

Sales Strategies



Sales Strategies

- Pantheon Background
- What We've Learned about Agencies
- Sales Basics: What is a sale?
 - ✓ Sales funnel
 - ✓ Qualification
 - ✓ Discovery
- Questions

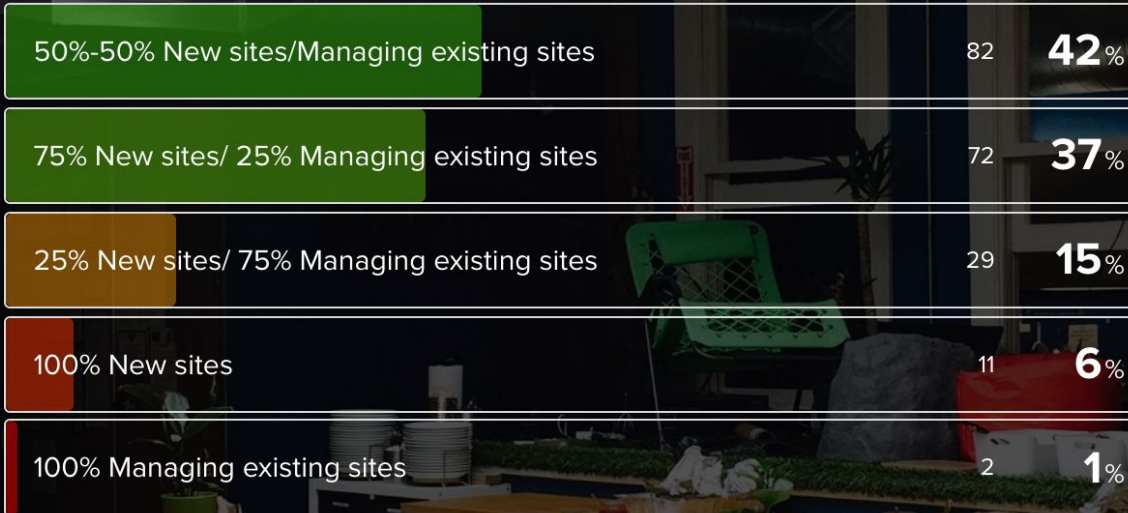
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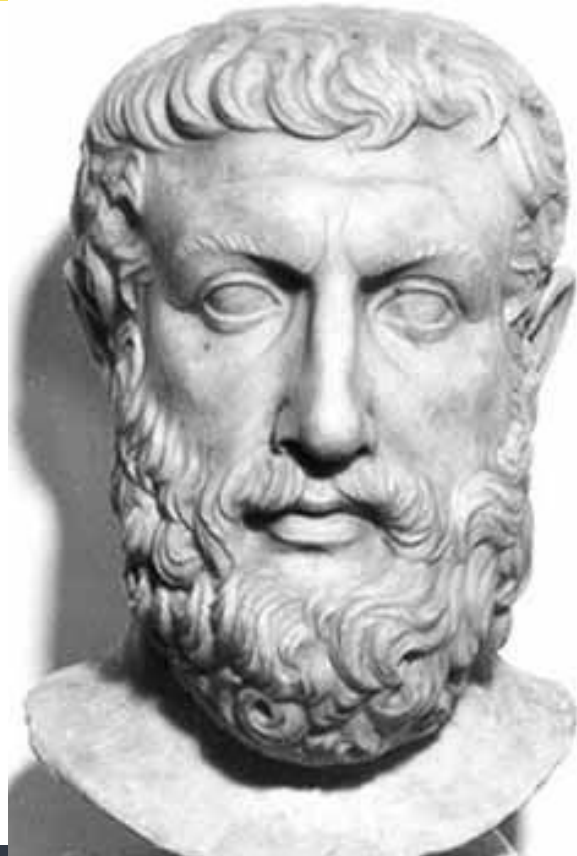
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Pantheon is a platform for developers and agencies - so we have a very unique position of working with thousands of small agency businesses

What percentage of your work with websites is building new sites versus managing existing sites?

