



Sales Workshop

2023

AGENDA

1. INTRODUCTION
2. ELEVATOR PITCH
3. SALES STRATEGY
4. SALES GOALS
5. SALES CYCLE
6. PERFECT CUSTOMER/
MONETIZATION
7. SALES CONTROLLING
8. PRICING (MODELS)

A photograph of two men in business suits standing in an office. The man on the right is in the foreground, holding a white coffee cup. The man on the left is slightly behind him. The background shows a blurred office environment with a whiteboard and a chair. The text 'Elevator Pitch' is overlaid on the left side of the image.

Elevator Pitch

„Elevator Pitch“

1. THE ELEVATOR PITCH



- ✓ Understandable Statements
- ✓ Short Sentences
- ✓ Terms must be generally understandable
- ✓ Pictorial Language (Emotions)
- ✓ Convincing with Voice and Body Language

2. CONTENTS OF AN ELEVATOR PITCH



- ✓ Who am I / Who are we?
- ✓ The Problem, why this idea?
- ✓ The Solution and...
 - ✓ Why now?
 - ✓ Why you (and not someone else)

3. CALL TO ACTION



- ✓ How, why,... do you do it?
- ✓ We need....
- ✓ We offer....
- ✓ ..because or idea/solution is.....
- ✓ More or less in 30 Seconds

A photograph of a business meeting. Two people are seated at a desk with two laptops. One person is holding a red pen over a document with handwritten notes and diagrams. Another person is holding a yellow pen. The scene is dimly lit, focusing on the hands and documents.

INTRODUCTION

Sales Strategy

Overview

Marketing & Sales





SALES STRATEGY

Sales Planning Process

Sales Strategy

Planning Sales



Sales Strategy

Planning Sales



Sales Strategy

What is a Sales-Strategy? A sales strategy is a long-term, methodical implementation of all sales as part of a company's marketing and sales plans.

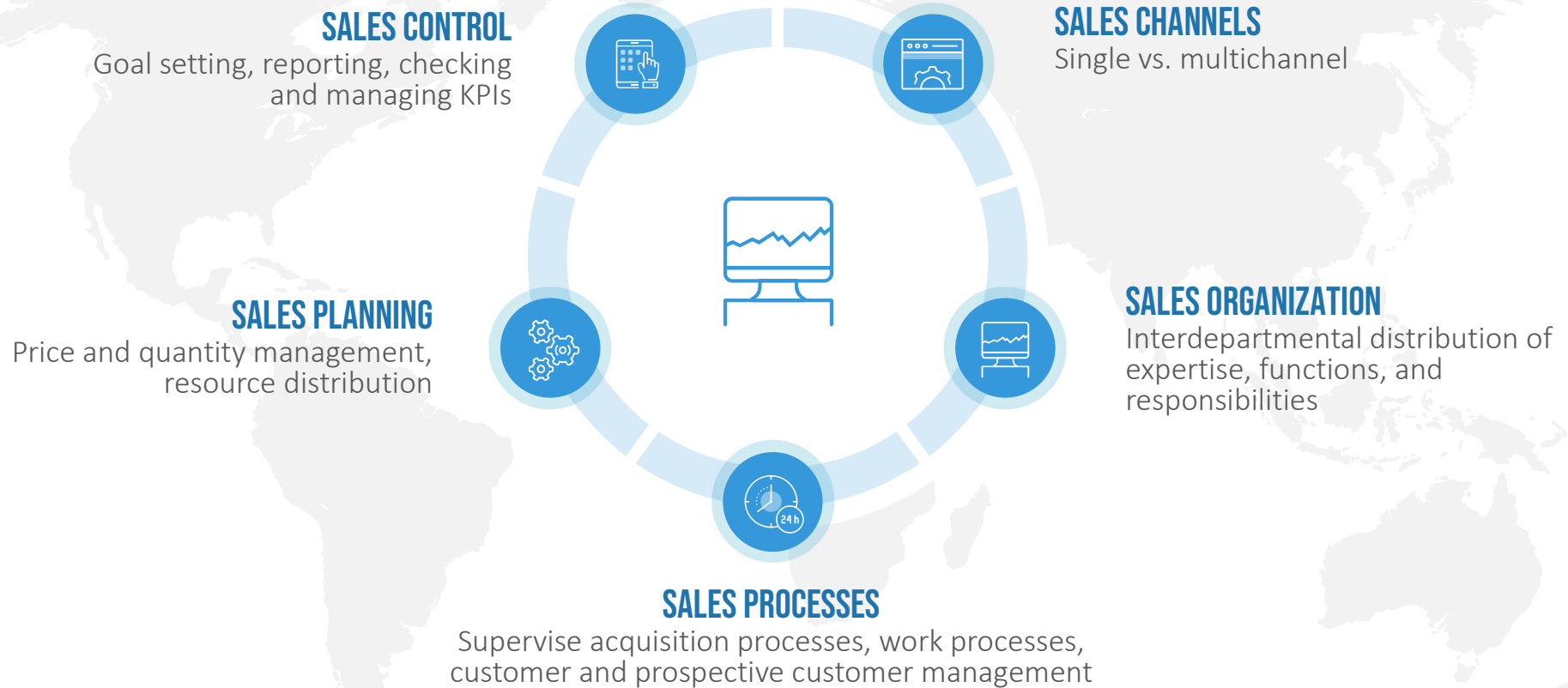
The Sales-Strategy focuses on:

