Success Driven By Technology LLC

November

Volume 1, Issue 4

Growing Your Business Together

Drive Sales by Communicating Value

Inside this issue:

- **Checkout our new website at www.sdbt.com**
- **In tough times prospects want to know what's in it for them**
- **Sales Executives must take on the role of Trusted Advisor**
- **When done properly ROI analysis really works**
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In tough times, prospects want to clearly understand what is in it for them. As a VAR, using return on investment analysis means creating a repeatable process for communicating to your customer or your prospect 'what's in it for them.' Or, how they will truly benefit by using your products and services.

In complex application software, manufacturing, professional services, telecommunications, we see sales professionals meeting with top management and closing quicker by demonstrating and quantifying the impact their products and services have on the prospect's organization. You can do the same, here's how.

Before your next call, really put yourself in the seat of the prospect's CEO and on one side of a piece of paper; list your prospect's pains and how your solution can solve it. On the other side, write down the possible business impact of this pain. Here is an example using a document imaging company:

Benefit statement (Of course, the benefit needs to be a benefit in the eyes of the prospect.):

By storing documents electronically, we can reduce the cost of paper, which currently costs the company $225,000 per year.

Now, get specific about the impact of that pain and benefit. If you store paper documents electronically, as a newly minted CEO, you will:

1) Reduce the cost associated with annual paper purchase

2) Reduce the cost (space, material, and labor) of storing paper documents

3) Reduce the cost of shipping paper documents

4) Reduce the cost of retrieving paper documents

5) Reduce the cost of paper recycling and disposal.

You now have a roadmap for your next call in your role as Trusted Advisor.

By understanding the components that make up items 1-5, you can begin asking questions that your typical salesperson might miss:

How much paper are they buying annually? Where do they store their company documents? Do they outsource this? What is that space cost to lease each year, what is the insurance cost, etc.? How many people and trucks does it take to move that paper off site? When they need the information on that paper, how do they get it? What happens if they cannot find the information they need?

By understanding their current situation in these areas, you can begin to collaborate and make assumptions on the positive impact of your products and services. You spend more time listening, more time talking about them, and less time talking about you. (Remember, it is what's 'in it for them that is most important).

People like to talk about themselves. By communicating that, you truly understand the customer's business and that your role as a salesperson (aka Trusted Advisor) is to help make their business better, prospects will open up to you and provide you the information you need to clearly demonstrate, what is in it for them.

We know this process works. We know that it will allow you to demonstrate that you truly care about your prospect's business because we see it happen everyday. To apply these principles to your unique selling situation, contact us and we will provide a complementary audio CD.

Hiring Methodology for Sales Professionals

Continued from Successful Times Issue 3

Your candidate arrives for their first on-site interview. Remember from the prior Newsletter that they are here to do a PowerPoint presentation about themselves. Show them to the conference room and give them a few minutes to set-up. Invite several people from your office to attend the presentation but don't introduce them. Wait to see if your interviewee proactively introduces himself or herself and seeks information about members of the audience, if they do it's a great start.

Start the presentation reminding the candidate that they have 20 minutes. Let them present. Do not ask more than two or three questions during the presentation. The audience should be attentive but let the interviewee control the show.

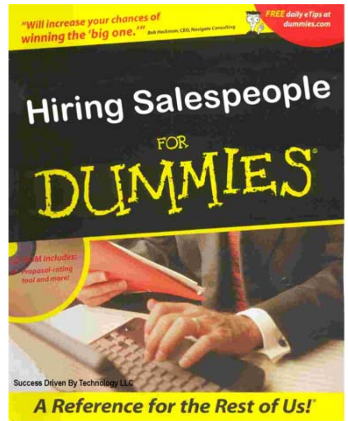
During the presentation, quickly score the candidate using the questions shown on the right. If the score is less than 40 than do not proceed with the interview process.

