

Skip Miller
M3 Learning

ProActive Selling

Now that you have all those
leads...Turn Leads into Sales

Infusionsoft.

SKIP MILLER
SALES ACADEMY


Take a Test

- ✓ of Leads that turn into a presentation **74%**
- ✓ of Leads that turn into a proposal **34%**
- ✓ of Leads that Decision **11%**

**So what are we doing
to make our prospects mad?**

CSO Insights

Leads to Revenue Factors

- 
- A conceptual image in the background showing a hand holding a glowing, wireframe-like digital structure that resembles a skyscraper or a complex data visualization. The structure is composed of yellow and orange lines and is set against a blurred background of city lights and architectural elements.
1. Quality of Marketing Lead Gen
 2. Quality of Understanding “my” needs
 3. Listening Skills
 4. Value to Price
 5. Fit

CSO Insights

Leads to Revenue Factors

1. Quality of Marketing Lead Gen

2. Quality of Understanding “my” needs

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4. Value to Price

5. Fit



*So what are we doing on
these three?*

Let's Get Down to Business

- It's all about Revenue and Decisions

- Customers
- New Business
- Land and Expand
- Return business
- Referrals
- Prospecting

New Business PROSPECTING
Customers
 LAND A EXPAND
Return N
 BUSINESS D REFERRALS

- Leads do not equal revenue

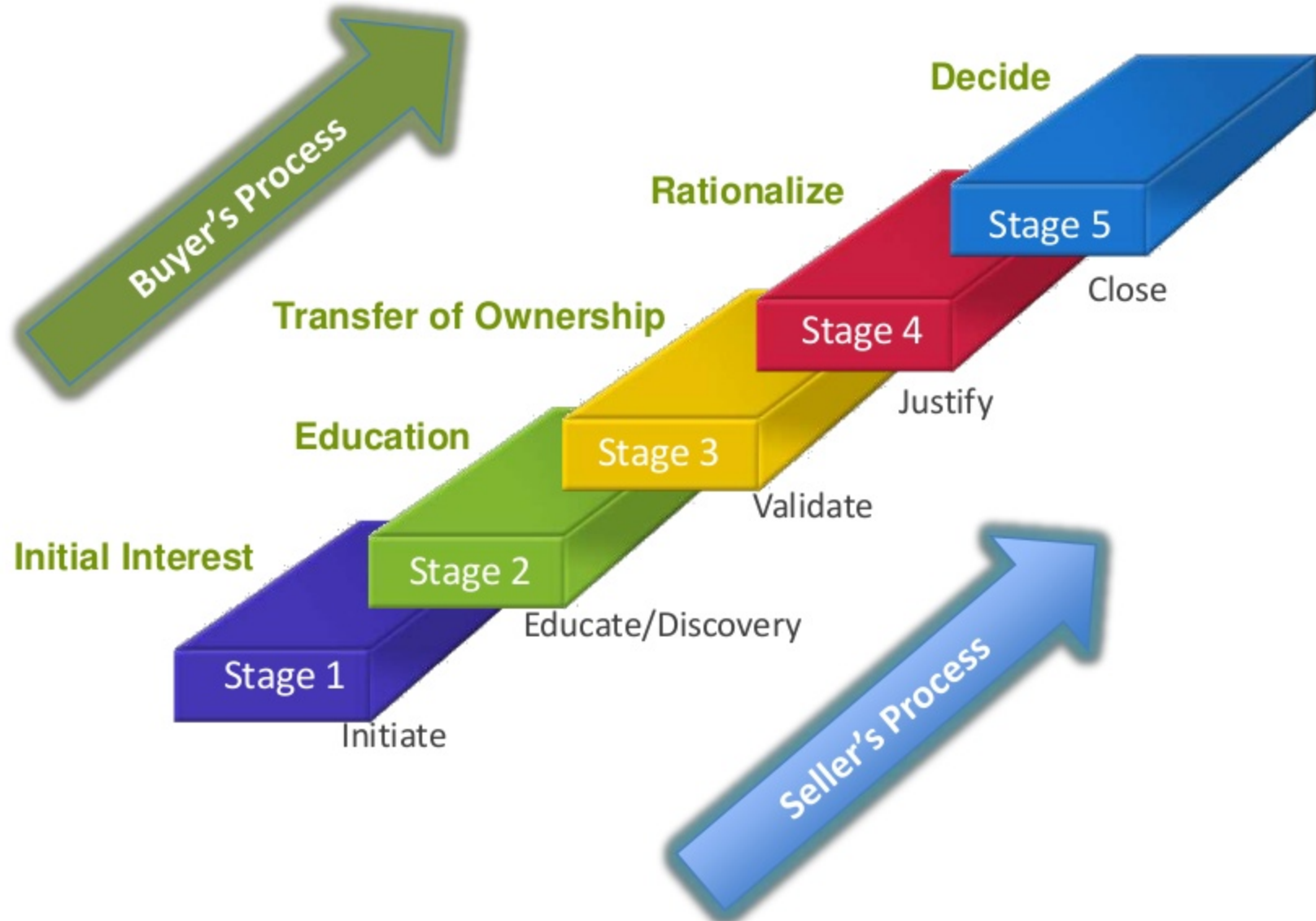
Let's Get Down to Business

Energy turns Leads into Decisions

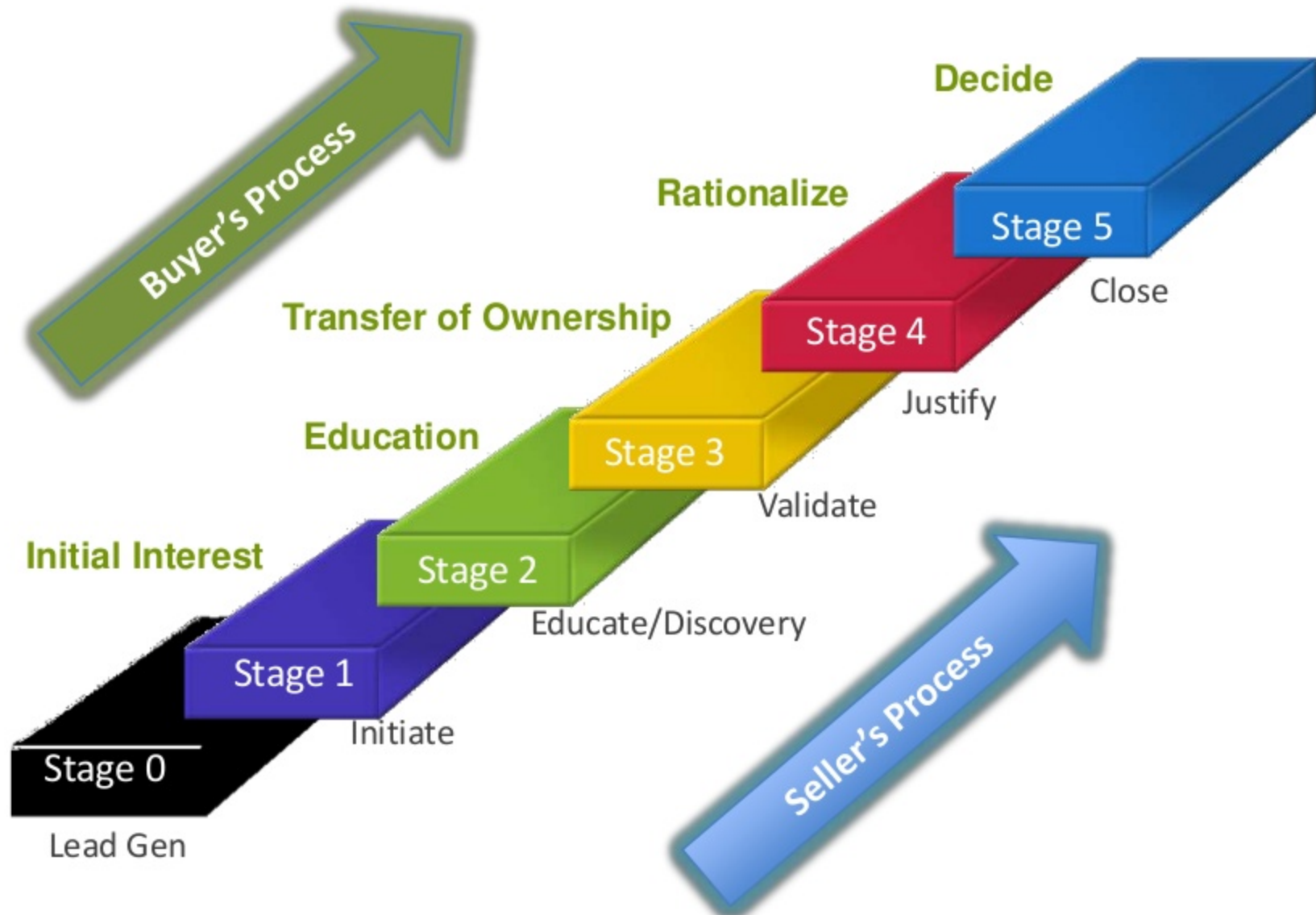
- Determine Change Energy
- Honor the Split – 2 Solution Boxes
- The 5 P's
- ValueStar
- Get I-Dates



Buy/Sales Process



Buy/Sales Process: Stage 0



What is a lead?

