

How to Address The Biggest Challenge for Both Inbound AND Outbound Sales

THE SALES EXPERTS
CHANNEL

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James Muir

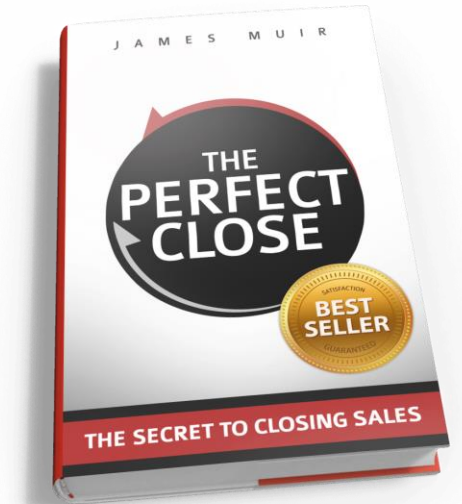
How to Address The Biggest Challenge for Both Inbound AND Outbound Sales

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With James Muir

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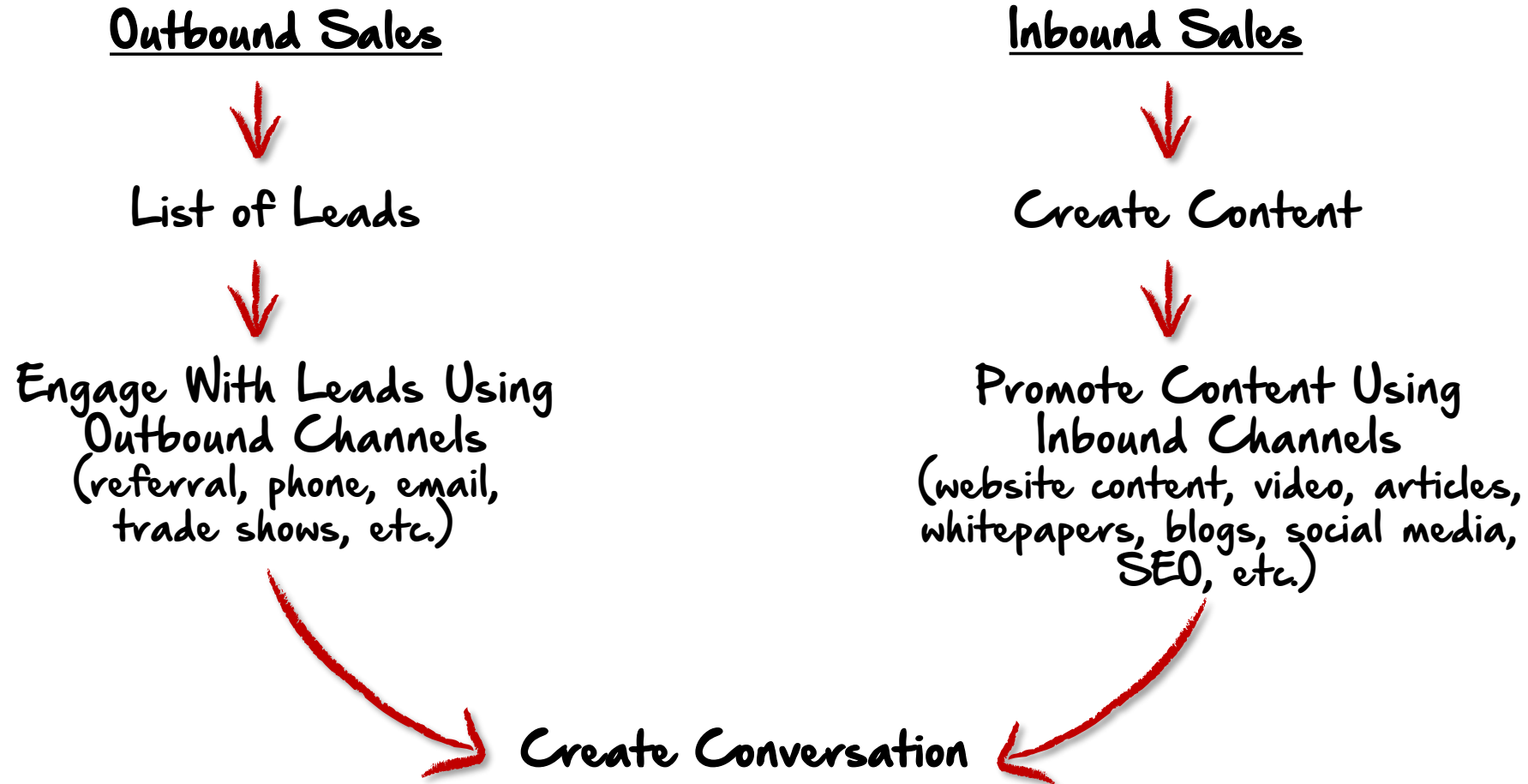


The Difference Between Inbound & Outbound Sales Strategies

- **Outbound Sales** – Sometimes described as a "push strategy" or "interruption selling" — when sales directly contacts prospects, hoping for engagement.
 - Channels: Referrals, Email, Telephone, Trade Shows/Events, etc.
- **Inbound Sales** – Sometimes described as a "pull strategy" – when sales responds to marketing efforts to help customers find you.
 - Channels: Website content (video, articles, whitepapers, etc.), Blogs, Social Media, SEO



Inbound vs. Outbound Starting Points & Channels



Key Point #1

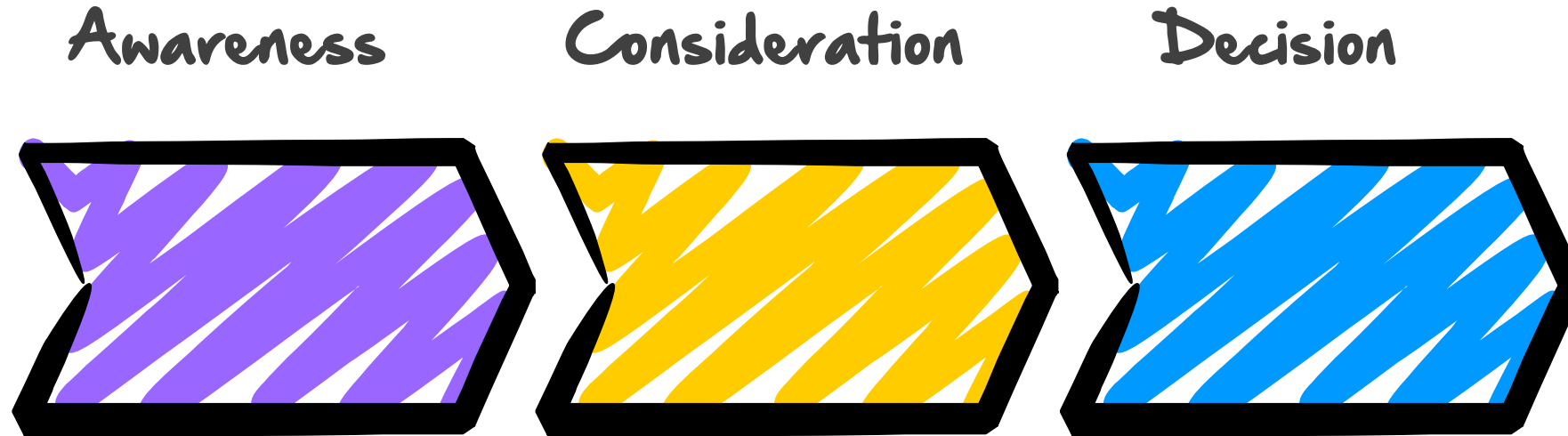
**Inbound & Outbound Have The Same Goal:
Generate a Conversation With a Qualified Prospect**

