

# **Selling to Companies Who Don't Know You**

## How to get the First Meeting!

# About Me

- 18 years of B2B Sales
- Many Mistakes / Few Great Successes
- I will share from First Principles
- Starting Sales Accelerator Program (22 June)

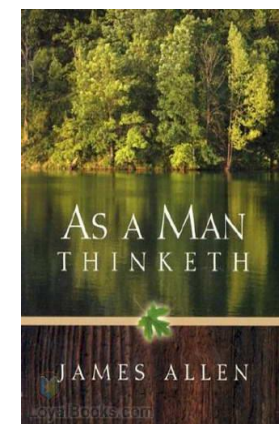
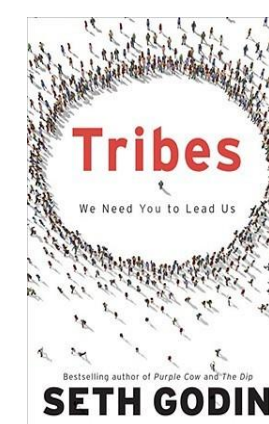
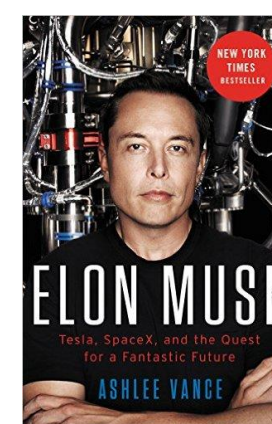
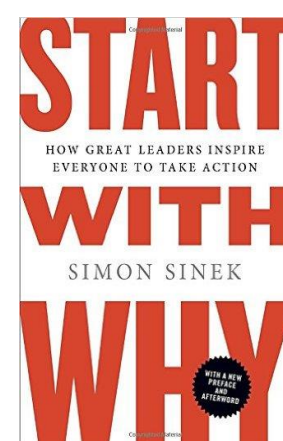
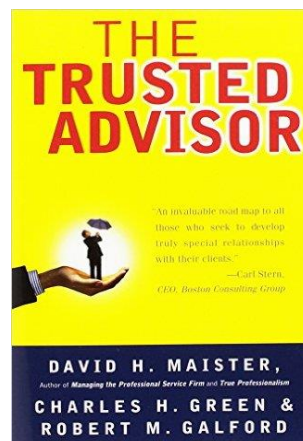
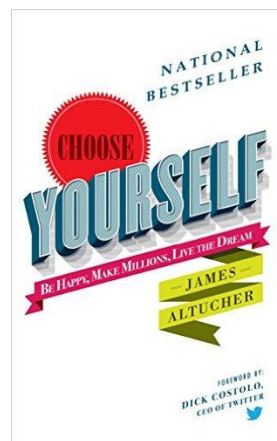
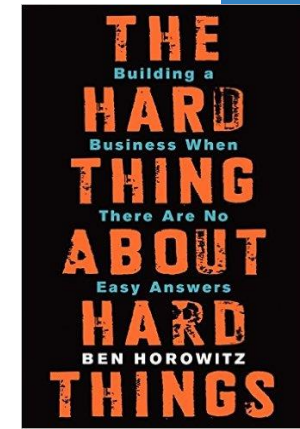
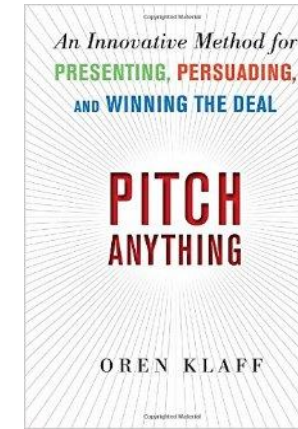
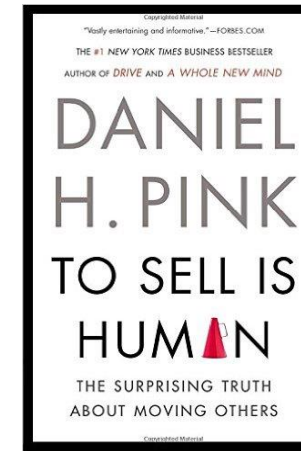
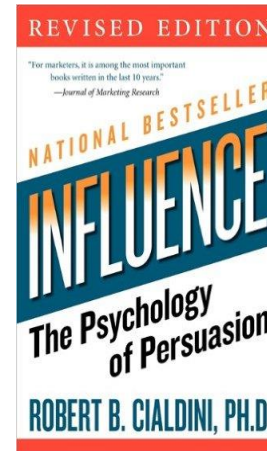
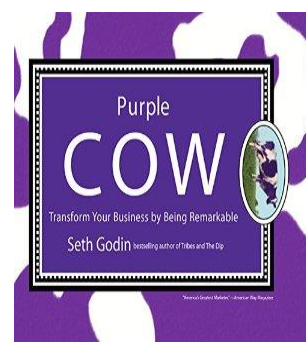
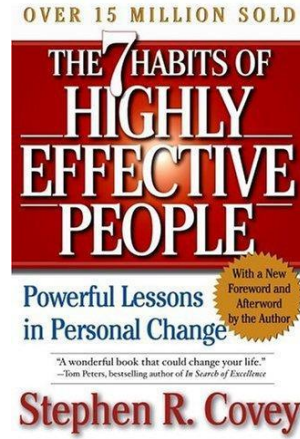
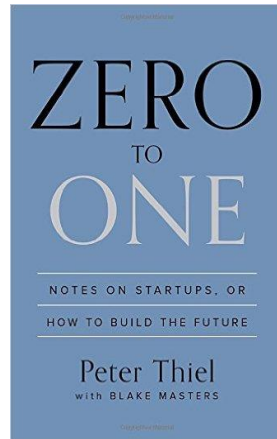
# Download today's slides

