



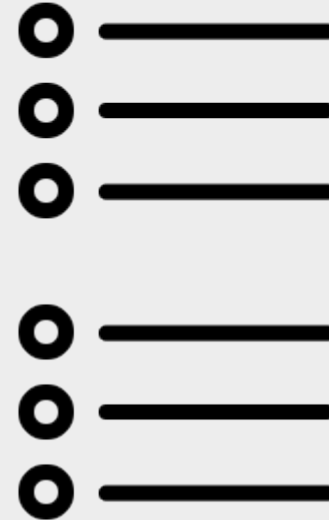
# Building Scalable Inside Sales

# Artem Berman

# Starwind

# Scope of deck

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- § Customer purchase readiness
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# Purchasing behavior

Are you aware that you are speaking with nouns, adjectives and verbs? You are not bothering, but that's what you are doing.

The same when you are making a purchase you are demonstrating a purchasing behavior. Well, in fact, with purchase you are demonstrating the result of this behavior you have switched yourself to at some point:

Consumer buying behavior is the sum of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service.

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# Purchasing behavior. Digging deeper

You won't believe how complex it is. **The behavior is having to do with the complex of:**

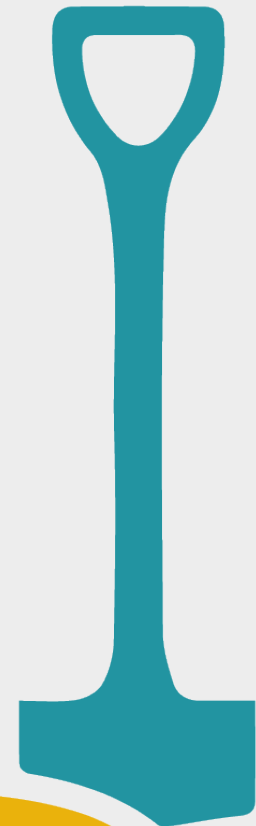
- § Psychological
- § Economical
- § Social
- § Anthropological

attitudes. **This process has some steps**

- § problem recognition
- § research
- § pre-purchase evaluation
- § purchase readiness
- § purchase
- § post-purchase evaluation

Can you trigger the purchase behavior?

What do you think the advertising is concerned with?



# Why do we buy in the first place?

## There are six buying motives for individuals :

1. Desire for financial gain
2. Fear of financial loss
3. Comfort and convenience
4. Security and protection
5. Pride of ownership
6. Satisfaction of emotion



## And three for organizations:

1. Production. To facilitate the production of another product or service, as when Toyota buys sheet steel, engine components, or computerised welding machines;
2. Logistics. For use by the organisation's employees in carrying out its operations (office supplies, computer software, advertising agency services);
3. Resale. For resale to other customers, as when a retailer such as Target buys a truckload of towels to be distributed to its many stores and sold to individual consumers.

# Customer purchase readiness

The customer purchasing (buying) readiness is when the customer is actually ready to purchase. It is the point in the complex purchase process. We need to understand when the customer is ready to make the purchase so that we can make the offer and expect it to be the most effective. Doing it earlier or later can be a counter-productive.

## How can you say when the customer is ready?

- § You hear “buying signals”.
- § There are no outstanding questions.
- § Direct closing attempt seems organic.



# Social justification

Before making that decision, we all need to validate our intention. Essentially, we would like to know that we are not wasting our money and rather getting something of value. **How can we validate if it is a case?**

- § By listening to opinion leaders
- § By listening to our surrounding
- § By doing the research

## What are the outcomes?

- § Make sure your solution has excellent visibility and reputation on the social networks

- § Work closely with the opinion leaders in your segment
- § Ask for the references
- § Build your brand



# Understanding your competition

Sometimes the prospect sees the competition differently than you do. It goes down to the famous phrase: “when the customer buys a drill he actually needs a hole.” This way if you are selling a drill your competition is anything that can help your customer make that hole.

