



# Become better at selling

Learn how to short-cut  
your route to better  
sales performance.

# Better Business Development

**FIRESTARTER**

Academy



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Working with a broad range of clients to drive **sales performance improvement**, growth initiatives, change management, organisational development, operational efficiency and the removal of dependency on key individuals



## Our differentiation is driven through 3 things:

1. We always start with the **“sales question”** – what has to happen to get a client’s business selling more of whatever it is they sell? We’re not just an abstract consultancy or a marketing advisor; our *raison d’être* is to drive sales improvement!
2. Removing **dependency on “bosses”** is a central focus of our work; how do we build teams, processes, cultures and methods that mean the boss can move on to “the next thing” that they want to focus on?
3. Our method is to **“get stuck in”** – to plug in the necessary resource to make things happen – be that at senior level or junior level; we don’t just turn up once a month for a chat, we deliver tried and tested methodologies that compensate for the challenges faced by busy business owners!

# 3 Delivery Modes



## FIRESTARTER ACADEMY

- a condensed opportunity to experience Firestarter – courses that have 5 key modules over 5 weeks – to share our critical learnings in a speedy easy to digest way. We have 3 Hero Courses (BBD, ESM, PBP) designed for our key audiences. See our website or join a taster to find out more.



## USER-CHOOSER

- an opportunity for clients to “pick and choose” services that we provide to suit short term needs and budgets (sales management, product/proposition planning, interim management, process improvement etc.) But there is always a tipping point when it makes more sense to move to a full programme.



## FULL PROGRAMME

- a 3, 6, 12 month programme to drive full impact of the Firestarter range of services customised to suit the client needs – but generally a blend of senior grip, commercial development, sales process, rhythm & rigour and organisational development

# Better Business Development

- an introduction -

# 10 Hours of Content in 20 minutes



Module 1	Module 2	Module 3	Module 4	Module 5
Really making pain-point selling work for you	Account Development Planning – a structured approach	Managing your “sales meetings” effectively	Real-life pipeline management	Building a perfect sales toolkit

# Who is this for?



- Anyone with a “**sales**” responsibility
  - Sales executives, business development managers
  - New starters, old hands
  - Business owners (who have to sell, but that’s not their main thing).
- Anyone in an **account management** function – with a goal or desire to get better returns from existing customers
- Anyone looking for **new rigour** in how they approach business development – either for themselves or their team



# What do get from the full course?



- Best practice – tried and tested approaches
- Empowering and practical sales strategies
- A joined up, connected approach – 5 very connected modules
- Easy to understand and good humoured
- The opportunity to interact with peers and experts
- Content that you can associate with quickly
- Methods you can put in place immediately
- Punchy group sessions and 1:1 bespoke conversations

# Course Content



Business horsepower.

No.	What?	Why?	How?
1	<b>Really making pain-point selling work for you</b>	People buy because they have a need, a pain – you have to always start here. This is the secret to empathy and persuasion.	Focusing on the simple steps of identifying common pain-points and then building a whole sales approach around it.
2	<b>Account Development Planning – a structured approach</b>	The actions you take proactively directly influence the outcomes of your account management planning and your material £/\$ results – but you need a practical, structured method for achieving this.	Bespoking/creating an account management process that is fit for purpose for each setting and then embedding rhythm & rigour around actually “doing it”.
3	<b>Managing your “sales meetings” effectively</b>	Understanding the principle of the “golden hour”, the “this is your moment” principle – ensuring that you control and run your conversations to get the maximum returns.	Establishing a “muscle-memory” best practice approach to running meetings – to ensure best results every time.
4	<b>Real-life pipeline management</b>	People have a tendency to make this too complicated and/or do not embed discipline that drives sales results.	Establishing an understanding of “zonal” pipeline management and how to use it to manage prospects effectively.
5	<b>Building a perfect sales toolkit</b>	Rarely do salespeople have all the right tools for the job, but actually what you need is pretty simple.	Understanding how to build an “emergency” sales tool kit and a “go-forward” sales tool kit. Selling, not “getting ready” to sell.

# Where this all came from...

## **7 habits of Effective Sales People**

**[observation of thousands of individuals]**

1. Take ownership and start with the answer
2. Know your universe, hone your universe
3. Put first things first – talk to your universe
4. Treat every meeting like the critical hour
5. See the obstacles, work the obstacles
6. Find an order a week\* to close
7. Be the best, be frank about the basics

# What we are going to talk about now?

1. Painpoints - at the heart of your whole selling method
2. Account Planning Principles

# Pain-points at the heart of your whole selling method

- This is not the “we do this, we do that” approach to selling
- The art of pain-point selling
  - Understanding that your buyers have common problems
    - And there won't be that many
  - Building your questioning techniques to specifically identify which of your standard pain-points a particular buyer has.
  - Clustering your “high-level” solutions so that they confidently and clearly deal with specific pain-points
  - Only going to further levels of detail, calling in subject matter experts if really needed/it supports the sales process.