Key Point #2

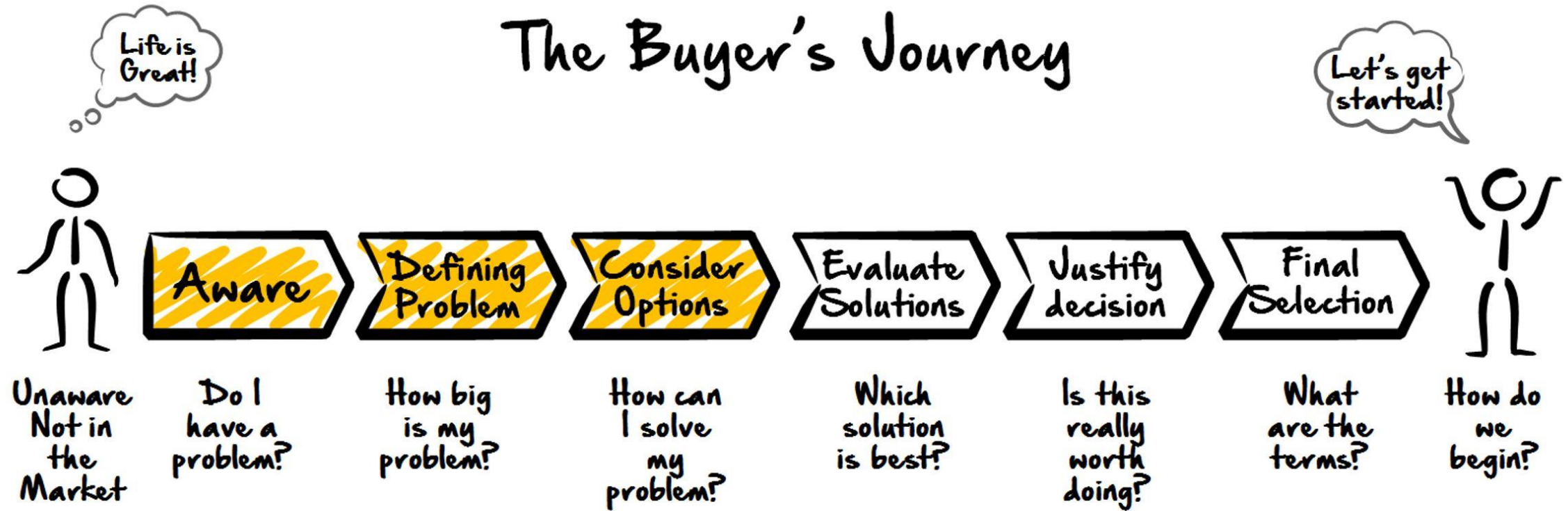
Customers Follow a Predictable Process When Making Decisions

Predictable Process

- Customers Follow a Predictable Process When Making Purchasing Decisions
- In General, Customers Follow **Three Basic Phases**:

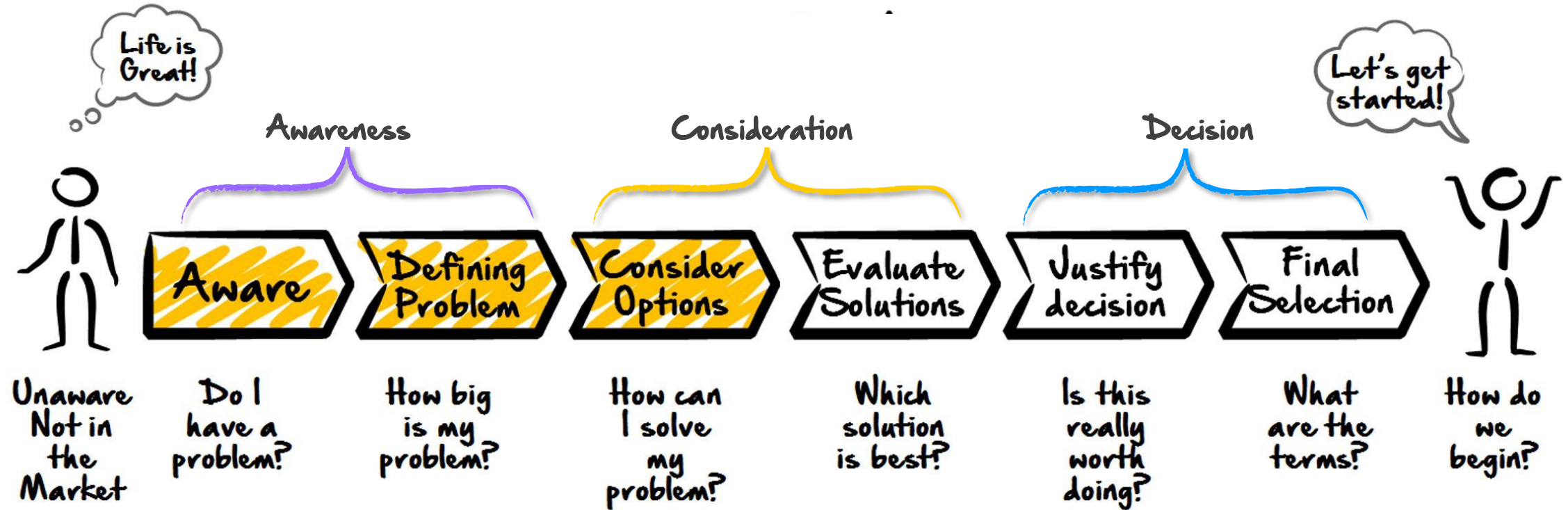


Buyer's Journey



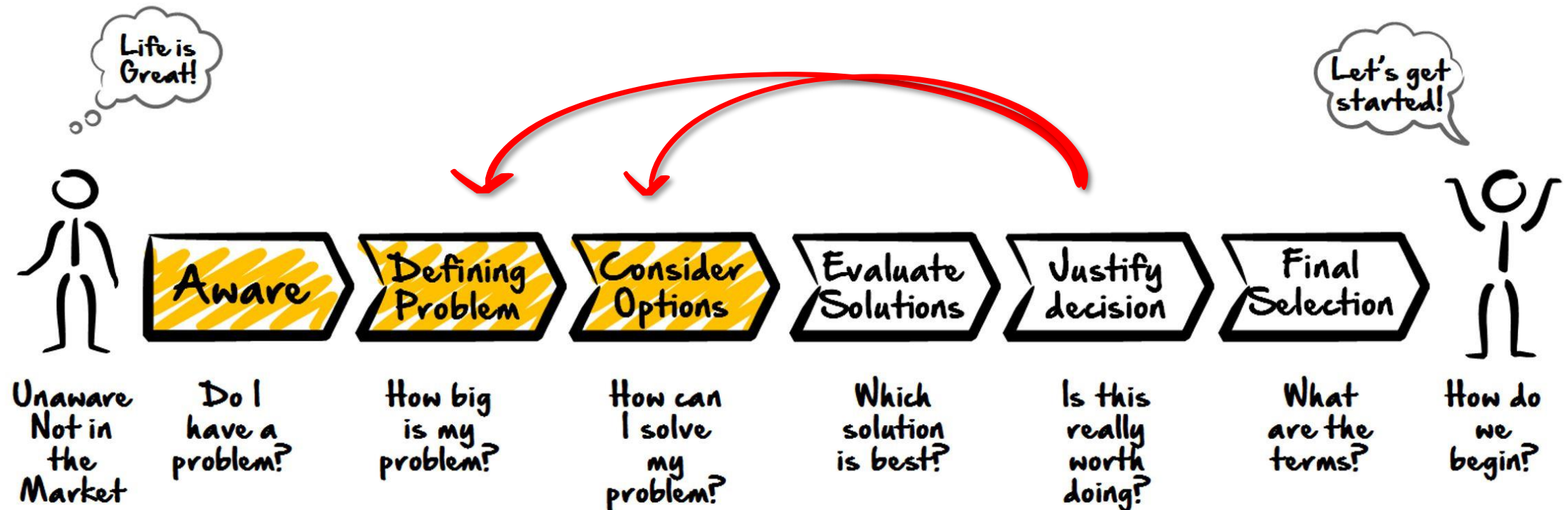
Buyer's Journey

The Buyer's Journey



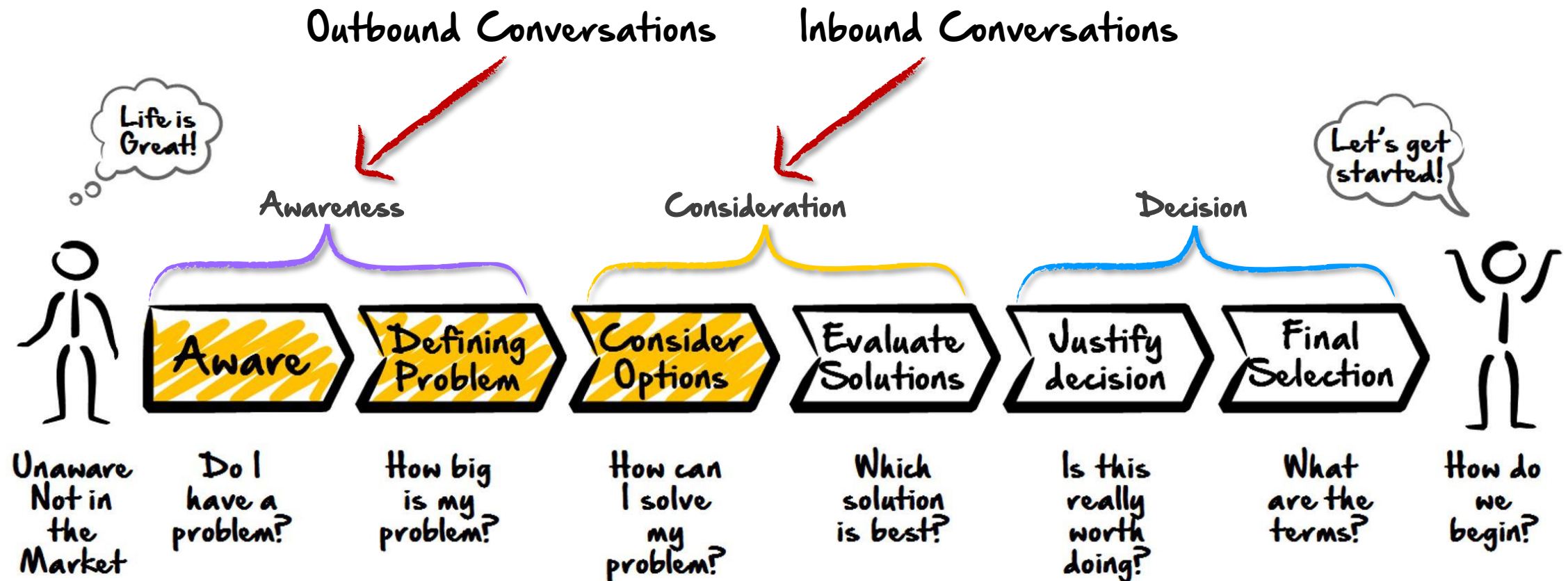
The Buyer's Journey is Not Always Linear

- Most B2B sales have many buying influences.
- Certain **events** can cause buying influences to **move back and forth** along the path.



The Buyer's Journey Doesn't Change For Inbound or Outbound

- What changes is:
 - The Channel of Communication
 - The Conversation We Need to Have Prepared
- Outbound Sales More Likely to Have Conversations in the **Awareness Phase**. Inbound Sales More Likely to Have Conversations in the **Consideration Phase**