1. Go to [www.bigjump.com.au](http://www.bigjump.com.au)
2. Click on **Resources**

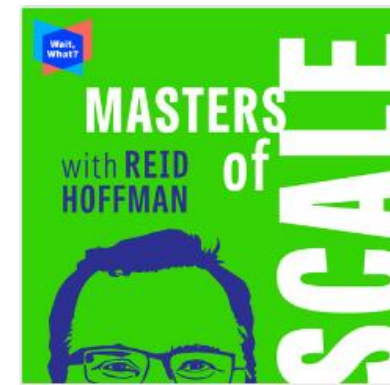




# Reading List



# Online Resources



# What we will cover this morning

1. The start of a B2B relationship
2. Proposal Structure
3. Steps to Achieve First Meeting
4. Warm Calling

# 1) Every good relationship has a beginning

- Value sharing experience
- Understanding
- Trust
- Equality



## 2) Proposal Structure

- Bridge between customer and solution
- Applies to everything!
- Reversible





# Proposal Structure

Slot/Section	Proposition
<b>Situation</b>	This is our understanding of your problem or opportunity
<b>Objectives</b>	Given that problem or opportunity, these are our objectives for solving or realising it
<b>Methods</b>	Given those objectives, these are the methods we will use to achieve them
<b>Qualifications</b>	Given those methods, these are our qualifications for performing them
<b>Costs</b>	Given those qualifications and methods, this is how much it will cost
<b>Benefits</b>	Given our efforts and their associated costs, these are the benefits or value that you will receive.



## 3) Steps to achieve first meeting!

1. Understand Proposal Structure
2. Define your value proposition
3. Simple (email) and Complex (letter) introductions
4. ~~Cold~~ Warm Calling
5. First Meeting Agenda

# Example Email

Hi [.....]

We have not met before. My colleague/friend/customer [.....] who works at [.....] suggested I reach out.

I would like to request an introduction, to better understand your project environment at [.....].

We provide a full suite of services for [.....] Projects. The following organisations we believe have similarity to yours:

- ....
- ....
- ....

Could we pencil in a time to catch up for coffee on Tuesday 27<sup>th</sup> June?

Regards

[.....]

# Example Letter

Proposal Slot	Explanation	BIGJUMP Example: Introduction Letter
Situation	This is our understanding of your problem or opportunity	<i>We understand that your company is experiencing market fluctuations from being part of the resources sector.</i>
Objectives	Given that opportunity or problem, this is our objectives for solving it	<i>We believe we can provide you with valuable insights into addressing the challenges of your industry.</i>
Methods	Given those objectives, these are our methods for achieving them	Propose sharing with you our White Paper (industry insights) in order to provide you with valuable insights and potential solutions to your challenges.
Qualifications	Given those methods, these are our qualifications for achieving them	The industry insights is based on our 20 years' experience in helping similar organisations to yours around the world.
Costs	Given those qualifications and methods, this is how much it will cost	Asking for 30 mins in your calendar. Suggest meeting at a café near to your office.
Benefits	Given our efforts and their associated costs, these are the benefits or value you will receive	You will gain valuable insight into addressing challenges of your industry

(Freed, Freed and Romano; Writing Winning Business Proposals; 1995; p.13)

## 4) ~~Cold~~ Warm Calling 😊

- Put yourself in the customers shoes
- Focus on verifying the letter
- Be well prepared
- Summary of value proposition
- Invite to catch up for coffee to discuss further



# Q&A

# Accelerator Program

- 3<sup>rd</sup> cohort starts 22<sup>nd</sup> June
- Steps needed for first meeting and building relationship
- 2 workshops
- 60 min mentoring session
- Weekly calls
- Facebook Group (closed)
- Social event at conclusion
- [Click here link for further details](#)

