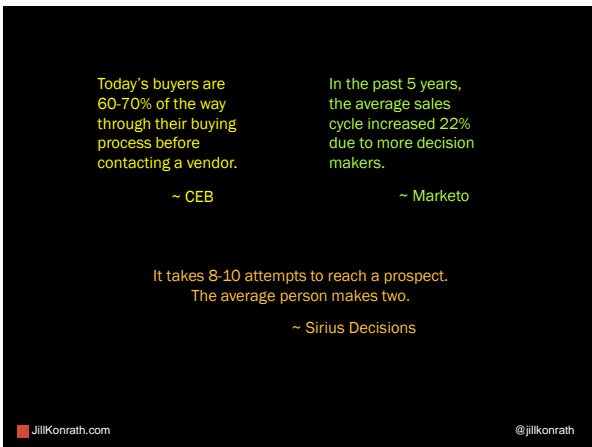
Author of *AGILE SELLING*,
SNAP Selling & *Selling to Big Companies*


Hiker, learner, activator,
strategist, crossword
fanatic and traveler











- More work
- Fewer resources
- Shorter deadlines


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Salespeople bore me!



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Salespeople are so unnecessary.



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Plant Manager



Cast of Characters

- Line Supervisor
- Director, Human Resources
- IT Manager
- Chief Financial Officer
- Family Member
- Director, Quality Control

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Frazzled people think & react differently from normal human beings.



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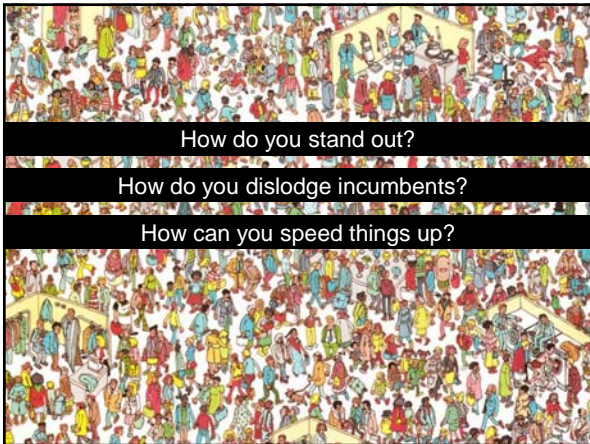
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Attention span of a goldfish



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How do you stand out?

How do you dislodge incumbents?

How can you speed things up?

SNAP Factors



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Trigger Events



A change in an organization or their business environment that alters their priorities

... thus creating a new opportunity for you.

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Why It's Worth It

- Slash time to initial meeting
- Chop months off your sales cycle
- Eliminate competitors
- Catch the incumbent sleeping
- Prove yourself a worthy resource



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Just one change affects:

- Satisfaction with status quo
- Ability to meet goals
- Current processes
- Other functional areas



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Management Changes

1st Quarter Results



Company Sales Review

Quarter	Q1	Q2	Q3	Q4
Q1	25%	25%	25%	25%



Mergers & Acquisitions



New Strategic Initiatives



Relocations







Sales Intelligence & Insights

BUYERS

INDUSTRY

COMPANY

CONNECTIONS



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Local Media

Business
Magazines

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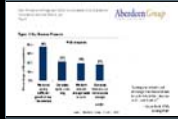
Company Insights



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Industry Intelligence



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Sales Intelligence Tools



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Research time should be proportional to the size of the opportunity.

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Typical Message

Intro: Name, company
Positioning: We specialize in ...
Reason: Learn about... & share...
Close: Schedule meeting, contact



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1. Build Credibility
2. Pique Curiosity
3. Close Confidently

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1. BUILD CREDIBILITY

Reference a Referral
Mention Similar Customers
Highlight Your Research

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1. BUILD CREDIBILITY

Bring Up Similar Client Triggers

“From my work with other clinics, I know there are some seasonal ups and downs that make staffing complicated at this time of year.”

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1. BUILD CREDIBILITY

Tie in Relevant Triggers

“I noticed in last week’s Business Journal that your company is planning on expanding into the Maple Grove area.”

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Pique Curiosity

“Mmmmm. That’s interesting. I’d like to learn more.”



2. PIQUE CURIOSITY

Emphasize Results

“In our work with other clinics, we’ve been able to even out their staffing requirements, saving them thousands of dollars each month.”