- ✓ The segmentation and selection target customers
- ✓ Defining the type of customer relationship
- ✓ Specifying competitive advantages (benefit/value)
- ✓ Planning the sales channels, sales partners and the entire sales process
- ✓ Determining the parameters of prices and conditions
- ✓ Developing and expanding the skills of sales staff



Sales Strategy

What to think about?



Sales Strategy

Marketing & Sales Planning “Basics”

MARKET STRATEGY

1. Own strengths, business areas, potential

2. Market and competition information

3. Own positioning and market strategy

MARKET SEGMENTS

4. Potential market segments

5. Customer analysis

6. Target groups

MARKETING MIX

7. Product strategies

8. Communication strategy

9. Marketing strategy

Implementation

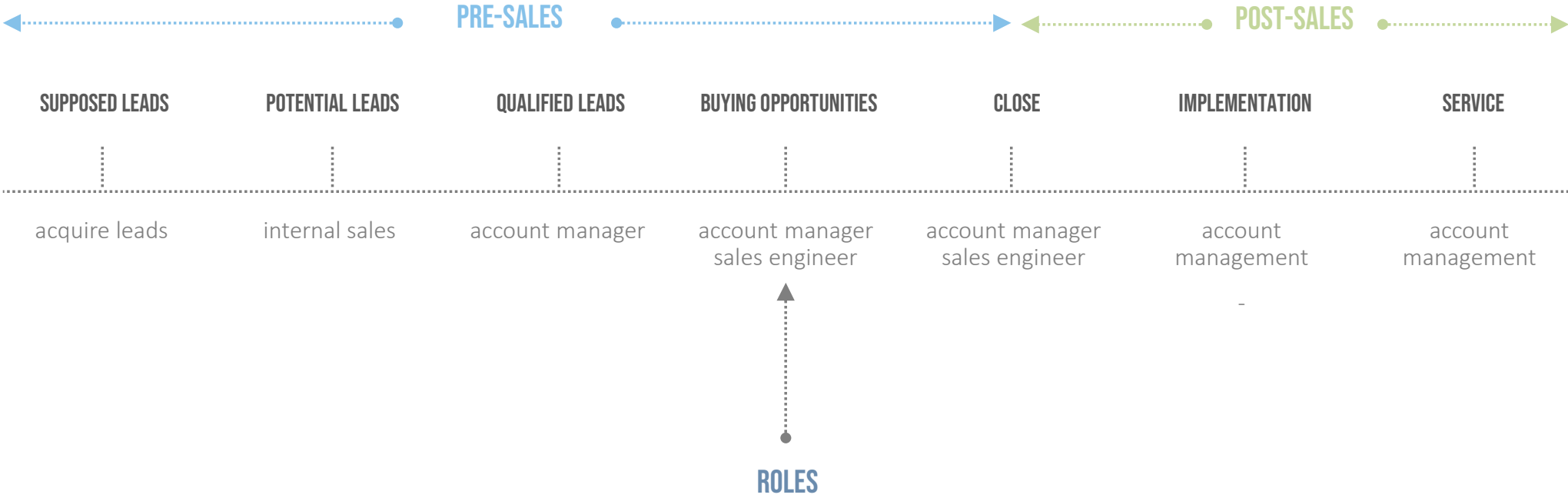
ACTION PLANS

10. Sales Plan and Marketing plan

Sales Strategy

Phases: Pre-Sales - The Purchase - Post-Sale

SALES CYCLE



Sales Strategy

Pre-Sale

What is Pre-Sale? The **pre-sale** is a **sale made to a prospective lead** before the item is available for purchase, sometimes free or at a discounted price.