## There are three types of the competitors

- § Direct
- § Secondary
- § Indirect

Direct are doing what you are doing in the same way.

Secondary are doing what you are doing in a somewhat different way.

Indirect doing something different that can help a customer solve their problem along with your solution.

## If you are in the train transportation business then:

- § Your direct competitors are other train transportation companies
- § Your secondary competitors are low-costers
- § And your indirect competitors are trucks... at least for those who like hitchhiking.



# Customer personality types

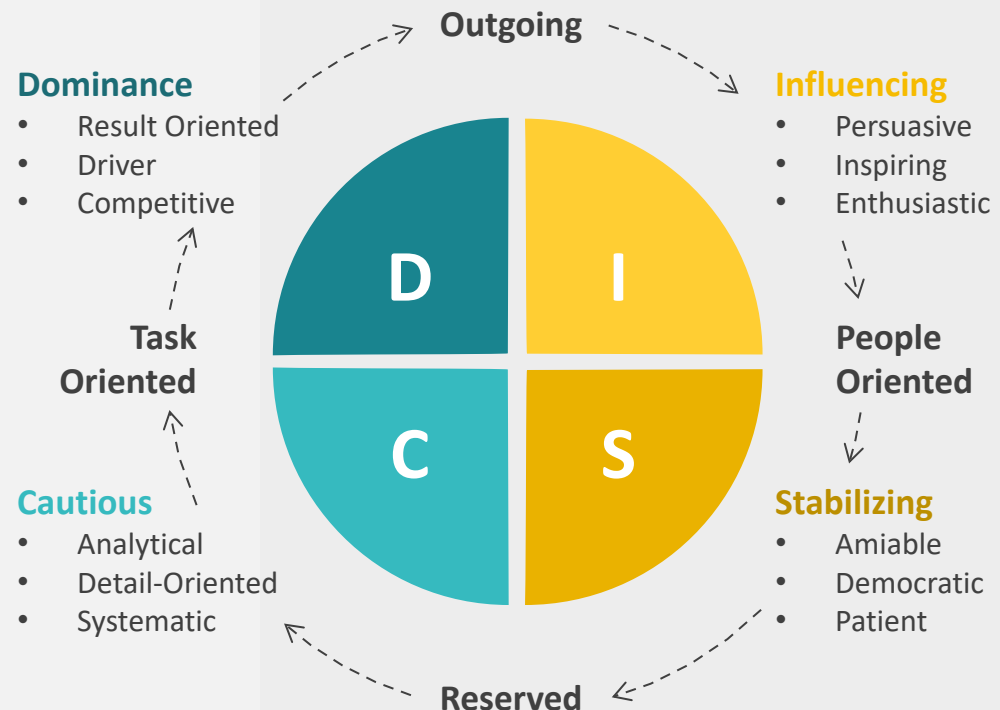
Can you categorize live human beings? I hate it but up to some extent, you can. There is a dozen of approaches aiming toward this categorization. Let's stick to the DISC theory, researched by Dr. William Moulton Marston at Harvard University.

According to this theory, we are assessing people's traits with regards to their attitude toward processes and people.

## The four types are:

- § Dominant
- § Influencing
- § Cautious
- § Stabilizing

How are these visualized?



## DISC. The implications

First of all, beware the majority of people are “in between” but nevertheless you can try to assess who your prospect is and deal with her accordingly.

**D:** They are all about the result. Give them information. Be specific.

**I:** They are all about people. Build the relationship. It will pay back.

**S:** They are all about status quo.

Make them understand the change will be to the best.

**C:** Good luck! 🙏 Seriously though be prepared to answer the questions.

Now does this DISC thing mean you are going to need four types of strategies, pitches, etc.? No, it means that your strategy and pitch should be comprehensive enough and you should be able to recognize the prospect and adapt.

# Why support people sometimes are best sales people?

Exactly because of **DISC**. Your support engineers are so much into the product and technology. They are on top of most technical questions. They are natural sellers to Ds and Cs while you are better off selling to Is and Ss.