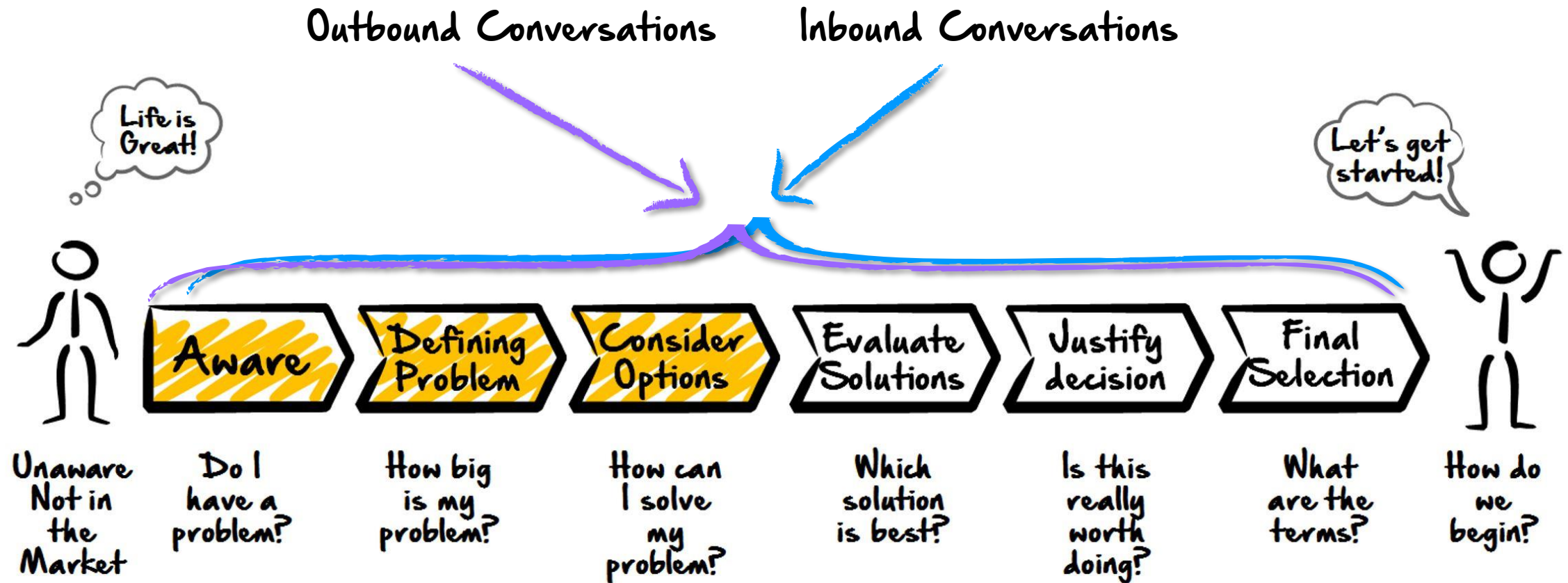


Key Point #3

**The Buyer's Journey Doesn't Change For
Inbound or Outbound**

The Questions Are The Same Regardless of Strategy

- Outbound Could End Up Contacting a Prospect at **Any** Given Stage
- Inbound Creates Content to Attract Customers at **Every** Given Stage
- **Both Inbound & Outbound Need to be Prepared to Answer The Questions at Every Stage**

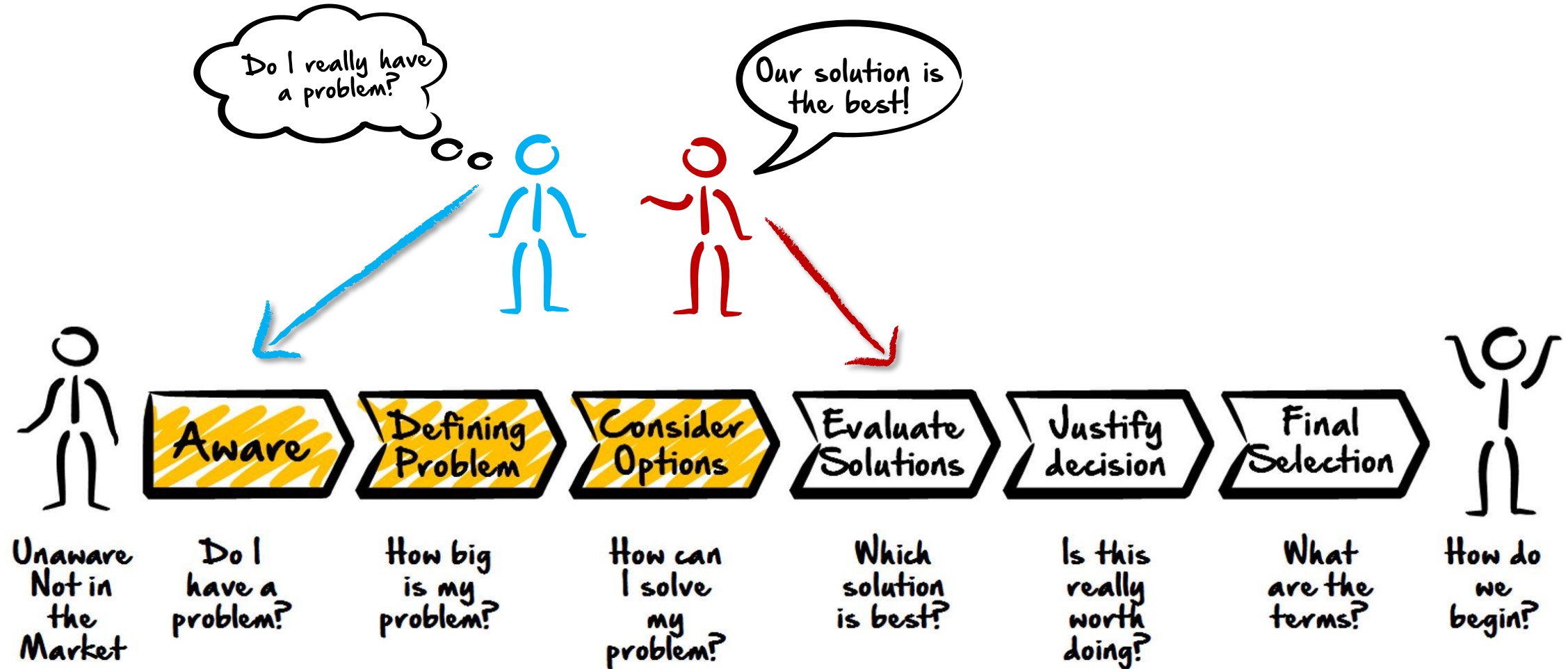


Key Point #4

**Inbound & Outbound Need to be Prepared to
Answer Questions at Every Stage of The
Buyer's Journey**

The Most Common Mistake in The Buyers Journey

- Trying to have a conversation in one stage when the customer is in another



The Golden Rule of Sales Engagement

**GOLDEN
RULE**

Meet The Customer Where They Are

Technology Abounds to Help Inbound / Outbound



Nancy Nardin's Sales Technology Landscape 2017

Version 1.5

WHO TO SELL TO AND WHY

Web Visitor ID/Tracking

- SalesWings
- leaf feeder
- RocketHub
- enecto
- leadberry
- CANDDI
- LEADZGEN
- JORNAYA
- LeadBoxer
- UTM FORENSICS
- clickback
- dun & bradstreet

Account Targeting, Predictive Scoring

- DiscoverOrg
- ABERDEEN
- DealSignal
- D&B Hoovers
- usense
- Terminus
- agent
- FullContact
- Clearbit
- RADIUS
- Leadspace
- comple
- NAVIX
- SalesAI
- Angoss
- unomy
- leadspace
- EVERSTRING
- lanefour
- node
- IKO
- Datafinder
- infer
- VALGEN
- DEMANDBASE
- Lattice