If the interview proceeds, the candidate should be prepared to spend 2 to 3 hours meeting with different members of your team. There are several major areas to explore during these interviews. They include:

Question (Score each question from 0 to 5)	Score
1. Written communication skills:	
2. Arrived on-time for interview:	
3. Professional appearance and dress:	
4. Effectiveness of oral communication:	
5. Consistent eye contact with audience:	
6. Did they research your company:	
7. Rate their overall presentation skills:	
8. Did they engage the audience:	
9. Did you like and begin to trust them:	
10. Did they convey their knowledge and value to your organization:	
Total: (40 or more points to pass)	

- Knowledge of the business and industry
- Sales skills, experience, past compensation
- Work ethic, discipline, and integrity

This article continues in the next issue.



Hiring effective salespeople requires time, effort, patients, and a good methodology

Marketing and Lead Generation

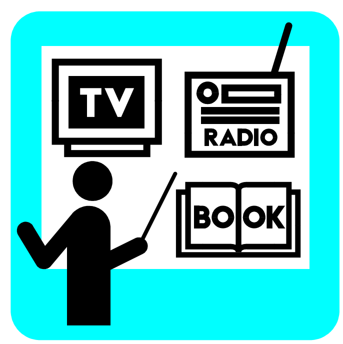
Continued from Successful Times Issue 3

This Issue continues the discussion of marketing and lead generation and focuses on the effectiveness of creating relationships specifically with CPA firms, hardware vendors, and communication companies.

- Relationships - CPA S/M
- Relationships - Hardware S/M

Examine your CRM system or database of existing clients. Do you have recorded the accounting or CPA firm that services your client? Do you know the name of the accountant or partner? Do you have his/her telephone number? Do you know where your client buys hardware and who performs the system engineering services for them? If the answer to these questions are generally no, you are missing one of the all-time great sources of leads and new business.

Think about it. You have a happy customer that you are servicing and ask them for the name and phone number of their accountant or CPA. Take it from experience they will give it to you every time. You call the CPA and explain that you got their name from Mary Smith at the XYZ Company and you thought it would be beneficial if you chatted. After all, you want to make sure that the ERP system you recently installed provides all of the information the CPA requires to service your mutual client. You add the CPA to your mailing list and include them in seminars, user groups, and other events you sponsor. Accounting firms generally have clusters of clients in the same or similar industries. By getting the CPA involved as often as possible, you begin to develop a good long-term relationship. Do not be afraid to ask for leads and referrals. It will not be instantaneous but over time, it works. In my prior life, 40% of all my leads came from CPA firms using this technique. The same concept applies to bankers and other trusted advisors.



Source of Leads Color Code

RED	POOR
BLUE	Marginal
GREEN	GOOD

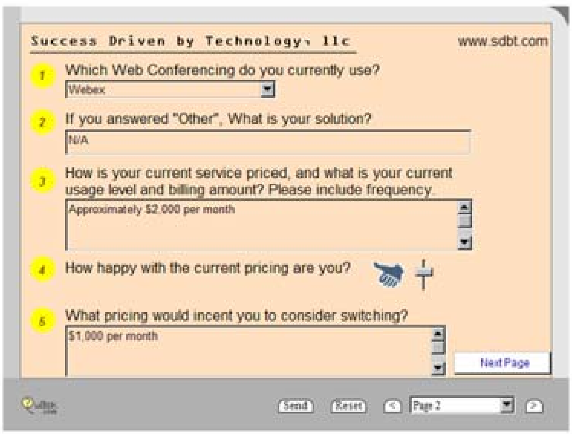
Responsibility

M	Marketing
S	Salesperson
V	Vendor
T	Technical Services

SDbT News and New Services

Electronic Surveys and Analysis

Three Key Performance Indicators (KPI) measure the success of any VAR practice and perhaps predict the future. They are Net Profit, Customer Satisfaction (CS), and Employee Satisfaction (ES). Your Profit & Loss Statement measures the Net Profit KPI in financial terms. Both customer



satisfaction and employee satisfaction are rarely measured and quantified. Why are they vitally important?

