ABSTRAKT

SALES TACTICS THAT ACTUALLY WORK

*(that **NOT** everyone will agree with)*

UNPOPULAR OPINION: AGGRESSIVE SALES TACTICS STILL WORK.

Though they are usually frowned upon in today's world, there is a time and a place for aggressive closing strategies from sales reps. We'll tell you how to approach these tactics along with when they should be used.

If you use them at the wrong time or with the wrong person, you could lose the sale, but sometimes, taking away other options for your customers can be your best move. It's no doubt risky, but it can be effective at times.

** Disclaimer: Just like any sales tactics, your delivery truly matters.*

TACTIC #1: PERSISTENT CLOSING

As a species, we have evolved to have defense mechanisms in place anytime a potential risk comes our way that could interrupt our homeostasis. Change typically has a negative connotation, and pushy sales reps often come across as trying to force change upon a person or business. Naturally, human beings resist change and so sales reps who come across as too pushy are labeled “used car salesmen”.

That being said, there is a time and place for persistence. The key here is to differentiate between respectful persistence and used car pushy. One approach helps a prospect overcome their fear of change, the other builds an impenetrable wall that isn't capable of being broken down.

Here’s how to be respectfully persistent in the face of objections:

Prospect: “I really don’t have the time for this right now, it is not a priority.”

Sales Rep: “Absolutely, timing is everything. When will addressing any gaps in your top of funnel pipeline creation become a priority for you?”

Prospect: “Well top of the funnel is always a priority, I just can’t talk about it this week.”

Sales Rep: “Awesome, well would it be fair then for me to call you on (insert day/time) next week to dive into how we have helped customers like you?”

Prospect: “Yes, that works.”

HERE IS WHY THIS APPROACH WORKS:

1. Acknowledge the objection, don't just dismiss it.
2. Follow up with an open-ended question.
    a. Note the open-ended question used assumed that the top of the funnel pipeline was not a priority (and no sales leader ever has enough top of the funnel).
3. Intentional use of the word "fair". No one ever wants to come across as being unfair.

The answer is never "no" right away when you're being persistent. Continuing to ask questions until the prospect tells you the truth is a work of art. If you push too hard, you'll lose them forever... but if you don't push at all, then you won't be a top sales rep.

In the final moments of a sale, you need the ability to customize the solution or outcome based on what that customer says. Don't be the person who presses on the prospect and then can't make it happen when they give you an answer.

TACTIC #2: GOING TO THEIR BOSS

Before we begin, this approach usually only works if you loop in the executive sponsor early in the sales process. Skip Miller, in ProActive selling, talks about how to go above the line without the risk of irritating your business champion. The key here is to start early!

Day 1: Discovery/Demo 1 with Sally (Line of Business/Influencer)

Day 2: Above the line email to Mary (Executive Sponsor and Sally's boss). Here's what that email should look like:

Hey Mary,

Wanted to introduce myself, as I had the pleasure of meeting with Sally yesterday. I gotta say, Sally's understanding of your business is top notch. We rarely come across folks with an understanding of (insert whatever you want here) like Sally's, she is awesome.

We discussed the following objections for your business:

1. *Insert objective here*
2. *Insert objective here*
3. *Insert objective here*

Next steps for us are to dive into our solution related to these objectives (insert next scheduled date). Nothing is needed on your end, just wanted to keep you in the loop.

Thanks,
Your signature

Usually when you go to someone's boss, you risk irritating them. This approach almost completely avoids that by complimenting your business champion, to their boss.

Highly unlikely your business champion gets mad because you gave an unsolicited compliment to their boss.

THIS APPROACH ALSO SERVES A COUPLE OF OTHER PURPOSES:

1. If Sally is going rogue on a project, and does not have executive support you will likely find out much faster.
2. You give Mary a chance to chime in with what is important to her.
3. You have introduced yourself early and can now reach out to Mary if anything stalls.

Continue to loop Mary in after every interaction with Sally, even if you never hear from Mary. That's not what matters here. What matters is that you have been given permission to continue to engage with the executive sponsor, and have validated there is an initiative for this project early.

TACTIC #3: FOMO

Before we begin, this approach is tricky in a type of sale where the item being sold is a commodity, software, or consumer product being mass produced. Most people know this approach from pop culture and movies like Boiler Room and The Wolf of Wall Street, where fear of missing out on a huge payday drives folks to take action they normally would not take.

That being said, when set up correctly, FOMO can be used in a B2B software sale as long as the sales rep has identified the impending event.

Now, what is an impending event?

