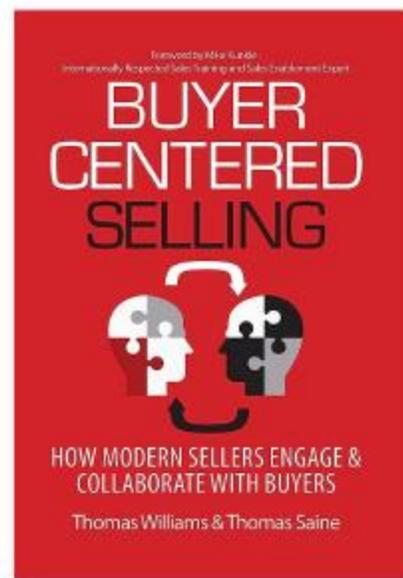


Tom Williams speaks about lessons from his book
“Buyer Centered Selling”

at The Pitch.Link Sales & Marketing Lit Fest 2023



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Learning Objectives

At the conclusion of this session the sales representative will be able to:

- List several reasons why buyers need help to buy
- Explain the benefits of a Collaboration Plan
- Be able to describe the components in a Collaboration Plan
- List three different types of buyer perceived risks and ways to mitigate them



Concept 1: Don't Assume Buyers Know How to Buy!

Buyers Often Don't Know How to Buy!



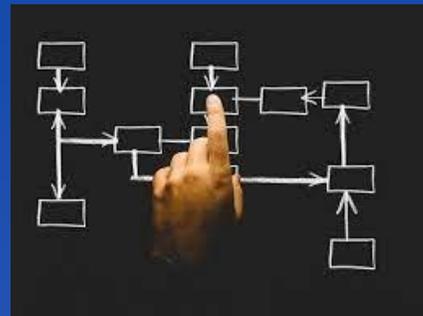
No Experience



Disruptive Technology



New to the Organization



Reorganization, Merger
or Acquisition



Newly Promoted

The Common Denominator!



Concept 2: Collaborate With Your Buyer!



What Is a Collaboration Plan?

Collaboration Plan or Something Else?

Mutual Action Plan	Mutual Success Plan	Collaboration Plan	Mutual Execution Plan
Mutually Agreed Plan	Close Plan	Customer Journey Plan	Joint Action Plan
Go Live Plan	Project (insert name) Plan	Deal Plan	Outcome Enablement Plan

Components of a Collaboration Plan

There are a variety of ways that a Collaboration Plan can be constructed. Our preference is to include the following components:

1. Plan Owners
2. Situation Appraisal & Value
3. Stakeholders Impacted by Change
4. Commitments Required & Agreed To
5. Barriers to Change
6. Major Milestones, Activities, Time Frames by individual
7. Deliverables Required



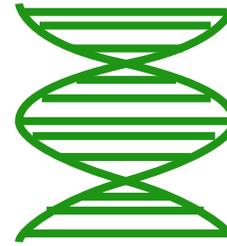
Benefits of a Collaboration Plan For Buyers



Documents &
Helps Them Get
Agreement on
the Situation
Appraisal



Provides the
Commitments
Between the Buyer
& Seller



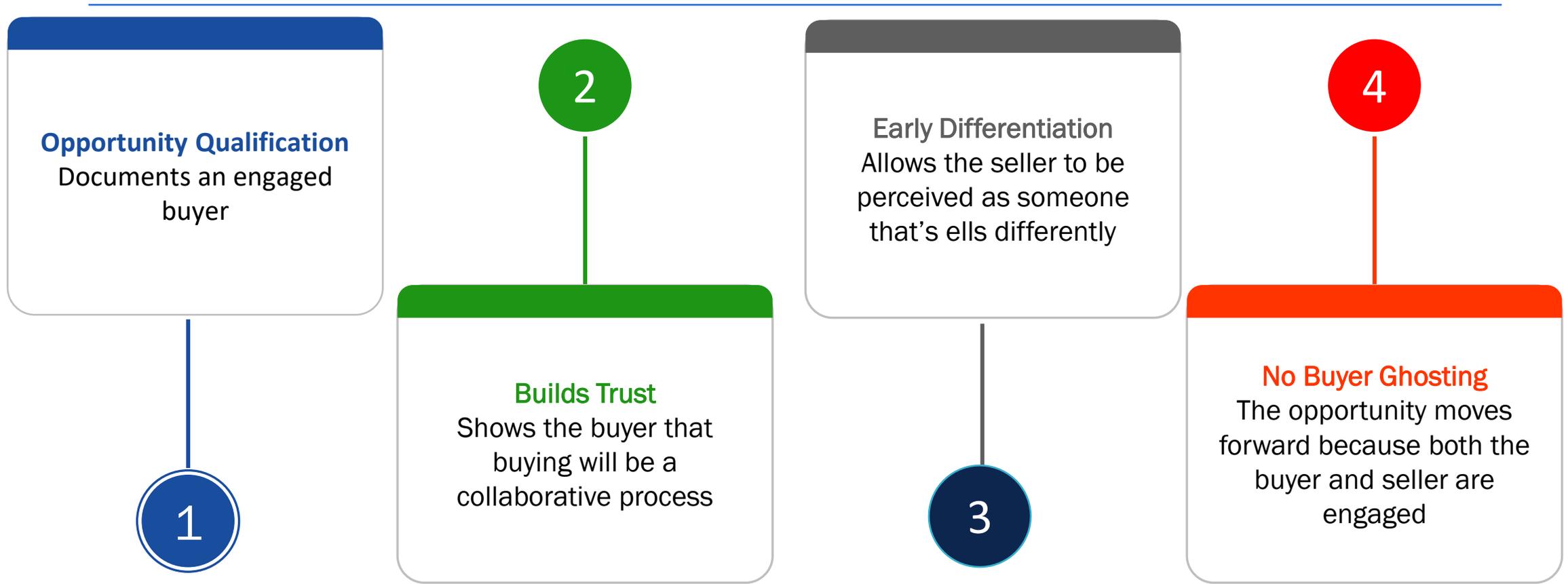
Provides a Mutual
“To Do” List or a
Time Frame for
Major Activities



