

A satellite view of Earth's surface, showing a coastline and the ocean. The land is a mix of brown and green, with a prominent coastline on the right side. The ocean is a deep blue. The top of the image shows the curvature of the Earth and the atmosphere.

Sales Strategy 101

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Selling through Strategy

- Ask “To whom am I selling, what am I selling, why are they buying?”
- Know your product, but sell solutions.
- Remember that **payback analysis** is part of any sale, so make the business case crystal clear.
- **Develop a strategy** around your customer’s objectives.
- **Listen**, be humble, but be aggressive yet not overbearing.
- **Think long term, but focus on the present!**
- **Charge for everything, but be competitive.**

Outsell the Competition

- **Plan** each sales call carefully; know the customer's hot buttons; find an internal champion; don't bash the competition.
- **Target wisely** based on near term opportunity, size of account and intuitive feel about sales cycle after initial calls.
- **Time** is the **most precious commodity** in a sales person's daily routine....use judgment on where to spend time.
- **Be fresh** on every call, persevere. Show commitment to customer's needs, This builds your credibility.
- **Develop a feel for budgeted \$\$**, estimate the sales cycle.
- **Welcome objections**, don't be defensive, focus on details.

Closing Techniques!

- **Build a relationship**, show that you care.
- **Ask for the order** - don't be reticent or fear rejection.
- **Set price expectations**; don't argue the \$\$ till you are in the contract process.
- **Prepare well** for every negotiation, list issues, listen well.
- **Don't be afraid to say NO**; customers will respect you.
- **Summarize the meeting**, make sure you **follow up** on action items, and suggest next interaction.
- **Remain in control** of the selling process.
- **Your job is to get the sale!**