HOW TO ENGAGE & WHEN

Presentation Creation

- doctozoom
- ecos
- CustomShow
- RISEcx
- QWILR
- yooba
- KnowledgeVision

Video Selling

- VideoScribe
- MeetNarrate
- consensus
- vidyard
- willnd
- BombBomb
- oneMob
- BRAINSHARK

Scheduling

- Assistant.to
- ScheduleOnce
- calendly
- Doodle
- timetrade
- MeetAgenda

Buyer Portals

- folloze
- eltropy
- lumeto
- BuyerDeck
- JOURNEYSALES
- LOOKBOOKHQ
- tascit
- RISEcx

Online Meetings

- CLEARSLIDE
- zoom
- FreeConferenceCall.com
- miko
- WebEx
- ReadyTalk
- glance
- BlueJeans
- mobileday
- crank wheel
- loopup
- conferencecalling
- GotoMeeting

Phone Dialers

- Velocify
- Vanilla
- board
- ZENPROSPECT
- SalesDialers
- CALLIGO
- CONNECT AND SELL
- INSIDESALES.COM
- outreach
- callwise
- Inside Sales Box
- ringDNA
- MONSTER CONNECT
- tellwise
- SalesLoft
- speedycontact

WHY THEY SHOULD BUY & FROM YOU

Value Selling & ROI

- Alinean
- DECISIONLINK
- theROIshop
- LeveragePoint
- ROI4SALES
- Selling to Zebras
- ROISELLING
- Reference Mgmt
- roinnovation

WHAT TO DO TO CLOSE

Sales Process & Action Management

- Salesvue
- oism
- zilliant
- TopOPPS
- occurit
- smarterme
- RISEcx

Account & Opportunity Planning

- MEMBRAN
- ALTIFY
- Revegy
- ARPEIDIO
- oism
- SF VISION
- Plan2Win
- SalesChoice
- boxstep
- aspec
- Angoss
- akoonu

HOW TO UP/CROSS-SELL & RENEW

Revenue Management

- Model N
- ohero
- pramata
- APTUS
- Intacct

Renewal Management

- SellingPRO
- zuora

Customer Engagement

- revana
- tenfold
- backflip
- zilliant

Customer Experience & Success

- tamr
- Gainsight
- Satmetrix
- TOTANGO
- skilljar

HOW TO MANAGE, COMPENSATE, TRAIN, ONBOARD, REINFORCE, COACH

Skills Development and Reinforcement

- Qstream
- MindTickle
- Xactly
- oism
- SALESHOOD
- allego
- veelo
- gnowbe
- Axonify
- IGLOO
- GURU
- WIDEANGLE
- Lurniture
- voyant
- LearnCore
- Lessonly
- SABE
- clozeLoop
- Coach Simple

Sales Call Recording & Coaching

- GRYPHON
- EXECVISION
- QUIRIOUS
- TalkIQ
- REFRACT
- Gong
- Spearfish
- Callfinder
- CHORUS

Database Cleanse & Append

- DiscoverOrg
- DealSignal
- ABERDEEN
- Reply
- DEMANDBASE
- D&B Hoovers
- dun & bradstreet
- SalesLoft
- RingLead
- OPENRISE
- RAIN KING
- LeadGenius
- lead4ro
- salesgenie
- Saludata
- Oceanos
- LEADBROGE
- InsightBee
- node
- fiind
- Datanize
- orb
- Seamless AI
- DataFox
- NAVIX
- SalesAI
- LeadFuze
- SALES NAVIGATOR
- infofree
- leadspace
- Experian
- Growbots
- sellhack
- YESDATA
- cloudingo
- data quality
- SYNTHIA
- wingmo
- Ciently
- zoominfo
- Emallified
- Datafinder
- CircleBack
- unomy
- LeadCrunch
- BedrockData
- amplmarket
- proleads
- Informatica
- MIXRANK
- REACHFORCE
- DataLabs
- ReadyContacts
- InsideView

Sales Enablement/Content Management

- bigtincan
- accent
- HIGHSPOT
- CLEARSLIDE
- Velocify
- Vanilla
- Reply
- groove
- rolinnovation
- KnowledgeFree
- conversica
- ALTIFY
- fuse machines
- LIVEHIVE
- Engagio
- SAVO
- Lionboard
- CallidusCloud
- FrontSpin
- amplmarket
- SEND BLOOM
- PIPE TOP
- outreach
- PersistIQ
- ZENPROSPECT
- showpad
- DocuSign
- DEMANDBASE
- board
- KinetiCast
- Woodpecker
- Marketo
- Yesware
- KNOWLEDGE VISION
- folloze
- proleads
- ringDNA
- SalesLoft
- GLIMMER
- ATTACH
- mediafly
- DocSend
- INSIDESALES.COM
- IKO
- roo3oom
- rebound
- klenty
- LOOKBOOKHQ
- Qotient
- CloudArtillery
- SABE
- SEISMIC
- RISEcx
- tellwise
- Inside Sales Box
- FRONT
- Qvidian
- veelo
- APP DATA ROOM
- PRISTAR
- überFlip
- eltropy
- Sales Envy
- LinkPoint
- quota
- factory
- Brandfolder
- CloseFox
- mindmatrix
- mobileforce
- illumineto
- AI Email Outreach
- Sales Outreach AI
- Unboxed
- ModuleQ
- enhatch
- NAVIX
- SalesAI
- TRACK
- INTELLIVERSE
- conversica
- ONDIGO

Buyer Consensus

- Revegy
- MEMBRAN
- ALTIFY
- ARPEIDIO
- DEMAND FARM
- Kapta
- akoonu
- consensus
- boxstep

eSigning

- Adobe Sign
- DocuSign
- RightSignature
- AssureSign
- odoo
- SignNow
- SigningHub
- GetAccept
- HELLOSIGN

Proposal & Configure, Price, Quote (CPQ), Contract Life-Cycle Mgmt

- Model N
- CallidusCloud
- OCTIV
- APTUS
- QWILR
- BlueprintCPQ
- paperless
- springcm
- QUOTEXPRESS
- PandaDoc
- Selling to Zebras
- VISTAAR
- propos
- odoo
- NINTEZ
- DRAWLOOP
- ORACLE
- CPQ
- APPAROUND
- K9
- Configure One
- SAP
- endeavorcpq
- PROS
- socket
- conga
- Proposify
- SellingPRO
- TACTON
- Gorus
- privity
- experlogix
- proposable
- ConnectWise

Sales Forecasting & Reporting

- aviso
- CallidusCloud
- SpringML
- INSIGHTSQUARED
- vortini
- clari
- SalesChoice
- SpringML
- TopOPPS
- VisualCue

Video Practice & Role Play

- Qstream
- MindTickle
- allego
- PointForward
- LearnCore
- CommercialTribe
- HireVue

Gamification

- BUNCHBALL
- gameEffective
- SPARTA
- cloudscape
- hoopla
- AMBITION
- level eleven