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2. PIQUE CURIOSITY

Bring up Industry Trends

“There are some interesting trends going on in the staffing (your) industry that could have an impact on your business.”

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2. PIQUE CURIOSITY

Share a Success Story

“In working with another facility very similar to yours, we were able to cut their staffing overhead at the same time productivity increased. I’d be glad to tell you how we did it.”

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2. PIQUE CURIOSITY

Tempt with Ideas & Insights

"I've been thinking about what you said related to your upcoming staffing needs and I have some ideas (insights) that might be helpful to talk about now."

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3. Close Confidently



"Let's set up a time to talk."

PHONE CALL

Terry, Pat Smith from 4x4 Temps. I noticed in the recent Business Journal that your company is expanding into Maple Grove.

We're working with lots of growing manufacturers right now on temp-to-permanent hiring programs. They can make a big difference as you ramp up production.

Let's set up a time to talk how we're doing it. Again, it's Pat Smith. 123-456-7890

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Phone messages should be less than **twenty seconds**.

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Focus on Email

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EMAIL MESSAGE

Terry,

As I mentioned in my message, we've worked with a lot of other manufacturers to help them test out production employees first before hiring them.

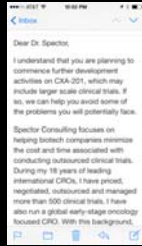
We recently worked with [similar firm] as they were growing. They were able to meet their growing production schedule while onboarding 50 new people in just 3 months.

If you'd like to learn how we did this, let's set up a time for a quick conversation.

Pat 71 words

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Look at your messages on your **cell phone**.



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Write short messages – **60 to 100** words max.

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Keep your messages to **five or fewer** sentences.

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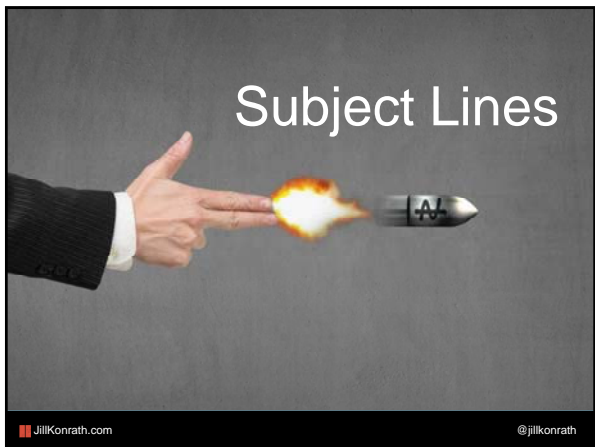
Only **one** or **two** sentences per paragraph.

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Just **ONE**.

- One question.
- One link.
- One attachment.

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Recent Research Shows

GOOD

- Focused on **Utility** or **Curiosity**
- Tomorrow
- Meeting

BAD

- FW:
- Quick

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Helpful Relevant Emails

- Growth Strategies
- Leadership
- Technology
- Marketing
- Human Resources
- Operations
- Customer Service
- Exit Strategies
- Industry Trends


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[ARTICLE] The High Stakes Game of Keeping Your Top Talent



[WEBINAR] The First Mile: A Launch Manual for Great Ideas



August 6 - 12 pm ET




INFOGRAPHIC


WORKPLACE DEAL BREAKERS
Where's the Breaking Point for Employees?

WHITE PAPER

[VIDEO] 8 Trends Every Business Owner Should Be Watching Right Now




EBOOK



DISASTER PLANNING GUIDE

WEEKEND UPDATE

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Lee,

I know you're growing. That's why I thought you might be interested in this article that appeared in Inc. magazine today:


[The High Stakes Game of Keeping Your Top Talent](#)

Hope it gives you some good ideas!

Jill

37 words

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Lee,

One of my customers recently had some serious computer issues that wreaked havoc with their business.

That's why I wanted to share this ebook with you that I just discovered.

[Small Business Disaster Recovery Guide](#)

I hope you find it helpful.

Jill

41 words

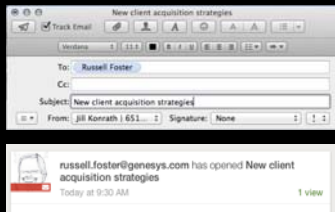
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Where to Find Resources





Tool for You



www.getsidekick.com

How do you speed up the sales cycle?



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American Staffing Association

Thank you for attending this
Staffing World 2015 workshop



Jill Konrath
Chief Executive Officer
SellingtoBigCompanies.com
