

# FROM FIRST CONTACT

*How to influence strangers to become customers.*

 First National Bank



# WHAT MOST SALES PEOPLE DO

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1. Catch a potential buyer's attention
2. Present features (products) to potential buyers
3. Ask for the order.

*Most service providers try to **define** what they do to fit in with their client's current state of affairs or what the client thinks they need to meet the status quo.*

## WHAT WE DO

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*We are much more interested in **re-defining** our clients status quo to help them reach where they aspire to be. We invite the market to participate in the work we are doing.*

- 1) Connect with the need as they understand it*
- 2) Help them think about the problem in a different way*
- 3) Demonstrate a clear POV on how to think about the solution to that problem*

# SALES & MARKETING IS AN INVITATION TO PARTICIPATE.

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## **Reciprocity**

People want to say yes to those who have given to them first considerations

## **Conversation Starter**

We seek to find a baseline for a meaningful conversation

## **Authority**

Can we give them evidence and a comfort level that we are the experts

## **Social Proof**

What are others saying about us, our brand identity in market is verifiable and relevant

## **Safety**

What's in it for them...Conversations with prospective clients are a seek to know and understand

## **Commitment and Consistency**

What they hear from us they have already read on our website

No one is a nail for us but we do believe we have the right tools.

GREAT SALES IS  
REALLY, GREAT  
STORYTELLING



# TO HAVE A DEAL YOU MUST HAVE

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Vision

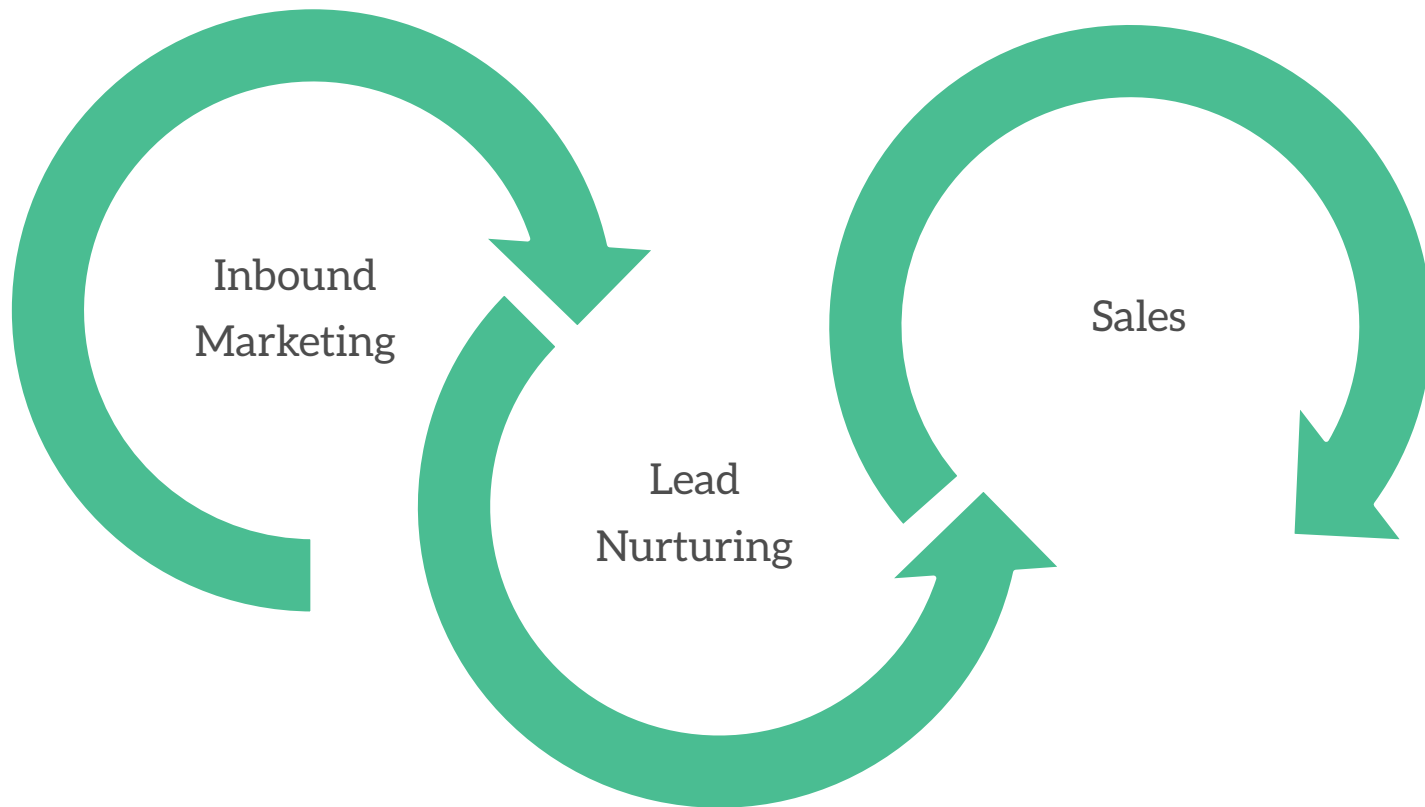
Power

Value

Plan

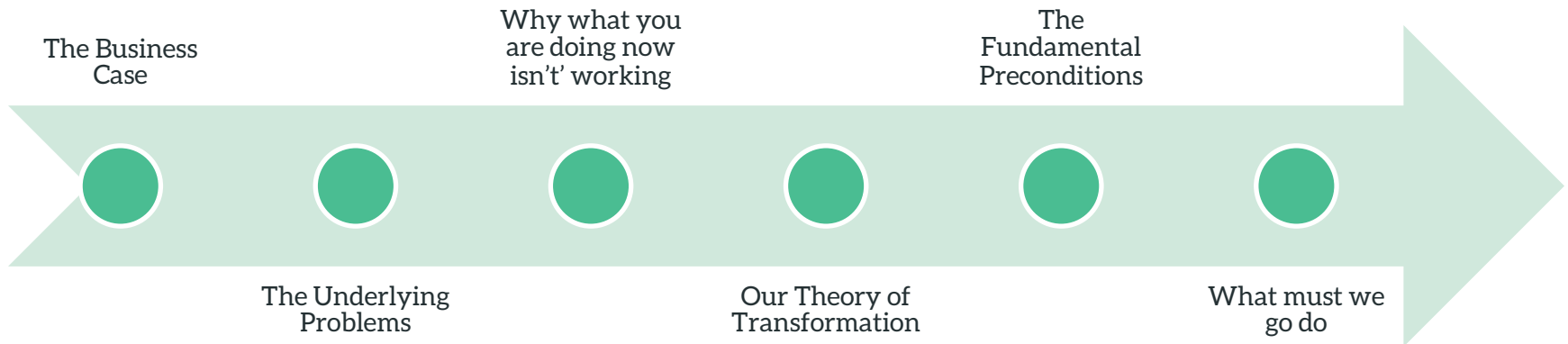
# STORYTELLING LOOPS

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# THE STORY LINE

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# WHAT DO OUR CLIENTS BUY?

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They buy what we sold them

- Activates tied to outcomes tied to business value
- Iterative and incremental results
- A planful and measurable approach
- A POV on what to do, not emergent
- The ability to call our shots and make them.

# STRUCTURES THAT SUPPORT THIS

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Field guide & 30/60/90 day  
Reports

Navigator

Outcomes Based Planning

Assessments & Coaching Plans

Engagement Scripts

Playbook

Tooling Plan

Metrics Dashboard

# KEY TAKE-AWAYS



## KEY TAKE-AWAYS

1. *Think about what we sell as a verb rather than a noun.*
2. *Think about ourselves as the customer's ally, their partner.*
3. *Think about sales calls as the first day of consulting.*
4. *Think about disqualifying a prospect as a success rather than a failure. .*