Web Lead Clipping

- capture
- FOUND
- hunter
- Grabber
- LeadFuze
- LeadGibbon
- Salestools
- emailmatcher
- KickFree
- AeroLeads

Call-Back Web Lead Capture

- CALLMAKER
- lucep
- speakeleads

Installed Tech Stack

- DiscoverOrg
- D&B Hoovers
- ABERDEEN
- siftify
- ReadyContacts
- bum
- HG DATA
- InsideView
- RAIN KING
- 360
- Datanize
- Seamless AI
- Salesify

Email Reply Mining

- LEADGNOME
- Siftrock

Sales Personalization/Trigger Events/Social Selling

- DiscoverOrg
- nudge
- D&B Hoovers
- ACCOMPANY
- Seamless AI
- agent
- CircleBack
- Crystal
- PEOPLELINK
- OUTRO
- contify
- fuse machines
- reachable
- xiQ
- FunnelFire
- SalesIntelligent
- nova
- charlie
- RAIN KING
- Funnel Finder
- colabo
- RocketReach
- artesian
- Factr
- RADIUS

Specialized Mobile

- Present
- mapmycustomers
- Repsly
- Flipdeck
- HANDSHAKE
- RepZio
- INSIGHT
- Velox
- FORCE-MANAGER
- appglu
- Liid
- FlowWella
- inking
- showrise
- vabiet
- Honeybee
- FRONT ROW
- TACT
- LinkPoint
- SPIRO
- BADGER
- showell
- appnetic
- outfield

Tactile Selling

- SwagIQ
- PrintSF.com
- CoffeeSender
- loop & tie
- AI Note Taking
- clarke.ai

Channel Management

- Allbound
- 360insights
- entomo
- CHANNEL ROCKET
- mobileforce
- Qotient

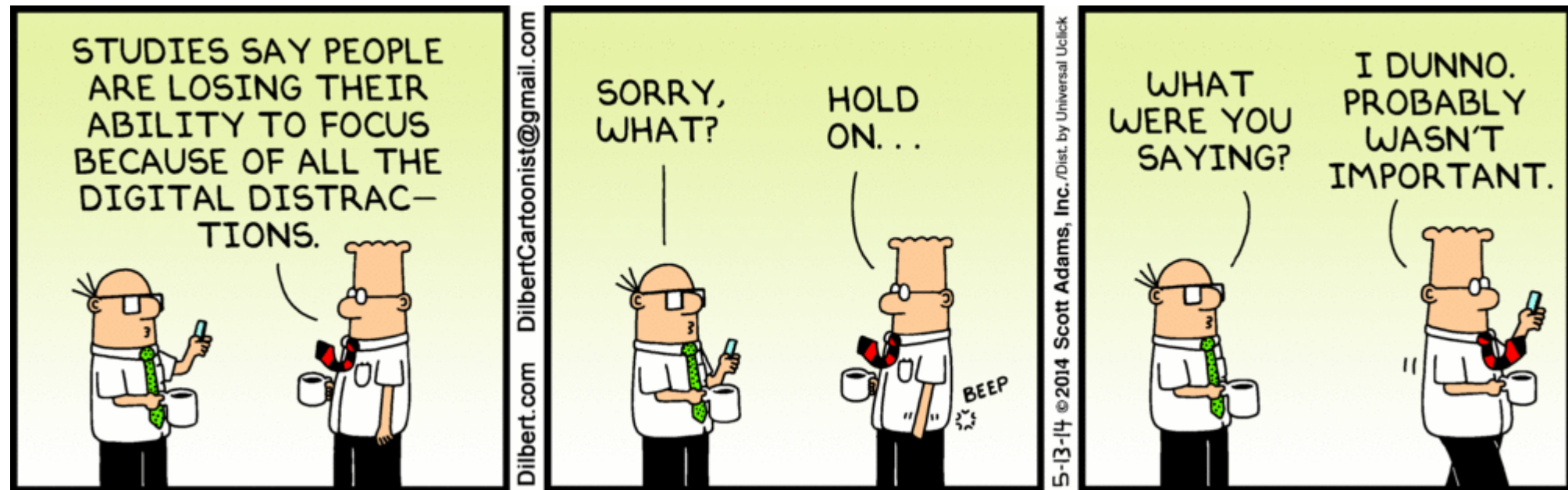
Channel Management

- Allbound
- 360insights
- entomo
- CHANNEL ROCKET
- mobileforce
- Qotient

Quota & Territory Management

- ohero
- zs
- TerrAlign
- optimize
- CallidusCloud
- anaplan

Technology is an Enabler



Don't Get So Distracted By Technology That The Fundamentals Are Forgotten

What is your core value proposition?



Key Point #5

Your Core Value Proposition is Mission-Critical Information That You Must Have to Succeed in Selling

#1 Challenge For Both Inbound & Outbound Sales

#1 Challenge

**#1 Challenge For Both Inbound & Outbound sales:
Weak Value Propositions & Messaging**

No amount of strategy, technology or effort can compensate for a weak value proposition.

- Focusing in the wrong area doesn't address the issue...

"Smile, breathe and go slowly." "Smile, breathe and go slowly." "Smile, breathe and go slowly." "Smile, breathe and go slowly." "Smile, breathe and go slowly." "Smile, breathe and go slowly." "Smile, breathe and go slowly."

won't be a long book, a detailed treatise in to MODERN LIFE with an exhaustive system of remedies. ART SMILE DREAM BREATHE

meant to be short, SIMPLE, concise. We'll talk about some of the problems we face — we try to LIVE and world of overwhelming distractions. And

we'll look HOPE at some simple ways to those problems. FOCUS "Smile, breathe and go slowly." DANCE TAKE IT EASY Go slowly, ease.

yet, at simple book lies the key to many of the struggles we face from being productive and achieving our goals, to getting HEALTHY

and fit in the face and inactivity, simplicity and PEACE amidst chaos and confusion. "Smile, breathe and go slowly." HOPE

That key is itself simple: FOCUS.LOVE ENJOY PASSION LOVE STOP SMOKING TRY breathe, try CHILL take... GO SLOWLY

MOTIVATION Our ability to focus will allow us to create in ways that In years. It'll SLOW DOWN and find PEACE OF MIND. It'll

FOCUS ON LESS — on the essential the things that matter most. DESIRE Health. You.ENJOY LIFE Me. DESIRE Eat. DANCE,

In doing to focus on smaller things. This will transform our relationship with the world. It's not that "less is more", but "LESS IS BETTER". Focusing

smaller things will make us more effective. It'll allow us TO DO LESS, and in have MORE FREE TIME for important to us. It'll I CHOOSE,

and in doing the excesses that have economic problems, individually and as a society. DREAM FOCUS Try. FOCUS Chill.BE FIT

Focus. Smaller things. Less. SIMPLICITY. These are the concepts that we'll talk about, and that will lead to good things in all parts of our lives. Breathe, go slowly. try.

live in It's called the Age of Information, but in another light it can be called the AGE OF DISTRACTION. Your age. You life. EAT HEALTHY

"Smile, breathe and go slowly." "Smile, breathe and go slowly." "Smile, breathe and go slowly." "Smile, breathe and go slowly." "Smile, breathe and go slowly."