A pre-project is developed along the same lines as a **pre-sale**. Customers aren't charged the full price in order to obtain a long-term, profitable contract.

Characteristic pre-sales activities include:

- ✓ Trainings
- ✓ Workshops
- ✓ Customer service
- ✓ Exhibition stands
- ✓ Calculating and creating customer offers
- ✓ Product presentation
- ✓ Demo-access
- ✓ Creating competitor analysis



Sales Strategy

Post-Sale / Sales Management

The **Post-sale**, after-sales or sales management describe the activities offered to the customer after purchase.

After-sales can also promote **additional offers or services**.

The goal of after-sales is to achieve **further sales** in the future through customer satisfaction and trust.

After-sales often achieves a **higher margin** than new customer business.



Sales Strategy

Sales-Goals: Difference between Cold and Warm Calling and the Friendly Customer-Concept

COLD CALLING



This is having direct contact with potential customers with no established relationship or prior contact.

Contact via telephone, letter, email, etc. is permitted in the US, Canada, and UK.

Each country has limits and restrictions. E.g., written consent of the customer, specific call times, do not call lists, etc.

WARM CALLING



This mainly deals with customers who are already familiar with the company but have no established business relationship.

The advantage is that there is already a certain degree of trust on the customers' part.

A contact/network to get a "Friendly-Customer" can be incredibly supportive for a Startup!!!!

A person with long hair, wearing a white shirt, is sitting at a wooden desk in a bright, modern office. They are using a silver laptop. In front of them is a white notebook and a white pen. The background shows a window with a view of greenery outside. A blue semi-transparent rectangle is overlaid on the left side of the image, containing the text 'SALES-Goals' in white.

SALES-Goals

Sales-Goals

SMART (S=specific, M=measurable, A=attainable ,R=realistic, T=time-bound)

1. QUANTITATIVE SALES-GOALS



- ✓ Sales, Earnings, Margin
- ✓ Number of Pieces, Volume
- ✓ Consulting Days or Training Days
- ✓ Workload
- ✓ Customer Visits, Customer Contacts
- ✓ Additional Sales
- ✓ Number of new Customers
- ✓ Number of reactivated Customers

2. QUALITATIVE SALES-GOALS



- ✓ Training of a Sales Representative
- ✓ Development of a benefit Argument for a new Product
- ✓ Development of a Procedure for "Cross Selling"
- ✓ Cold calling Phone-Guide
- ✓ Strategy for acquiring new Customers
- ✓ Increase Customer Satisfaction
- ✓ Introduction of a CRM System

A blurred background image of a business meeting. Several people in professional attire are seated around a table, looking at documents and a laptop. In the foreground, a tablet displays a blue bar chart with a line graph overlay. A pair of glasses is on the table. The overall scene is dimly lit, suggesting an indoor office environment.

SALES MODELS

Possibilities and differences

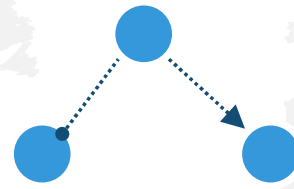
Sales Models

Sales Possibilities



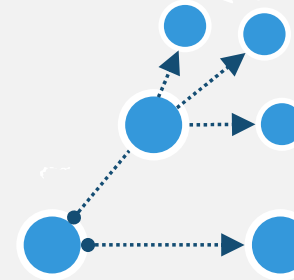
1. DIRECT SALES

The service or product is sold directly from the manufacturer to the customer with no middle man.



2. INDIRECT SALES

The service or product is distributed to **wholesale** and **retail companies**, going through the entire value chain.



3. SINGLE VS. MULTI-CHANNEL DISTRIBUTION

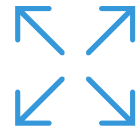
Due to the importance of the Internet, distribution practices have evolved from focusing on one sales channel to simultaneously using various sales channels.

Sales Models

Direct Sales - Facts

The **manufacturer** sells **directly** to companies or customers of companies that specialize in direct sales.

The **manufacturer** has **complete control** over the sales channel.



Online sales are a form of direct sales.

The manufacturer sells to the customer via the Internet.

The importance of direct sales is **increasing** due to the latest communication and information technologies.