- Someone showing an interest?
- Curiosity?
- Tire Kicking?
- Returns your call?
- Grants you a meeting?

The Goal - to find the energy source



The Energy to Change

Two Motivators:
Buyers Motivation



Away
Pain



Towards
Pleasure

What is a qualified lead?

*Interest
with a
sense of
urgency*

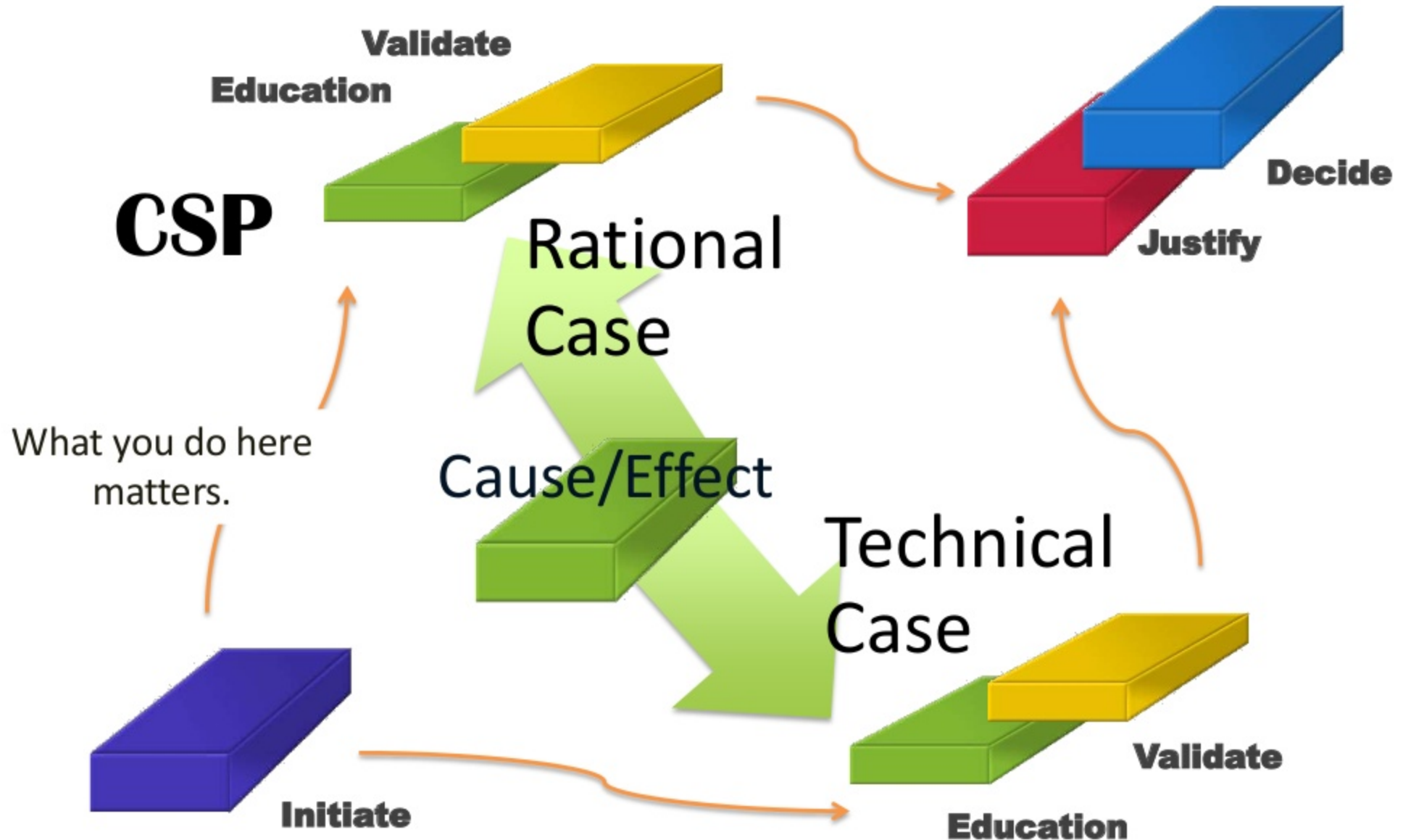


Sense of Urgency

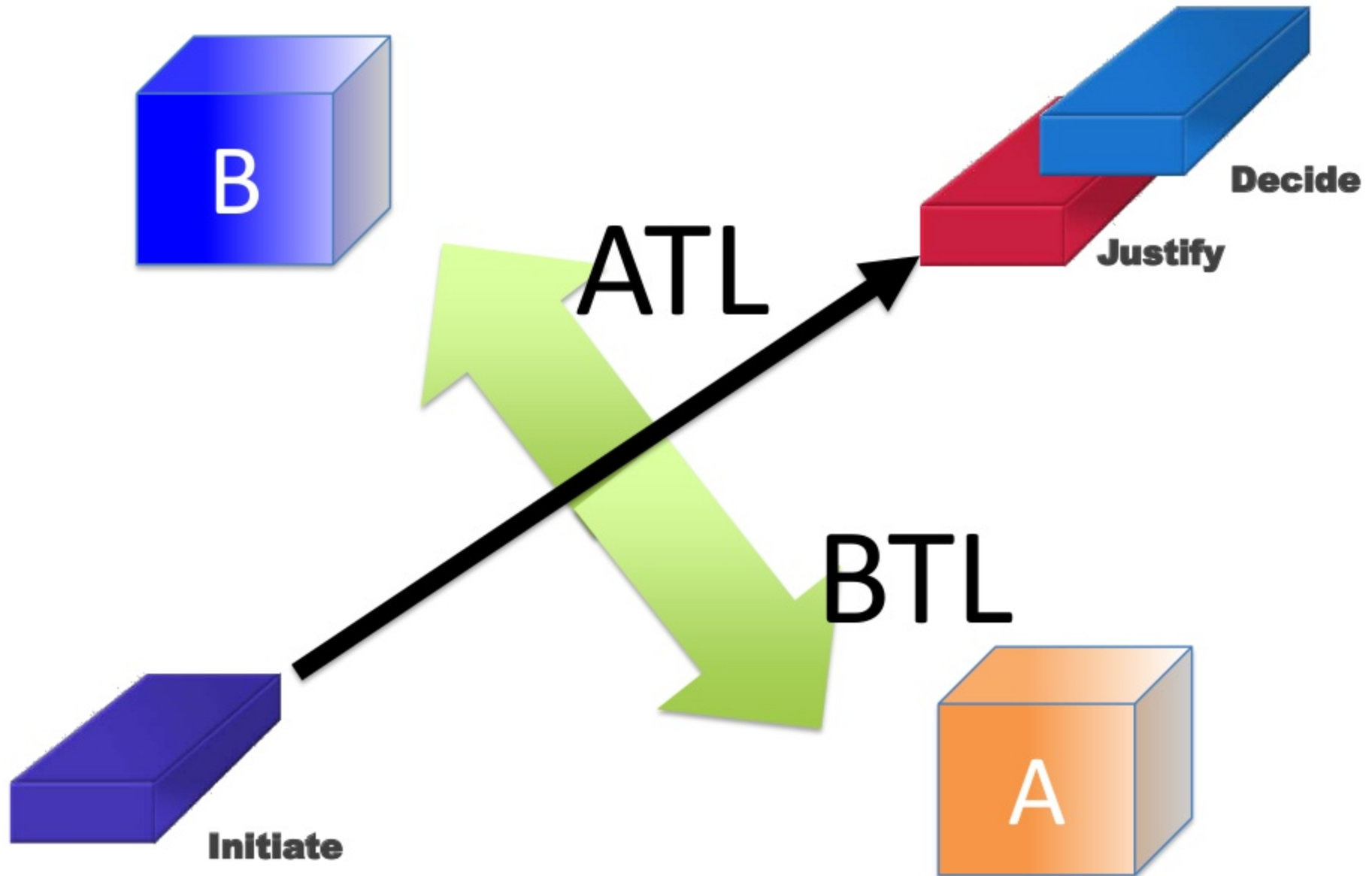
- Urgency means “of pressing importance.”
- When business people have a true sense of urgency, they think action on critical issues is needed now, not eventually, not when it fits easily into a schedule. "Now" means making real progress every single day.
- These are challenges that are central to success or survival, winning or losing.
- With a true sense of urgency, people want to come to work each day ready to cooperate energetically and responsively with intelligent initiatives from others. And they do.
- People want to find ways to launch smart initiatives. They want answers.

Have them answer themselves.