**What does this mean?** C'mon, now you know... You know when you gonna need to bring the engineer on the call now don't you?

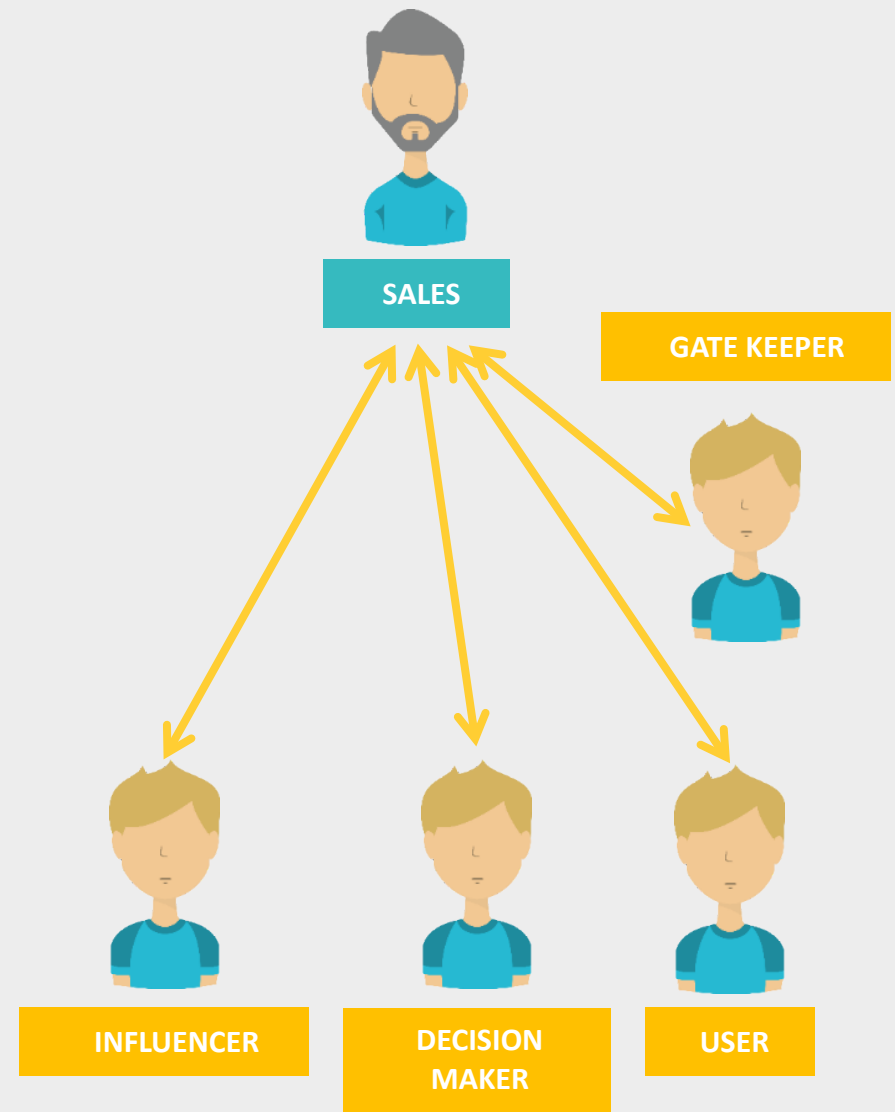


# Understanding the dynamics behind purchasing

In B2B the purchasing decision is normally the complex task, and it involves a variety of stakeholders. There are several roles within the buying center:

- § Decision maker
- § Influencer
- § User
- § Gatekeeper

It is very important to increase your footprint within the prospect's organization. Sometimes you won't even have to reach to the decision maker. User or Influencer can do that for you.



