WEBINAR

You Snooze You Lose

QUALIFY TO WIN!

PRESENTED BY:

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WWW.SHIPLEYWINS.COM
“A customer at rest tends to stay at rest unless acted upon by an outside force.”

- *Physics of Account Development*

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**Agenda: You Snooze You Lose**

- Today’s competitive environment
- Traps to avoid
- **Qualifying** the sales funnel and pipeline
- Best practices for early qualification and customer engagement
- The value proposition
- Questions and answers
Understand Today’s Selling Environment

Harsher attitudes towards sales and the business development process

Changing technology and communication dynamics

Trust is becoming harder and harder to earn

More and better information about the buyer and the seller is readily available

Today’s environment: Trust is key!
The New Reality of Business Development

- Customers buy from people and organizations they TRUST.
- Customers buy from people who know their business.
- Customers want to get the best value.
- Suppliers must understand customer issues and needs (hot buttons).
- Suppliers and partners must sell the way the customer prefers to buy.
- Suppliers who can demonstrate solutions with **value** have the advantage.
Buyer/Seller Relationship
Customers Have More Information than We Think

Source: Huthwaite Research, Harvard Business Review
Traps and Pitfalls

Where in the sales cycle might we be tempted to snooze?

- Sticking with same old suspects and not branching out
- Waiting for the phone to ring—reactive not proactive
- Assuming “nobody’s buying”
- Not qualifying opportunities (chasing everything)
- Letting your pipeline grow stale
- Avoiding social media as a way to stay connected
Identify and Qualify Opportunities Early

Avoid snoozing and losing by:

1. Identifying programs and opportunities with the best chance of winning
2. Rigorously qualifying each opportunity to improve our Pwin.
We Must Qualify Our Pipeline, Early and Often
Carefully Manage Our Pipeline

Opportunities
How do you reach consumers who are stuck on the couch waiting out the coronavirus shutdown?

While our entrepreneurial instincts may tell us to cut costs, now is a critical time for companies to invest in innovation to survive in the midst of COVID-19.
Engage Your Customers More than Ever

Ways to Reach Customers and Gain Trust and Respect

1. Plan and develop *effective questions* ahead of a virtual meeting or call—you many only get one chance.

2. Peel the onion by asking *follow-up* questions to get to underlying or hidden issues.

3. Listen, clarify, listen for evidence and impact.
Participate in Virtual Industry and Bidder Events

Virtual SVIP Industry Day

On June 23, 2020, 11:30 a.m. – 3:30 p.m. EST (8:30 a.m. – 12:30 p.m. PST), the Silicon Valley Innovation Program (SVIP) in partnership with U.S. Customs and Border Protection (CBP), U.S. Citizenship and Immigration Services (USCIS), and the DHS Privacy Office (PRIV) invite you to attend a virtual SVIP Industry Day to learn about the re-release of the Preventing Forgery and Counterfeiting of Certificates and Licenses.

During this event, SVIP, CBP, USCIS, and PRIV will participate in panels and question and answer sessions about their use cases, which include:

- Alternative identifier to the Social Security Number (PRM)
- Food Supply Chain Safety and Visibility (CBP)
- Supply Chain Traceability of Natural Gas Imports (CBP)
- Supply Chain Traceability of Direct-to-Consumer E-Commerce Shipments (CBP)
- Privacy Respecting Essential Work and/or Task License (USCIS)

Register here to attend the Industry Day.

What VFEDCON MAY 2020 Attendees Have to Say

It was AWESOME! You and your team did an amazing job and made it very easy to use and navigate. The Peds could learn a lot about conducting their own virtual industry days from you!

DAVID BEAUCHAMP
Why Bother? (with Social Media)

Can we really advance the opportunity and improve our Pwin, virtually and with social media?

- **DOE twitter**
- **United Healthcare**
- **DOD twitter**
- **GSA FEDSIM**
- **FEMA Website**
- **NCMA (professional association)**
- Virtual events—be visible
  - Bidders conferences
  - Industry days
Tips to Better Position Your Solutions, Virtually

- Expand Your Prospects (Markets)
- Measure Your Efforts and Progress
- Use Various Marketing/Social Media Channels
- Establish Authority — Be a Thought Leadership
- Create Interest and Visibility
- Become Relevant: A trusted advisor
Why Social Media Efforts Fail

- There is no value in the message or content.
- The platform doesn’t align with the objective.
- The strategy is not kept current and managed.
Dos and Don’ts of Social Media in Business Development

**Do**
- Take it seriously
- Establish clear objectives
- Publish clear policies
- Your homework (better than your competitor)
- Keep it current—commit
- Make it (content) relevant
- Observe others—learn from the best

**Don’t**
- Rely on a single platform
- Over-step your customers’ boundaries
- Expect overnight success
- Target all markets with the same approach
- Underestimate the power of viral marketing through social media
Refine Your Value Proposition During this Time

An offer demonstrating measurable value/worth to the customer should be:

- Developed collaboratively with the customer
- Based on *win strategy*
  - Analysis and discriminators
  - Competitive position
- Focused on tangible and **measurable** benefits
- Able to solve a problem or save money (ROI)
- Quantifiable (value outweighs cost)
- Time bound
Tips to Help Us Avoid the Snooze Button

- Establish rapport and trust.
- Manage your pipeline and Pwin.
- Keep qualifying your opportunities.
- Add value in every engagement.
- Leverage remote working tools and virtual events.
- Good (credible) marketing content is critical (various platforms).
- Have a work mentor/coach.

- Tips for Selling in the Age of a Pandemic, Steve Silver; Forrester Blog
Questions and Discussion
THANK YOU

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