Honor the Split



Solution Box = Value and Urgency



Box A – BTL Needs

The 5 P's

- ✓ Product Features
- ✓ Perceived Quality of Fit
- ✓ Professional Support – Ease of Use
- ✓ Price to Budget
- ✓ Personal



Box B – ATL

Cause for Change

ValueStar^{Tool}

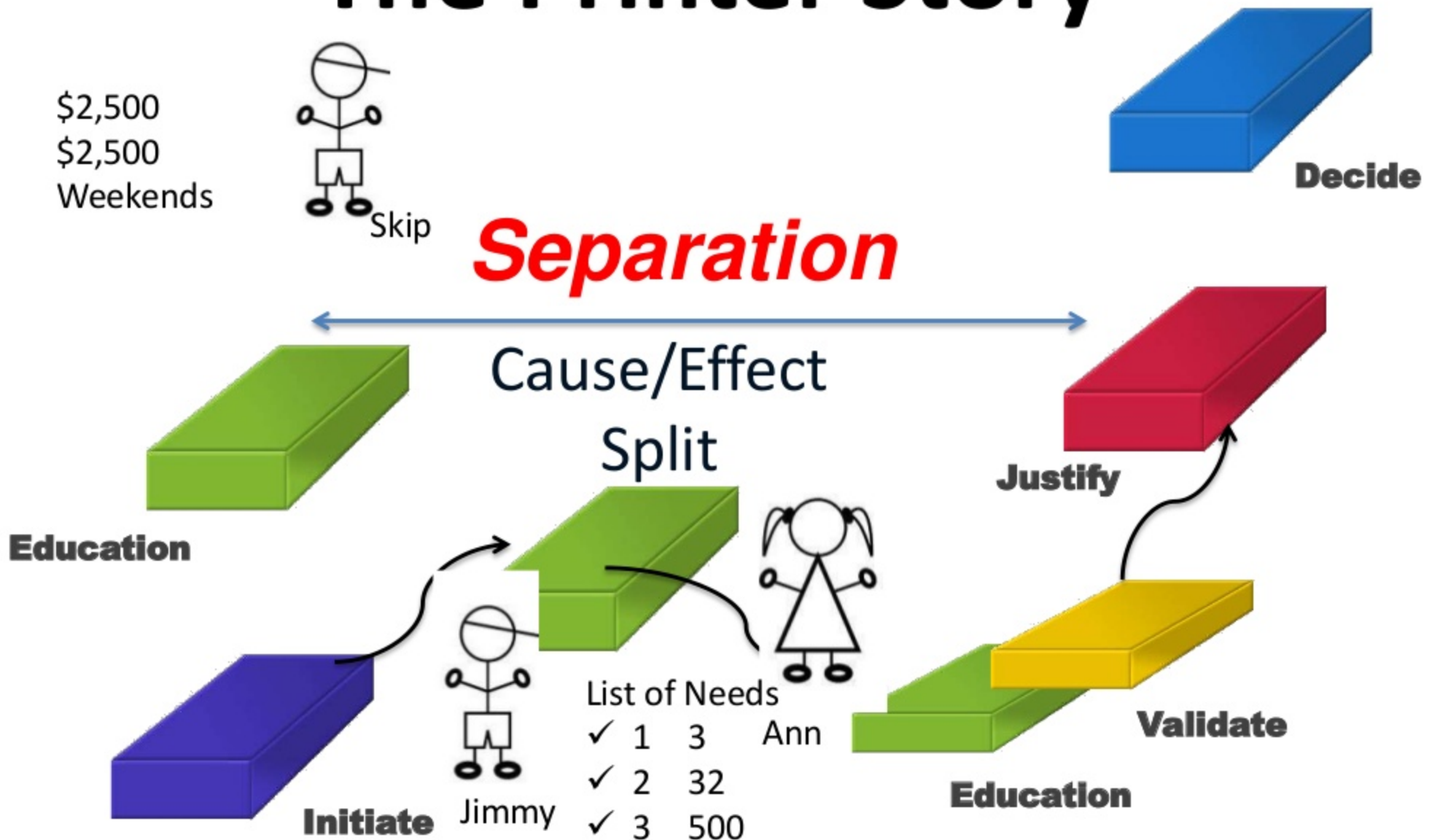
- ✓ ROI
- ✓ Time
- ✓ Risk
- ✓ Leverage
- ✓ Brand



VALUE



The Printer Story



Lead Qualification Questions

- ▶ What is the *cause* for the change?
- ▶ What is the *urgency* to get an answer?
- ▶ What is the *impact, payback, or return* that is expected, both ATL and BTL?
- ▶ What are the *consequences* of no action; of doing nothing?
- ▶ What are the available *resources or options* to achieve the results?
- ▶ What are the perceived *risks* of making this trip?

When are they going to **REALLY** Commit?

I-Date

When they Transfer ownership



The Decide

- Request a Decision
- Request a Decision at every step

