



*presents*

# The New Normal

WITH JOHN BOYENS

# John Boyens/ The Boyens Group®

## John Boyens

- ▶ Sales productivity expert/Business strategist
- ▶ Co-Founder/President of the Boyens Group
- ▶ Top 100 Sales Enablement Consultant for 2020 by *Selling Power* magazine
- ▶ Top 100 Productivity Experts to follow on Twitter
- ▶ Executive-in-Residence at the Jones College of Business at MTSU
- ▶ Vistage Speaker/Contributor to Forbes.com
- ▶ Author of *Creating a Productive Selling Zone®* and *Real World Sales Strategies that Work*

## Boyens Group®

- ▶ Dynamic sales training programs, business consulting services and sales leadership systems.
- ▶ Provides unique perspectives and powerful tools that make salespeople/companies more productive!
- ▶ Custom-designs all engagements (speaking, training, consulting and/or coaching) based upon the unique needs of their clients, the markets they serve and their budgets.

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Selling is now  
and will forever  
be different

- ▶ Global pandemic, social unrest, economic uncertainty/fear
- ▶ Difficulty scheduling face-to-face meetings
- ▶ Increased dependence on videoconferencing/web presentations
- ▶ Tougher to get access to/with decision makers
- ▶ Budget/Cash flow issues
- ▶ Competing priorities
- ▶ Compressed timelines
- ▶ Tougher to unseat incumbent vendors
- ▶ Longer sales cycles
- ▶ Lower close rates
- ▶ Shrinking pipelines

# Virtual B2B Selling is Here to Stay!

- ▶ A recent Bain survey (powered by Dynata) showed the following results:
  - ▶ 50% of B2B sales interactions were virtual even before the pandemic
  - ▶ 75% of buyers agreed or were neutral that virtual selling is effective even with complex products
  - ▶ 35% of respondents (300 B2B Buyers) have bought or sold products priced over \$500,000
  - ▶ 80% of buyers and sellers believe there will be a sustained increase in virtual interactions
- ▶ Virtual Selling has Advantages:
  - ▶ The ability to operate from anywhere
  - ▶ Ability to touch more people on a daily basis
  - ▶ Lower travel, entertainment and/or selling costs
  - ▶ Scale-ability
  - ▶ Improved responsiveness/customer experience
  - ▶ It encourages decision-making momentum from customers

# Virtual Selling Best Practices

RESEARCH BEFORE THE CALL

ENVIRONMENTAL PROFESSIONALISM

UNIQUE VALUE PROPOSITION

CONTROLLING THE CALL/VIDEOCONFERENCE

## Research Before the Call

- ▶ Accounts Receivable or CRM system
- ▶ Prospect/Customer website
- ▶ Social Media platforms/Web search:





# Environmental Professionalism

- ▶ Make sure you have a professional background/drape/bookcase
- ▶ Ensure quality lighting
- ▶ Make sure you're using a high-quality sound system
  - ▶ Headset
  - ▶ Speaker phone
  - ▶ Computer speakers
  - ▶ iPhone/Android
- ▶ Dress professionally
- ▶ Avoid clutter

# Creating your Unique Value Proposition (UVP)

- What is it that you do that your competition doesn't do, can't do or won't do in the market?

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- Words/Phases that make you (your company or your offering) unique?

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# Controlling the Call or Video Conference

- ▶ Use two monitors
  - ▶ One logged on as the facilitator
  - ▶ A second laptop or computer logged into your meeting in order to view what your audience sees
- ▶ Speak clearly...pause often
- ▶ Practice “*active listening*”
- ▶ Encourage everyone to identify themselves before they speak
- ▶ As the host, repeat all questions that are asked of you before answering.
  - ▶ Some attendees may not have heard the question.
- ▶ Remind all attendees before and during the meeting to keep their microphones muted unless they're speaking.
- ▶ Encourage use of the “*chat*” feature