An impending event might be one of the following for your business:

- Tradeshow
- Webinar
- Fundraising event
- New legislation being passed that impacts your vertical or industry
- New hire class of people joining your company

Let's use the Webinar as an example, here's how to create an impending event, which would then trigger a potential fear of missing out if your prospect did not move forward with your marketing automation software.

Sales Rep: Kevin, last week we talked about Webinars playing an important role in your middle-of-funnel velocity initiative. When is your first Webinar slated to go live?

Prospect: We are thinking in about five to six weeks we will launch our first webinar.

Sales Rep: What is the plan to measure the velocity of the leads you connect with on this webinar, and compare them to say your ebook download contacts moving through to the opportunity stage of your pipeline?

Prospect: Honestly, we haven't really thought that far ahead yet.

Sales Rep: What happens if you aren't able to discern between the two marketing touchpoints?

Prospect: Well, we won't know if our webinar spend helps to drive velocity to the bottom of the funnel faster. We would have no way to justify our increase in marketing spending on these webinars.

This is a simplified example of how to create an impending event that will likely result in pain without the action of moving forward with your solution. Your prospect will have no way of measuring their results and will fail to justify their increase in spending, resulting in an impact on their ego.

Want to move the needle, create an impending event that impacts their ego.

TACTIC #4: THE ROI CALCULATOR

First things first, we are not talking about an actual calculator. Anyone who has been in sales long enough knows how to see right through that hidden page on your website you pull up and enter in your prospect's data. The end result is always the same "buy our solution".

Even data from the leading Conversational Intelligence solutions on the market validate this, ROI calculators (just like PowerPoint presentations) decrease the likelihood of a sale almost exponentially. Just don't use them.

Try this approach instead, use questions to help your prospect arrive at the conclusion your ROI calculator would have produced.

Sales Rep: What is your current connection rate on the outbound calls your SDRs make?

Prospect: We average about 10%, so 1 out of every 10 people we call we will have a connection.

Sales Rep: Ok, and what is your conversion rate to meetings?

Prospect: Of the 10 people we connect with, we will get 1 meeting. It is not great.

Sales Rep: What do you think stops your team from doubling that number to 2?

Prospect: We struggle with some of the same objections handling everyone struggles with, there are usually a few calls a day where we miss the opportunity to grab a meeting.

Sales Rep: What would that do to your pipeline if you could double the meetings being produced by every rep, every day?

Your prospect already knows this answer, this answer is what keeps them up at night, and stressed at the end of every month and quarter. The trick here is to get your prospect to admit they have a problem, admit they know they need a solution, and admit their current approach is failing, without ever having to say it out loud yourself.

As a sales rep, when you deliver numbers to your prospect, you are selling. When a prospect dives into numbers, they are buying. Numbers don't lie unless they are delivered via an ROI calculator produced by the vendor trying to sell the software.

DO PRESSURE SELLING TACTICS WORK? YES, THEY DO.

However, we're not saying that's the only way to sell! These should only be used sparingly and when you need to close a deal.

For example, the ROI calculator is used all the time! So it's not considered a pressure tactic, even though that is where it originated from.

Now, will all deals you close come from pressure selling? Absolutely not.

Being genuine and yourself goes a long way when it comes to sales. But great salespeople are willing to do things that others are not. And that includes lighting a little fire when needed.

Remember to ask yourself these things before you look to put pressure on the prospect to make a decision.

1. This isn't your first conversation with the prospect. (Hopefully, this one is obvious)
2. They've had time to review the contract or are at least further down the funnel.
3. You've been honest about everything thus far in the process.
4. Make sure you eat something before starting that fire. No one likes dealing with hangry people.

SAAS SALES & HOW WE DO IT

Every company is different, but here are the three main ways we sell at Abstrakt.

1. Transparent pricing
2. Solving problems so leaders can focus their energy elsewhere
3. Showing the time & money that is lost because of their team not using Abstrakt

Why does Abstrakt sell itself once leaders and managers see a demo?

Abstrakt solves the three main problems:

- Reps or agents forgetting to ask qualifying questions
- Reps or agents incorrectly handling objections
- Post-call analysis takes too long to process

But what remains one of the hardest things about selling Abstrakt is that prospects don't even know that this technology exists.

"Real-Time" isn't possible for most leaders. But with Abstrakt it is. Our software reacts in 0.2 seconds of hearing the prospect or customer speak and is able to give reps and agents on the right track.

This translates to...

- More opportunities pushed through the pipelines
- A better customer experience
- And most important, more revenue

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