The Customer Satisfaction Index (CSI) measures how well your firm is viewed in the eyes of your customer. It helps predict the number of referrals you can expect to receive from clients. It indicates how much and how well your clients will act as references for new prospects. It is a strong indicator of future business from existing clients. Finally, high CSI gives you bragging rights in your marketing materials and business positioning and might even get you more leads from your business partners.

The most important asset in every VAR practice is its employees. It is amazing how many VARs have no concept of this fact and how critical it is to the success of the business. A high Employee Satisfaction Index (ESI) means lower staff turnover, less tension in the working environment, higher productivity, and happier customers. In fact, I predict two major VARS going out of business in 2003, due to very low CSI and ESI marks.

SDbT now offers electronic surveys to measure your client's CSI and your Employee's ESI. These surveys are completed electronically and are completely confidential. The results are collected and compiled in a database where the CSI and ESI are computed. It allows us to quickly, fairly and accurately provide this data as an independent organization so that it can be used for both internal purposes as well as in your marketing and business positioning. Check out "Web Surveys" under the Seminars Tab at www.sdbt.com for a sample of how these surveys can help improve your business operation.

VAR Practice for Sale in Atlanta

An Atlanta based VAR practice with revenues between $1 to 1.5M is seeking a buyer. This profitable business focuses on mid-market ERP software applications and is authorized to sell and implement Best Enterprise Software (MAS 500) and Microsoft Business Solutions Navision Software. There are approximately 40 existing clients with six new client acquisitions during 2002. The company has expertise in manufacturing and health care technology. The company is located in a modern office facility with significant room to grow. The present owner wishes to remain with the business in a sales capacity. Asking price $500,000. Contact Sheldon Kralstein at skralstein@sdbt.com for more information.

Useful Links ...

www.zipfind.net

This handy website offers useful information relative to zip codes. Enter a zip code and find the city or town, calculate the distance between two zip codes, and find all zip codes with in a given radius.

www.anywho.com/rl

Reverse telephone number lookup. Enter a telephone number and learn the name of the business or private individual belonging to the phone number.

www.pac-info.com

The Public Record Locator for more than 6,600 free searchable public record databases.

www.census.gov

A wealth of information about businesses and the population derived from the US census.

www.sdbt.com

Free tools and downloads

FREE documents and great reference web sites

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Topics in the December issue:

- *E-Myth—Work on your business not in it*
- *Delivery Team Utilization*
- *Hiring sales people … continued*
- *Lead generation that really works … continued*
- *Positioning Your Business … continued*

Your thoughts, comments, and articles for publication are welcome. Submit them to skralstein@sdbt.com.

Who is Success Driven By Technology?

Success Driven By Technology, LLC (SDbT) focuses on helping Resellers and VARs grow their business. In fact we are so confident that we can make a dramatic contribution to your practice that we back it up with a no questions asked money-back guarantee.

Principals, Sheldon Kralstein and Mark Chinsky have 30+ years of experience and a stellar track record in the industry. Both Sheldon and Mark have built practices from the ground floor up, successfully sold their business, and were part of the national management teams of the Aston Group and ePartners respectively. They are dynamic individuals with the knowledge and skill set to help your business be more successful. Our areas of expertise include:

- Marketing
- Business Positioning
- Lead Generation
- Sales Team Development
- Sales Methodology that works
- Sales Training
- Sales Prospecting
- Effective Product Demos
- Compensation and Hiring
- Pricing
- Software Deployment
- Project Management
- Delivery Methodology
- Business Analysis and how to get paid for it
- Business Development
- Mergers and Acquisitions

Success in today's economy requires solid business practices coupled with creativity, innovation, and methodologies that drive business success. SDbT can analyze your current practice and help you implement proven strategies and methods that are guaranteed to work. We welcome the opportunity to speak with you about your business operation to explore how a relationship with SDbT can benefit your organization.