# Online Presentations

CHALLENGES FACILITATING ONLINE  
PRESENTATIONS

10 TIPS FOR A SOLID PRESENTATION

BEST PRACTICES FOR POWERPOINT

CAPABILITIES PRESENTATION 8-SLIDE OUTLINE

# Challenges Facilitating Online Presentations

- ▶ Technical Difficulties
  - ▶ Weak internet connection
  - ▶ Hardware/Software issues
- ▶ Distracted Audience
- ▶ Difficulty Connecting with the Audience
  - ▶ Poor eye contact
  - ▶ Low emotional connection
  - ▶ Size of audience/Mystery attendees
  - ▶ Not sure how the presentation is being received
  - ▶ Poor interaction
  - ▶ Inability to “read” non-verbal communication

# 10 Tips for a Solid Presentation

1. Focus on/Engage the Audience
  - ▶ Know your Audience
2. Organize Content to Maximize the Effect on your Audience
3. Know your Material...Less is more
  - ▶ If you don't Believe it...don't Say it
4. Appearance Matters!
5. Concentrate on the Message...not the Medium
6. Make Good Eye-Contact
7. Use Gestures Appropriately
8. Diversify Inflection and Volume
9. Appropriate Use of Visual Aids
10. Practice, Rehearse, Practice

# Best Practices for PowerPoint

- ▶ Keep the number of slides to a minimum
- ▶ Keep content to a minimum
- ▶ Use slides to enhance your point/points
  - ▶ Not make them for you
- ▶ Use 18-24 point font size
  - ▶ 32 point fonts for titles
- ▶ Use a sans serif font for clarity
- ▶ Use simple graphs/charts to avoid confusion
  - ▶ Maximum of 6 slices in a pie chart
  - ▶ Maximum of 4 lines in a bar graph
- ▶ Use color to differentiate elements
  - ▶ Don't use orange or yellow...no-one will be able to see/read it
- ▶ Label graphics, graphs and maps clearly
- ▶ Include slide numbers for simplicity



# Capabilities Presentation (8-Slide Presentation)

1. Cover Slide
2. Market Challenges Slide
  - ▶ List specific challenges you have heard (or know) about the market
3. Trends/Implications Slide
  - ▶ List what the “*thought leaders*” are saying about the future
4. Prospect’s Needs/Vision Slide
  - ▶ List what the prospect says they need or what their vision of a solution is
5. Transition Slide
  - ▶ Create/Reengineer the prospect’s vision of what they want/need
6. References Slide
  - ▶ Testimonials from clients, third party endorsements, awards, etc.
  - ▶ Use a case study format
7. Distinctive Competency/UVP Slide
  - ▶ Highlight what is it that your company/solution does that your competition doesn’t do, can’t do or won’t do in the marketplace?
8. Action Steps Slide
  - ▶ What are the next steps? By whom? When?



# Marketing has Changed

MARKETING TRENDS/EFFECTS DUE TO COVID-19

B2B MARKETING POST-COVID

5 WAYS DIGITAL MARKETING WILL CHANGE POST  
COVID-19

CREATING YOUR NEW, VIRTUAL BUSINESS  
STRATEGY (VBS)

# Marketing Trends/Effects due to COVID-19

- ▶ Market messaging has changed:
  - ▶ Compassionate/empathetic messaging
- ▶ Increased “*work from home*” periods have led to an increase in the time spent online to satisfy personal needs.
- ▶ Delivery services like Amazon, UberEATS, and Door Dash have seen increases in demand due to their ability to provide products directly to the consumer’s door.
- ▶ Brands are slashing advertising spend for 2020
- ▶ Brands are moving back to basics:
  - ▶ Service and Trust
- ▶ Brands which invested in online purchase journeys before COVID-19 are now benefiting
- ▶ Creativity, innovation and agility is now a way of life