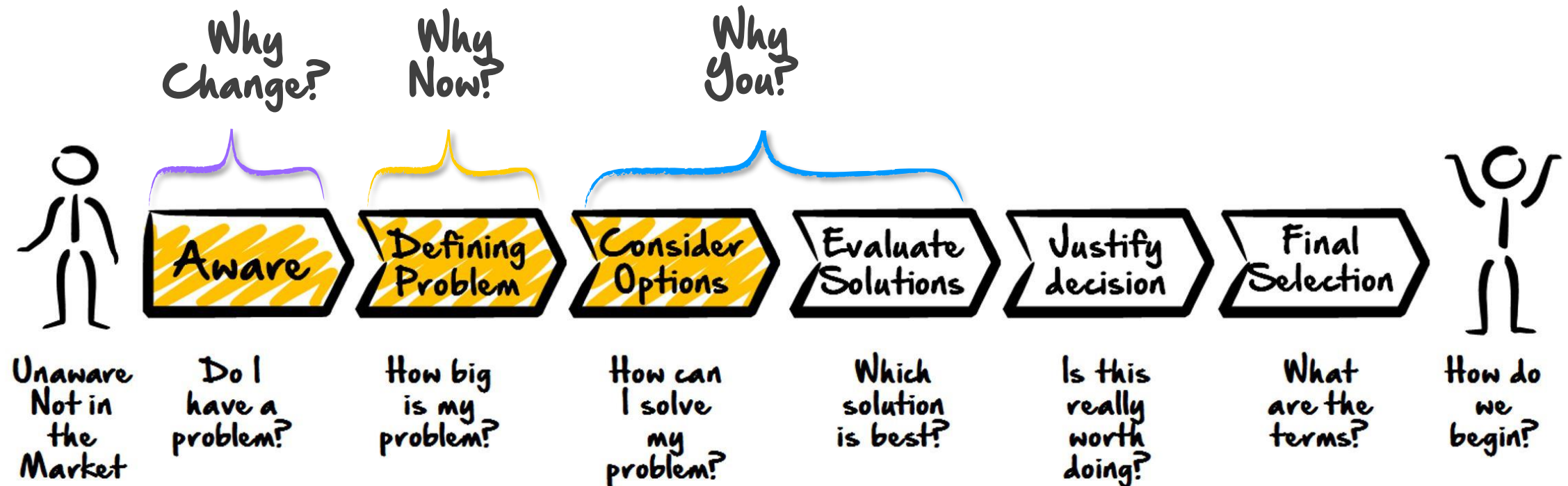
- Validate that your message resonates & trigger action before applying any form of scale.
- Your message must be effective **first**.

Key Point #6

**No Amount of Strategy, Technology or Effort
Can Compensate for a Weak Value
Proposition**

Crafting Valuable Messages – The 3 Whys

- For initial message creation the questions of the buyer's journey can be simplified down to:
 - Why Change?
 - Why Now?
 - Why You?



Answering The Three Why's

- **Why Change?**

- Approx 50% of all sales are lost to “no-decision”
- “No-Decision” the biggest competitor for most organizations
- Not nearly effort enough is devoted to the business case for change

- **Why Now?**

- Why is it urgent that act soon?
- What important trend or dangerous pitfall will they avoid?

- **Why You?**

- Why should the customer pick you over all the other solutions out there?
- Important to address possible solutions outside your class of solutions.



Crafting A Value Proposition

- A Basic Value Proposition Has Three Components:
 1. **Metric** – The measurable component of the thing you improve. It answers the question “How do you measure whether or not you are doing well in this area?”
 2. **A Direction** – Answers the question, “What is happening to the value of this Metric?” Is it going up or down?
 3. **Magnitude** – Magnitude answers “How much...?” That is, how much is the metric going up or down? What’s the value of the change?

Basic Value Prop = Direction + Metric + Magnitude

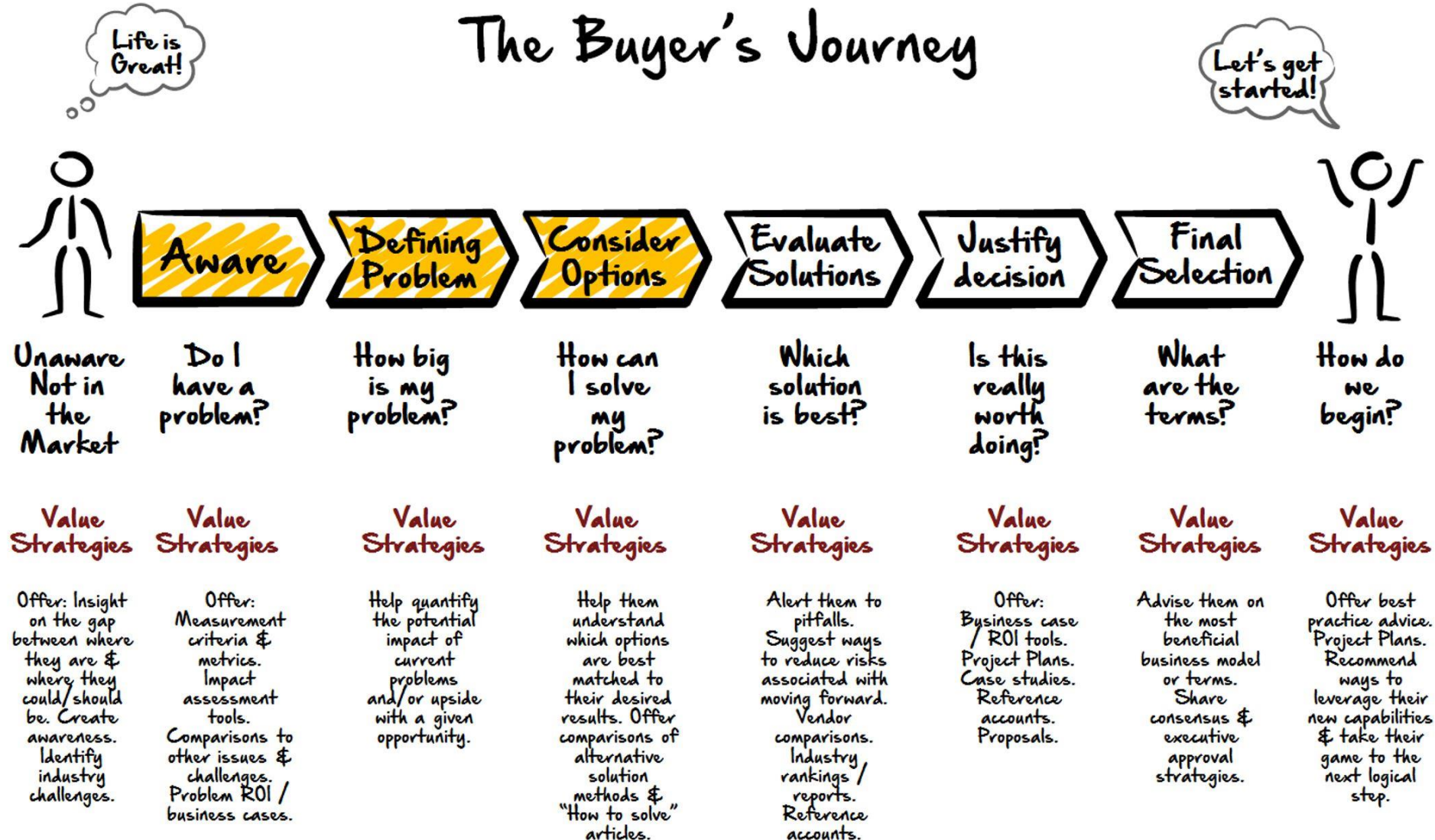
- Example: We increase close ratios by an average of 22%.
- Your Value Prop Answers The Question: “Why should this client meet with me?”