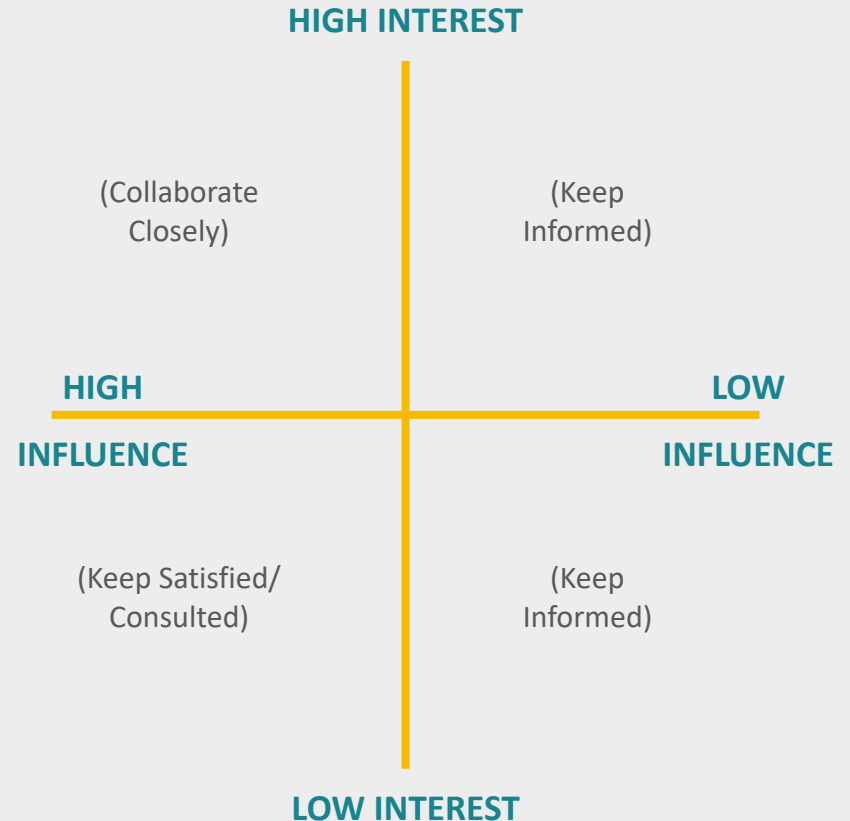
# Interest and influence

Most certainly we need to identify the buying center members.

Apart from knowing the general roles though, we need to understand what influence has this or another buying center member and what interest they have in our offering. this way we will be able to build the map of the people who will be supporting us and who will be the obstacle for our project.

Every member of the buying center than should be dealt with based on his or her influence and interest in the offering of ours.

High influence and high interest people are our best allies while high influence and low interest people should be carefully approached with the right strategy.



# Importance of the relationship management

**There is dozen ways to lose your customer and just one way to get/ keep her!**

Customer relationship management is an approach to managing a company's interaction with current and potential future customers. We sell through the relations. Relationship selling always based on authenticity, genuine concern, and honesty. Both before and after the deal you keep talking to your customers. You are making sure they return purchasing more. You are getting the references, use cases and referrals.



## Why is it important to manage the relationship?

- § Customers are voting with their feet.
- § Customer satisfaction = customer loyalty
- § Referrals is the way to ask for courtesy... or return it.
- § **CLV. CRC < CAC !!**

# Takeaways



The purchase is a process. One more.



The purchase is a point on that process line



Know the real purchase reason



Know your competitors



Justify the purchase



The personality types matter



Know dynamics behind purchase



Sell through the relationship

# About lecturer

## Art Berman, MBA

Art Berman is a successful serial entrepreneur who has founded a number of companies in the technology industry. Mr. Berman brings more than a decade of entrepreneurial experience building and advising successful software companies. Art has managed worldwide online sales and operations since 2003. Mr. Berman earned his Bachelor degree in Economics from Moscow International Business Institute in 1997 and Executive MBA in Edinburgh Business School - Heriott-Watt University in 2014.





**Thank you!**

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**Questions**

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