## B2B Marketing Post Pandemic

- Small business owners (during an economic downturn) always result in a sharp decline in their propensity to spend.
- Focus on keeping/growing existing customers
  - Also look for referrals and “win backs”
- The need to understand your customers changing buying behaviors will be key in driving successful marketing strategies moving forward.
- As the world pushes through this challenging time, compassion in advertising will be critical to ensure that brands remain in positive light
  - Avoid being viewed as “tone deaf”
- Provide “*thought leadership*” in your messaging
  - Become a “*trusted advisor*”

## 5 Ways Digital Marketing will Change

1. 1-to-1 marketing/messaging is now imperative!
  - ▶ Know your audience
2. Buyers use of a mix of digital touchpoints along the buying journey has increased dramatically!
3. The surge in digital commerce is not evenly distributed amongst vertical/geographic markets
4. Paid, online ads are really, really cheap!
5. Brands are deploying agile marketing strategies
  - ▶ So they can pivot if the marketing strategy being executed isn't *"moving the needle"*

# Creating your new, Virtual Business Strategy (VBS)



# Selling Value vs. Price

COST JUSTIFYING YOUR SOLUTION

WHAT CAN BE MEASURED?

# Selling Value vs. Price

- ▶ *Have you ever lost a sale because the buyer said the price was too high?*
- ▶ *Have you ever lost a sale because the buyer said the value was too high?*
- ▶ One of the primary reasons people don't buy is because they cannot justify the cost of an investment nor rationalize a feasible payback.
- ▶ If we prematurely quote the price of our product/service (even under pressure) BEFORE the prospect has seen value, it is almost guaranteed that a price war will ensue and we are often led to believe that we lost simply on the price being too high.
- ▶ Help your prospect calculate the cost of NOT doing business with you!

# Cost Justifying your Solution

<b>What will be Gained?</b>	1.	\$
	2.	\$
	3.	\$
	<b>Total Benefits/Savings</b>	\$
<b>What will be Spent?</b>	1.	\$
	2.	\$
	3.	\$
	<b>Total Costs</b>	\$
<b>Net Benefits</b>		\$
<b>Cost of Delay</b>		\$

If we wouldn't  
"buy it"...we  
can't "sell it!"



# What can be Measured?



# Creating a Sense of Urgency with the Buyer

CREATING A SENSE OF URGENCY WITH THE BUYER

VALU (FOLLOW-UP) EMAIL

## Creating a Sense of Urgency with Buyers

- ▶ Restating value
- ▶ Establishing timelines
- ▶ Documenting the cost of delay
- ▶ Offering reassurance
- ▶ Providing references
- ▶ Offering personal validation
- ▶ Using *"I'm confused..."*
- ▶ Establishing NACM's urgency
  - Workflow, backlog, schedules, etc.
- ▶ Sending them a Gantt chart/next steps/process flow document
- ▶ Elevating to others
  - Internally and externally

## VALU (Follow-up) email

I appreciate the opportunity we had to meet last Tuesday to discuss some of the current challenges at XXX. The purpose of this email is to recap our meeting to ensure that I have captured the information correctly and to confirm our next steps.

Your most important business issue is: (**V** = Verify)

The reasons are: (**A** = Analyze)

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You are looking for a solution to provide you with the capability to: (**L** = Link)

In order for us to move forward, you indicated that the next step would be to... (**U** = Unveil)