Messaging Strategies For Each Stage of The Buyer's Journey

- Each Stage Has Messaging Strategies That Buyer's Find Most Valuable
- Both Inbound & Outbound need to be prepared for these conversations.

Remember The Golden Rule –

“Meet the customer where they are.”



Example: Adapting Messages to Stages for Inbound & Outbound

Stage	Message	Inbound Application	Outbound Application	Advance
Unaware	Integration between ERP & EHR is an undiscovered area that: <ul style="list-style-type: none"> - Delivers significant payback (potentially millions of dollars) - Is straight-forward to implement - Delivers a faster & more certain return than other areas competing for executive attention. 	Article & Webinar <ul style="list-style-type: none"> - “The Silent Leak Between ERP & EHR” 	Email Template, Phone Script, Tradeshow Presentation, PPT Deck	Make Aware of Opportunity & Challenge
Aware	95% of healthcare organizations have no integration between ERP & EHR <ul style="list-style-type: none"> - This is a significant source of increased costs & lost revenue - At no cost you can determine if you have this problem 	Article & Webinar <ul style="list-style-type: none"> - “How to know if you have a silent leak between your ERP & EHR” 	Email Template, Phone Script, Tradeshow Presentation, PPT Deck	Accept No-cost Assessment
Defining Problem	Most organizations suffer from some form of leakage between ERP & EHR <ul style="list-style-type: none"> - The leakage is potentially large (millions of dollars) - There are some things you can do on your own to measure this - There are risk-free things we can do to help you measure this 	Articles & Webinars <ul style="list-style-type: none"> - “The 5 Areas of Leakage Between ERP & EHR” - “How big is the problem really? Determining the scope of your ERP-ERH leakage” 	Email Template, Phone Script, Tradeshow Presentation, PPT Deck	Accept Full Assessment. Commit to Making Change.
Consider Options	There is more than one way to address the leakage between ERP & EHR <ul style="list-style-type: none"> - There are 4 key strategies you can use - Which one is best depends on your organization - For most organizations the best option is to have specialists come in and address the issue. 	Article & Webinar <ul style="list-style-type: none"> - “Strategies for Addressing The Silent Leak Between ERP & EHR” 	Email Template, Phone Script, Tradeshow Presentation, PPT Deck	Acknowledge Getting Help is Best Option. Ask How ABC Consultants Can Help
Evaluate Solutions	Selecting the right partner for your ERP & EHR integration is an important choice <ul style="list-style-type: none"> - There are 6 key criteria for the best partner - ABC Consultants scores the highest on these 6 criteria 	Article & Webinar <ul style="list-style-type: none"> - “How to Select the Right Partner for Your ERP EHR Integration Project” 	Email Template, Phone Script, Tradeshow Presentation, PPT Deck	Request Formal Meeting & Presentation, Then SOW
Justify Decision	Supply chain integration is the best project healthcare executives can take on right now <ul style="list-style-type: none"> - It delivers the most results in shortest amount of time for the least amount of risk. 	Article & Webinar <ul style="list-style-type: none"> - “Why Supply Chain Integration is The Best Project for Healthcare Executives Right Now” 	Email Template, Phone Script, Tradeshow Presentation, PPT Deck	Agree This is the Right Thing to do Right Now
Final Decision	There is more than one way to invest in a supply chain integration project <ul style="list-style-type: none"> - Which one is right for you depends on your circumstances 	Article & Webinar <ul style="list-style-type: none"> - “Evaluating Investment Models for Supply Chain Integration” - “Gaining Consensus For Your Supply Chain Integration Project” 	Email Template, Phone Script, Tradeshow Presentation, PPT Deck	Choose Which Investment Model is the Best For Them

Key Point #7

**Regardless of Channel (Inbound or Outbound)
a Well-Defined Value Prop and Messaging is
Crucial**

Summary of Key Points

Key Points

1. Inbound & Outbound Have The Same Goal: Generate a Conversation With a Qualified Prospect
2. Customers Follow a Predictable Process When Making Decisions
3. The Buyer's Journey Doesn't Change For Inbound or Outbound
4. Inbound & Outbound Need to be Prepared to Answer Questions at Every Stage of The Buyer's Journey
5. Your Core Value Proposition is Mission-Critical Information That You Must Have to Succeed in Selling
6. No Amount of Strategy, Technology or Effort Can Compensate for a Weak Value Proposition
7. Regardless of Channel (Inbound or Outbound) a Well-Defined Value Prop and Messaging is Crucial



Summary & Conclusion



- **Inbound & Outbound Have the Same Goal**
 - Create a conversation with a qualified prospect
- Because Customer's Follow a Predictable Process,
 - We can develop highly effective messaging
- **Inbound & Outbound Sales Need to be Prepared to Answer Questions at Every Stage**
- Speaking to One Stage While the Customer is in Another Comes Off as Pushy
 - Meet the customer where they are.
- **Technology & Strategy are enablers**
 - Don't get the cart before the horse
 - Build your foundation before you scale
- **The 3 Why's & The Buyers Journey** are Great Models for Developing Value Propositions & Messaging
- **Messaging is Particularly Important at the Beginning of the Buyers Journey**
 - We have to sell the chance to sell.

About James Muir



For more resources & info visit:

Website: PureMuir.com/resources

- **THIS PowerPoint**
- SPECIAL REPORT: The 7 Deadly Myths of Closing
- Research Planning Forms
- Meeting Planning Forms
- Sample Agendas
- Planning Checklists
- And more...

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James Muir

Founder of Best Practice International

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