Provides a
Roadmap for
Buying &
Transparency

Demonstrate to the Buyer That You Sell Differently!

Benefits of a Collaboration Plan For Sellers



Positioning: First-Time Buyer or Buyer With No Experience



Positioning: Experienced or Repeat Buyer



Concept 3: Let's Briefly Discuss Buyer Perceived Risk



A Risk is Any Uncertainty That Matters to a Buyer





Risk Has Two Components



Buyer Perceived Risks Derail Deals

Risk is Perceived or Real & Varies By Individual



Three Levels of Risk



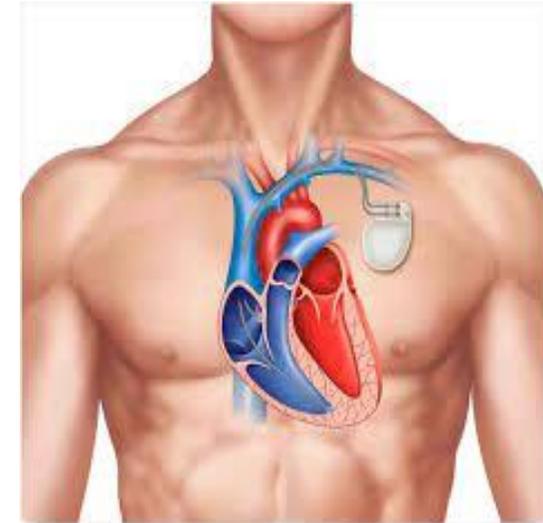
Printer Paper

Low Risk



Office Furniture

Medium Risk



Cardiac Pacemaker

High Risk

Acknowledge the Elephant in the Room



Twelve Types of Risks

Financial	Physical
Unfamiliarity	Time Allocation
Personal	Natural Disasters
Operational	Execution
Resource Allocation	Reputational
Performance or Function	Dependency



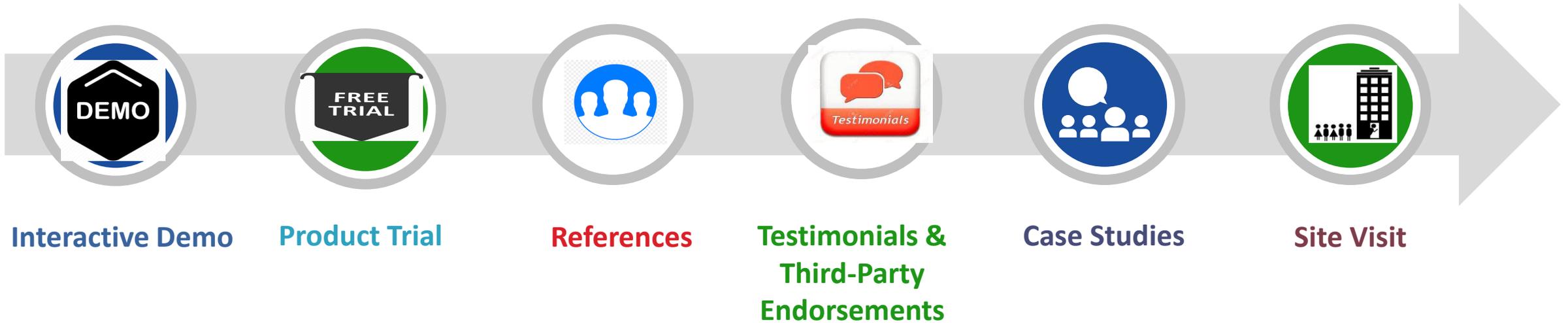
PERSONAL RISK



Manifestations of Personal Risk

- Job loss
- Demotion
- Loss of Remuneration
- Loss of Credibility
- Loss of Political Capital

Mitigate Personal Risk







Senior Buyers & The CFO Will Ask.....

Is there a strong business case?

Is this project tied to an organizational priority?

Will this maximize productivity?

What is the impact of doing nothing?

Why should I believe the financial metric is achievable & believable?

Are we over buying or under-buying to achieve the outcomes desired?

