



Delivering Growth for SMEs



Sales Enablement: Moving From Marketing to Sales

15th June 2021

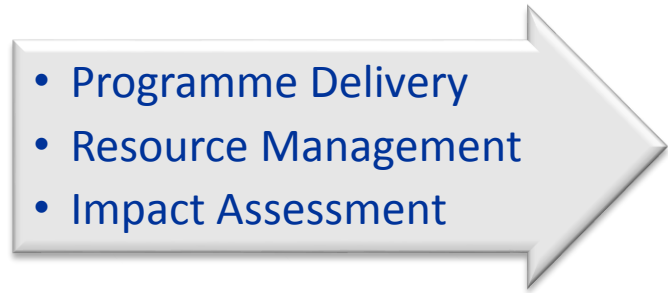




Who We Are

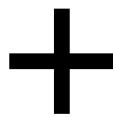
The Leading Group of Business Advisors in London & SE England

- Local Government Authorities
- Growth Hubs
- Entrepreneur Hubs
- Chambers of Commerce



- SMEs**
- Start-Ups
- Early-Stage
- Growing
- Established

Chambers of Commerce



- Members**
- Business Advisors
- Specialists
- Associates



Workshop Presenters



Nigel Grant
Consultant Sales
Specialist

- Nigel has four decades of working in sales, including sales management and consultancy.
- He now helps SME owners grow their businesses through effective Sales Enablement, Prospect Approach and Selling Methodology.
- He understands how most SME owners find 'selling' can be difficult and has positioned his content and perspectives such that they are not 'hard-sales' or aggressive.
- The objective is always to sell more of the product or services you provide.

Workshop Presenters



Noshir Desai
Client Engagement and
Marketing Specialist

- Noshir specialises in helping businesses to get deeper client insights and then use this information to increase sales
- He has a 30 year banking background dealing with businesses from smaller SMEs to international corporates and financial institutions
- He runs two business under the ND Consulting brand, with the common theme being helping people
- A business advisor at the British Library and for local SMEs in Harrow

What We Will Cover

- Sales Enablement – What does this mean?
- Reputation and Brand Image
- Ideal Clients – Who and Why (incl exercise).
- A Focus on Outcomes.
- Situations Reveal Needs (incl exercise).
- How to Research.
- Channels, including pitching/bidding.
- Take-Away Exercise.
- Any Questions?



Sales Enablement

What is it?

Link Between Marketing and Sales
Moving from Marketing to Sales

Sales Perspective on Marketing

Difference between Marketing and Sales?
Lead a horse to water...

Reputation and Brand Image

- Difficult to **build reputation** initially, especially start ups
- **What** do you want your **clients** to say **about you**?
- **Know, like and trust**.....do anything the way you everything
- Client testimonials, **case studies**, LinkedIn and Google reviews
- Becoming known as a **Subject Matter Expert**
- Blogs, **newsletters** and market information
- Maintaining profile through **regular contact**

Exercise 1 – Ideal Clients

Task: Define your ideal client profile

Outcome: Have a clearer definition of your ideal clients and where to find them

- Can you define your own ideal client profile?
- **B2B** – size (turnover / employees), sector specific, trades v services
- **B2C** – age, family situation, interests, holidays
- Where do they “hang out”?
 - On-line (Facebook, LinkedIn, Instagram)
 - Physically (network events, conferences, trade shows, FSB, Chambers of Com)
- What problem you solve / USP / case studies
- The *right* marketing in the *right* place

Sales Enablement

A Focus on Outcomes

What is a Value Proposition?

**How is the customer better off by
engaging with you?**

**What 'jobs' are you helping them get
done?**

Outcomes are Needs that clients Want!

Sales Enablement

A Focus on Outcomes

Outcomes – Examples

**Increase Productivity, Reduce Costs,
Build Market Share, Keep Staff,
Environmental Awareness, CSR,
More Sales/Customer Retention.**

Outcomes are Needs that clients Want!

Sales Enablement Situations Reveal Needs

**‘Needs’ – what if the customer doesn’t
recognise they have one?**

Situations that they will recognise

The ‘X’- Factor

Sales Enablement Situations Reveal Needs

'X'- Factor

Content v ConteXt

Exercise 2:

What situations could exist for your potential clients that might alert them to a need for you!

Sales Enablement

Situations Reveal Needs

Situations – Examples

Triggers/Events/Catalysts/Occasions

**New People In (especially high level),
People out, Contracts Won (Lost),
Regulatory Amendments, Market
Perceptions, Strategic Direction.**



Sales Enablement

How to Research



Building a Silo of Ideal Prospects
Account Based Marketing - Dominate

‘Finding Out’
Where can the information come from?



Sales Enablement How to Research



Research - Examples:

**Website, Companies House, Sign Up to
Newsletters/Blog Alerts,
LinkedIn, Facebook &etc,
Eyes and Ears! On the Ground.
Local/National Press.**

Sales Enablement Channels, Pitching and Bidding

Your 'Niche'

Multi-Channel Messaging

8 Points of Contact

Pitching and Bidding: 'Fit to Bid'

Why do bids fail?

Sales Enablement Channels, Pitching and Bidding

Channels - Examples:

**E-mail, Hard Copy, Telephone,
LinkedIn/Social Media,
Visit to Premises, Adverts, Referrals,
Joint Ventures...
Networking**

Effective Networking

Task: How to use business networks more effectively

Outcome: Have a clear, more strategic approach to networking

- What's your **current approach** to networking?
- Effective business networking (which ones / attendees?)
- Focussed targets, **ask questions**, listen (!), 60 second pitch
- **Follow up** email, arrange 121 / coffee / Zoom
- Add to contacts list (kiv GDPR) and **stay in touch**
- Blogs, market info, sharing insights which builds trust

Sales Enablement Wrap Up and Takeaway Exercise

**SE: taking steps away from 'marketing'
into 'identify and approach'
pro-active outbound selling.**

**Exercise: Outcomes – what are your
clients looking to achieve?**



Sales Enablement... and Selling:



July 6th 3.00pm-4.00pm

Contact – Key Outcome Question
Client Needs – Feedback & Insight
Needs into Wants – Golden Mantra
Closing and Objections
Delivery is Brand

Sales Enablement

Any Questions?



nigelgrant@branduin.co.uk

noshir@branduin.co.uk