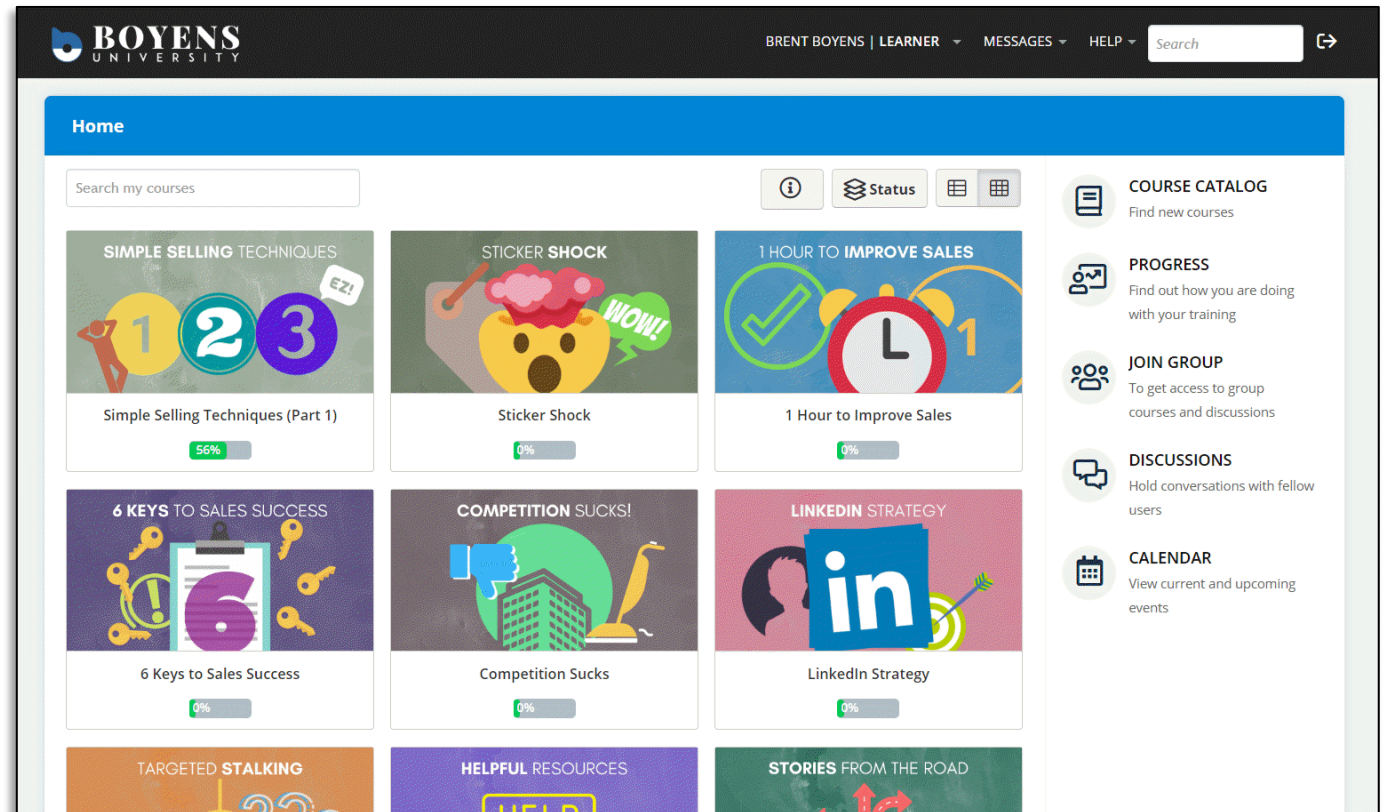
I will call you on Monday to follow-up on this email. Have a great weekend!





# Boyens University (www.boyensuniversity.com)

- ▶ Increase sales productivity
- ▶ Improve leadership effectiveness
- ▶ Close more business
- ▶ Build the size and quality of pipelines
- ▶ Shorten sales cycles
- ▶ Sell bigger deals...faster!
- ▶ Grow market share
- ▶ Make more money



# Subscription Options/Offers

- ▶ \$75/month
  - ▶ 50% off your first month if you subscribe by close of business on October 26, 2020
- ▶ \$750/year (if paid up front)

## THE RIGHT CHOICE FOR EVERYONE

Boyens University is the right choice for companies of all sizes in every industry. We are also a great place of learning for individuals looking to become sales experts.

**Choose between our monthly or annual plans.**

MONTHLY ENROLLMENT	ANNUAL ENROLLMENT
\$75 <sub>MONTHLY</sub>	\$750 <sub>ANNUALLY</sub>
REGISTER TO VIEW OUR CONTENT	REGISTER TO VIEW OUR CONTENT
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