Are there any hidden costs?



Provide a Business Case

1. Project overview
2. Project sponsor
3. Business problem and alignment to organizational priority
4. Project team members
5. Project team confirmations & chosen supplier
6. Options considered
7. Investment
8. Believable Outcome Expectations
9. Implementation Plan & Accountability
10. Risks & Mitigation



EXECUTION RISK

Manifestations of Execution Risk

Implementation Process

Implementation Team

Role of the Sales Representative

Training

On-Going Support?



Show Flawless Execution With Downside Risk Protection



Examples of Downside Risk Protection



Stakeholders Affected
& Collaboration Plan



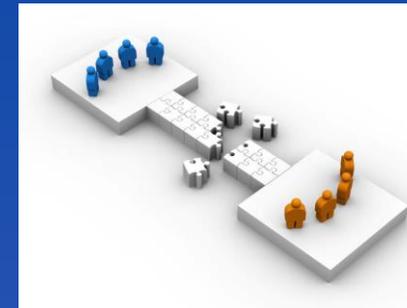
Customer Testimonials



Guarantees



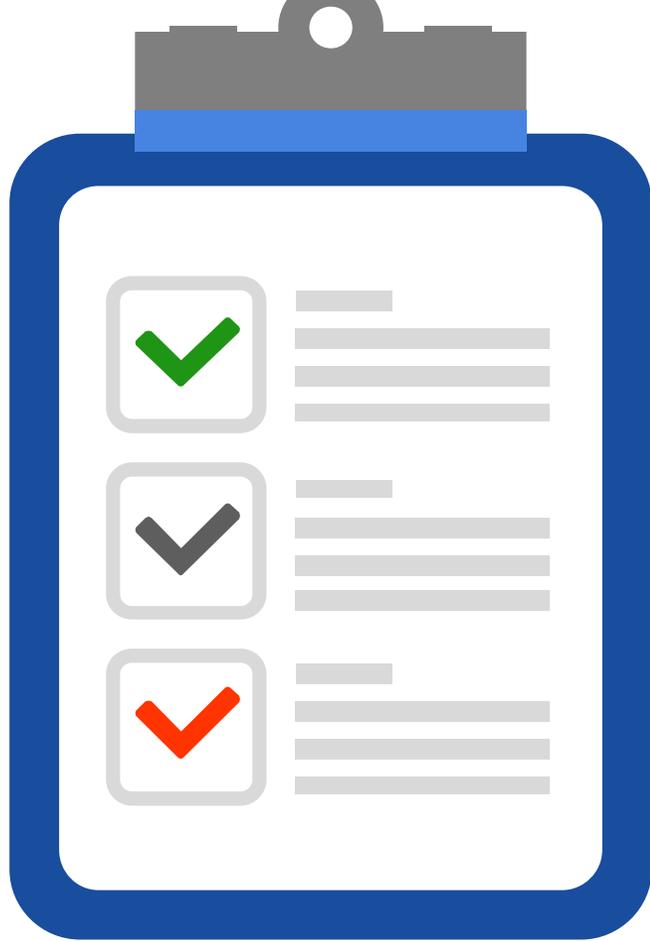
Implementation Team



Unexpected Problems
Overcome

Risk Assessment & Mitigation Worksheet

Risk Assessment & Mitigation Worksheet					
Buyer Risk	Stakeholder & Title	Probability			Mitigation Strategy
		High	Medium	Low	
Financial					
Unfamiliarity					
Personal					
Operational					
Resource Allocation					
Performance					
Physical					
Time					
Natural Disasters					
Execution					
Reputation					
Dependency					



You should be able to:

1

List several reasons why buyers need help to buy

2

Understand & explain the benefits of a Collaboration Plan

3

Be able to describe the components in a Collaboration Plan

4

List three different types of risks and ways to mitigate them

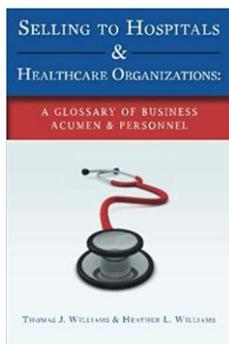
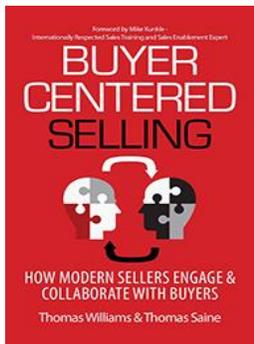
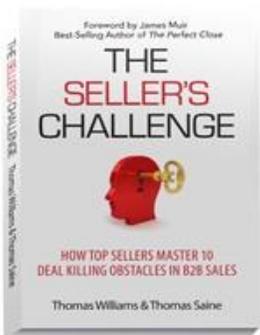
Recap!

About Strategic Dynamics

We help sales organizations improve their win rate and funnel-to-forecast accuracy at the gross margins set by management. Our clients benefit by winning new customers, selling more to existing customers, reducing sales force turn-over and having predictable workflows within a profitable and growing business.

Our assessment tools help organizations hire the right talent within the organization the first time and then work more effectively together.

Our Books Are Available on Amazon



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