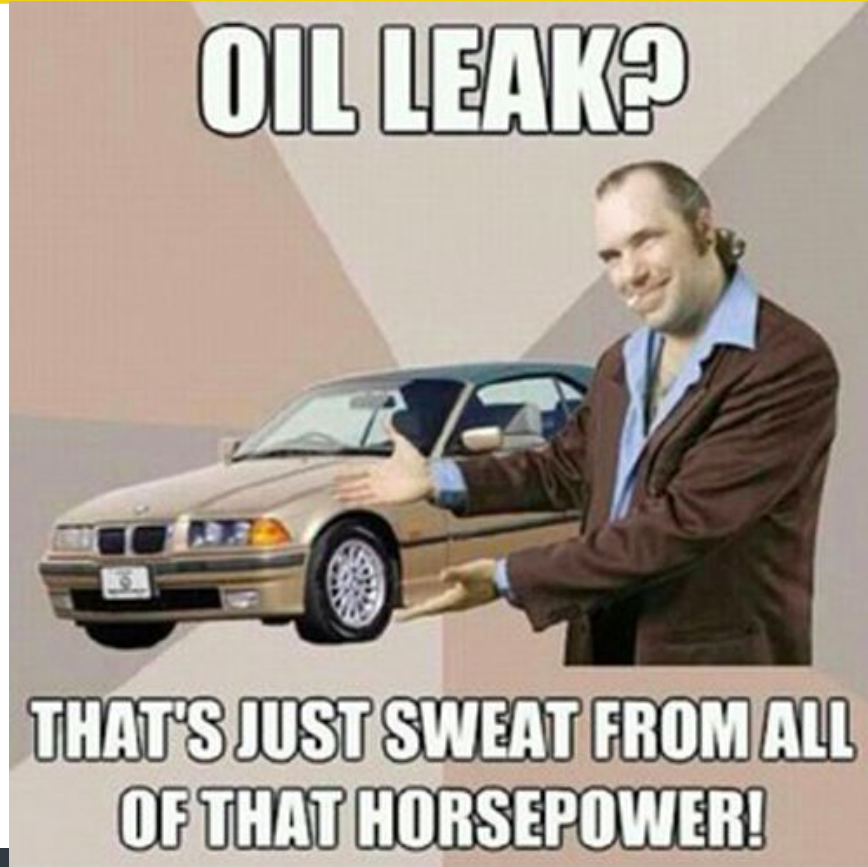






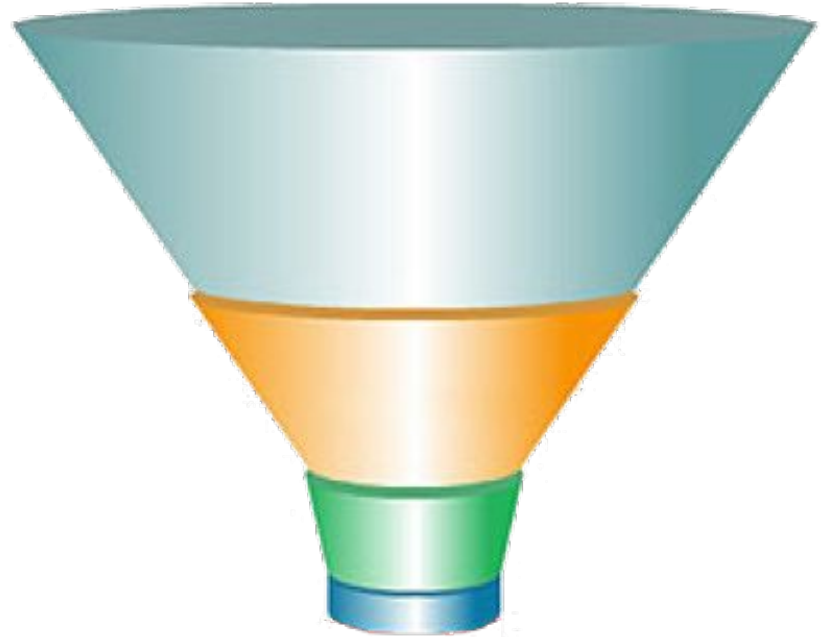
Sales Background







- Leads
- Qualified Leads
- Proposals
- Growth goal (\$\$\$)



People spend \$ on things they value

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Truth about value

- People value different things
- Your agency provides value

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Truth about value

- People value different things
- Your agency provides value

Focus on Value instead of price

Qualification

- B** udget
- A** uthority
- N** eed/want
- T** imeline

focus on what a client values, not what they want to pay

The worst thing isn't failing, it's taking a long time to fail.

Get me to no fast or yes in your own time....



Main points:

1. Understand their current pain points

- And connect to what the negative consequences have been for their business

2. Have them describe the future state

- And connect them to positive business outcomes

3. While you are doing this, pull out requirements for their solution.

Value Based Discovery

Some basic rules:

- Ask open ended questions
- **Listen 75% of the time. Talk 25%**
- Resist talking about your value until you have enough information to match your value to what they are looking for

Pricing Strategies:

- Gas vs. Salt
- The \$0 invoice
- Don't "hide the ball" on price
- Lose on price alone 25% of the time
- Raise those prices!
- Fund your life, start from how you want to live
- Follow up, follow up, follow up

- ✓ **Sales funnel: reverse waterfall**
- ✓ **Only pay attention to qualified Opps:** (The worst thing isn't failing, it's taking a long time to fail)
- ✓ **Focus on value, not price**
- ✓ **Be a businessman and a business, man:**
 - know your value

*MJHoffman - <https://twitter.com/mjhoffman>

*You Can't Teach a Kid to Ride a Bike at a Seminar

Book by David H Sandler and John Hayes

*The Challenger Sale: Taking Control of the Customer Conversation - Book by Brent Adamson and Matthew Dixon

*Predictable Revenue - Predictablerevenue.com

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