

SALES TIP 105 CHOOSING A SALES STRATEGY

| Opportunity Type | Maturity Level | Sales Approach |
|----------------------------|---|--|
| First Time Buyer | <ul style="list-style-type: none"> • Customer knows they need to change; but intimidated by technology • They think they can't afford analytics tools • Customer wants to move from manual processes and does not want a business disruptor | <ul style="list-style-type: none"> • Tell a story (Story Selling) • Don't overwhelm with technology • Emphasize business benefits (i.e., ROI) |
| Modernization Buyer | <ul style="list-style-type: none"> • Some exposure to data analytics; but limited use • Needs to drive business efficiencies, improve business performance, find new streams of revenue • Highly focused on making an impact to the bottom line | <ul style="list-style-type: none"> • Sell the SAS framework (Analytics in Action) • No coding skills required • No dependency on IT • Emphasize need for predictive analytics • Enabling business leaders to make fact-based decisions – <i>with confidence</i> • Talk about the Data Journey • Create a Vision |
| Replacement Buyer | <ul style="list-style-type: none"> • Customer has an existing data management solution • Technology may be outdated • Technology is not delivering all the features they want or they have simply outgrown their existing technology • Possibly a failed implementation with another vendor | <ul style="list-style-type: none"> • Similar strategy as for Modernization Buyer • Focus on minimizing “perceived risks” • Will probably require a comparison of features and functionality • May require a POC • Share case studies and success stories |



Determine what the Customer is trying to solve for; what's not working?

Customers spend money when it helps them make money, save money or reduce risk.

SOLVE THE BUSINESS PROBLEM

RETURN ON INVESTMENT

Create a Vision; look for key indicators on how execs get bonused

- Will the cost of reducing man hours pay for the solutions we're trying to sell the Customer?
- If the customer can increase revenue by 1% what does that translate to?
- What's the current state vs. desired state (what is the vision gap)?
- Where will their business be if they do nothing ? (stay with status quo)

BUSINESS PRIORITY

What is the Customer's Business Priority?

- Automating manual processes
- Driving efficiencies
- Reducing costs
- Save time
- Find new streams of revenue
- Make fact-based business decisions that impact the bottom line

RISK MANAGEMENT

Rather than addressing objections, help customer minimize "perceived risks"

- What are their perceived risks?
- Does the Customer have risk preventions in place to minimize errors with their current manual process?
- Is the Customer willing to take action based on business insights gained from their data?