Executing Digital 1st Time Meetings

THE CENTER FOR SALES STRATEGY
Give me six hours to chop down a tree and I will spend the first four sharpening the axe.

Abraham Lincoln
Prepare Yourself

RESEARCH THE PROSPECT

DEVELOP NEEDS ANALYSIS TOPICS & QUESTIONS
### Research the Prospect

<table>
<thead>
<tr>
<th>Research the Person</th>
<th>Research the Company</th>
<th>Research the Industry</th>
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<tbody>
<tr>
<td>LinkedIn</td>
<td>Company Website</td>
<td>Identify Trends</td>
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<td>Google</td>
<td>Blog</td>
<td>Opportunities</td>
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<td></td>
<td>Social Media</td>
<td>Challenges</td>
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</table>
Develop Needs Analysis
Topics and Questions

Essential Questions and Topics

Industry Terminology

Prepare to Discuss Trouble Areas
Prepare Your Prospect

- Establish Your Credibility
- Align Expectations
Establish Credibility

- Demonstrate Value
- Share Insights
- Focus on Your Process
- Ask them to Connect on LinkedIn
# Contract and Align Expectations

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
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<tbody>
<tr>
<td>Date, Time &amp; Location</td>
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<tr>
<td>Who is Attending</td>
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<td>Purpose of the Meeting</td>
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<td>Explain Needs Analysis</td>
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<td>Discuss Desired Outcomes</td>
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<tr>
<td>Partner with Prospect</td>
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Discover Meeting
Discover Meeting Outline

- Open With Agenda
- Elevator Speech
- Lead With Insights
- Secure An Assignment
- Confirm Next Steps
Elevator Speech

- Who I Am
- What We Do
- Why It Matters
Lead with Insights

- Yelp Reviews + Your Observations
- Impact of Social Media During Consumer Journey
- Observations about their Facebook site
4A’s Needs Analysis
Secure an Assignment

Assessment → Assignment → Analysis → Agreement
THE ART OF ASKING QUESTIONS
Questions From Insights
“Is there an area of the business you expected stronger growth than you are seeing this year?”

“Have you identified the top 2-3 things holding you back?”
Ask One Question At a Time

Break Down Complicated Questions

Keep Conversation Focused
Listen Actively - Take Notes

- Be Comfortable with Silence
- Make Good Eye Contact
- Take Brief Notes
Open-Ended Questions
Closed-Ended Questions
“Fish for Trouble”

• As Manager of this department, what key areas are you responsible for?

• How does your company measure performance?

• What’s the biggest obstacle to reaching your revenue goals?

Go Deeper

• Is there a segment of your industry that is expanding, and you’re not getting your fair share of that growth?
“If your energy drink sales go well, how could that enhance your retail relationships?”

“And if energy drink sales were to fall below expectations, what impact would that have on your retail relationships?”
Ask. Listen. Ask

“Tell Me More…”
What are the Desired Business Results?

- What key business results are you focused on achieving this year?
- What opportunities do you want to capitalize on in the future?
- Which results are you having trouble achieving?
Digital Discovery Questions

- What is the goal of your website? What do you want people to do once they get there?
- Is there a section of your website you wish more people would visit? Why aren’t they visiting now?
- How are users currently finding your website? How do potential and existing customers use your website along their path to purchase?
- Does someone measure traffic and activity on your site? Does that activity match the goals and purpose for your site?
- How relevant do you find Social Media in attracting new customers?
• Are you more concerned with attracting new potential customers or actively engaging your existing fans/followers through social media?

• What are some examples of how your traditional advertising works in sync with your digital, social, mobile and search?

• Are there different people involved in placing your various media?
  • Traditional
  • Digital
  • Social
  • Mobile
Summarize Desired Business Results-
Select One

- Summarize
- Ask if anything is missing
- Prioritize
- Test the emerging Assignment
- Agree on one (or more) Assignments
Focus on the Consumer Journey

Who is the Target consumer?

What benefits do they seek?

What consumer behavior will need to be influenced to achieve this result?
What are the best ways to measure success?

- How would you describe the ultimate measure of success here?

- Given our conversation about the consumer journey, what are some ways we can measure along the purchase path?
Thanks for joining us today!

Next Week’s Topic:
Close & Grow
Digital Revenue