# A Good Painpoints Exercise

- Just start writing.....
  - Common problems that your customers face.
  - You will probably struggle to get beyond 10
  - Why are they buying from you? Why? Why? Why? Why? Why?
- Group the problems....
  - You'll probably end up with 4 or 5 broad headings
  - [You can learn these and start to use them as a basis for conversation]

# Some deeper pain-point groupings

No.	Type	What the buyer is really thinking
1	<b>FRUSTRATION</b>	“What we are doing at the moment just needs to be better, the way we are doing things is not good/driving me crazy; I need the thing you are selling me to fix that.”
2	<b>PURE FINANCIAL</b>	“We need to sell more (or save more); I need the thing you are selling me to make that happen”.
3	<b>TIME</b>	“I have a problem with capacity – the thing you are selling can help me speed things up, be more efficient, cut some corners etc.”
4	<b>CREDIBILITY</b>	“I want to look good in my job, I need whatever you are selling to make me look competent, help me perform better, make me look like a hero internally, make it look like I am making good decisions, managing money well, doing things to improve customer experience, get people (internally/externally) off my case.”
5	<b>COMPETENCY</b>	“I can’t do this by myself, I need some help, please let this thing you are selling sort that out for me”.
6	<b>RISK</b>	“I am exposed here, people are going to find me out; I need to demonstrate I have it covered; I’m hoping this thing you are selling me will make that risk go away.”

## COMMON PERSONAL MOTIVATORS:

Financial – Fear of Failure/Shame – Need for Positive Recognition

Desire for Excellence – Desire for Completion (of something)

# Account Development Principles

- There are whole range of core principles here about how you take ownership of the long-term management of your key accounts, but these simple lines of thought will really help.....

# Core Principle 1 (of 7): Understanding the whitespace



Business horsepower.

	Product Line 1	Product Line 2	Product Line 3	Product Line 4	Product Line 5	Product Line 6	Product Line 7	Product Line 8	Product Line 9	Product Line 10
Client 1	Yellow	Yellow	Green		Light Blue	Light Blue	Light Blue	Light Blue	Light Blue	
Client 2	Yellow	Yellow								
Client 3	Green	Green	Green	Green			Green			
Client 4	Red	Yellow	Red							
Client 5	Green	Yellow	Yellow	Yellow		Light Blue			Light Blue	
Client 6	Green	Light Blue								
Client 7	Green	Yellow	Light Blue			Light Blue				
Client 8	Green	Yellow								
Client 9	Yellow	Yellow	Yellow	Yellow	Yellow	Light Blue	Yellow		Light Blue	
Client 10	Red	Red			Light Blue					
Client 11	Red	Red								

Key:

- = in, at full capacity
- = in, could be expanded
- = in, at risk
- = no opportunity
- = not in, opportunity

# Core Principle 5: Briefing and Involving the Team



Let's talk about **ABC Limited**

1. Currently we do *this* for them...
2. Currently we know *these* people...
3. We think we could do *this* for them....
4. We need to know *these* people.....
5. The risks associated with this business are.....
6. We want to open up *these* conversations....
7. We think there is *this* revenue opportunity.....
8. Over the course of the next year our plan is to.....
9. How can we all work together to achieve this?

**MOST PEOPLE, MOST BUSINESSES DO NOT DO THIS.  
THEY LACK RHYTHM, RIGOUR, PROCESS, SYSTEMS & DISCIPLINE**



# 10 Hours of Content in 20 minutes



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# Understanding the basics of how the Academy works

## The course

- Run over 5 to 6 weeks
- 5 modules, group sessions of 6 people.
- 2 x 1:1 60 minute sessions
- All course material provided
- Small cohorts established and NDA as part of the sign-up so that the conversation can be real and relevant, not just theory.
- Ongoing access to course tutor
- A focus on practical, implementable learning – not forgettable classroom content.

## The modules

- Structured 90 minute sessions
- Core content delivered to set ethos and best-practice
- Break-out, small group sessions to drive learning, experimentation and confidence.
- 50-50 ratio of lecture and do
- In module mentoring
- Exercises to link to “real-life”.
- Modules very connected to the individual 1:1’s (personal development).

**Runs for 5 weeks – next courses planned in October, 2020**

# 2020 Pricing Structure

- Standard 5 module course price:  
[includes the 2 1:1 sessions] £975 + VAT
- Reduction for 2+ participants from same organisation:  
[for each participant after participant 1] 20%
- Reduction for participants aged 26 and under:  
[\* group discount does not apply in this case] 40%\*
- Early-bird booking (by xxxx, 2020 18:00) 20% off all the above.

**And finally.....**

## Comments from previous attendees...



“ Thank you for delivering empowering and practical sales strategies that I have neglected in recent times. I have had a lot of sales training over the years but this is on a different level in the way you have brought all the elements together to provide a sales bible for life. ”

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## Comments from previous attendees...

“A really excellent training course, great practical application presented in an easy to understand & good humoured way. I will definitely be making changes to our sales process and approach.”

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## Comments from previous attendees...

“ The training course was very interactive and insightful. The one-to-one sessions were very useful. I met a lot of like-minded professionals who have made the experience even better by sharing their personal tips and tricks. ”

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## Comments from previous attendees...



# Q&A/Worked Examples



# Thank you and Goodbye

# FIRESTARTER



Academy

Learn

Share

Support

Guide

Lead