Sales Models

Different Channels and Description

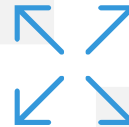
SINGLE CHANNEL

This focuses on **one** sales channel.



MULTI CHANNEL

This enables sales across **multiple** channels.



CROSS CHANNEL

Sales are made by **combining several** channels.



OMNI CHANNEL

Sales are made by using **two or more** channels **simultaneously**.



Sales Models

Sales Channels – Multi-Channel - Possibilities



Various sales channels and services can be freely combined depending on needs or demands.

Not every sales channel or service is appropriate for each product.



SALES CYCLE

An Overview

Sales Cycle

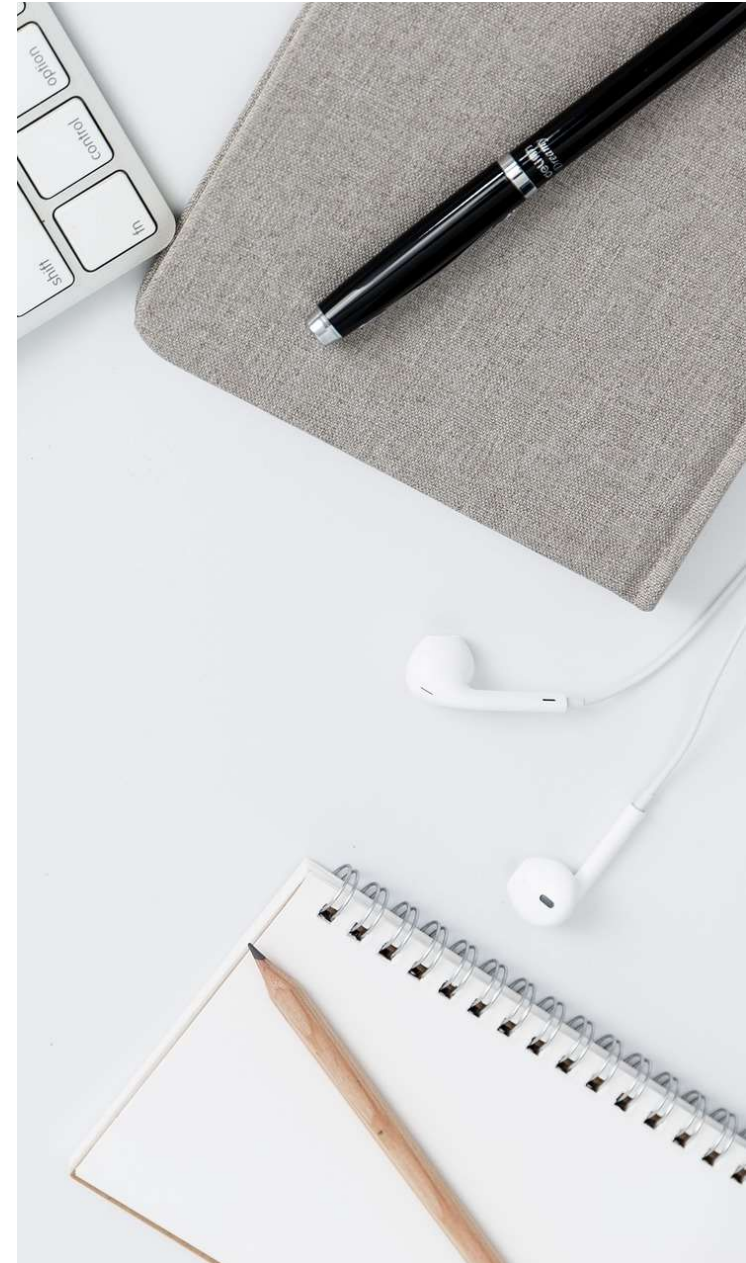
What is it?

A sales cycle consists of the typical **stages** for the sale of a product or service.

A company, and sales representatives in particular should be **prepared for different obstacles**.

Cycles differ within each company - each sale is unique.

With experience and perseverance, one can **increase efficiency in the sales process** by identifying and improving **the most important steps**.



Sales Cycles

Example of an Sales Cycle



Sales Cycles

One possibility a 8-Stages Sales Cycle / 4-6 Stages could also be enough at the beginning!

1. PROSPECT

Generate leads.

2. APPROACH THE CUSTOMER

Make contact with leads.

3. DETERMINE NEEDS

Analyze customer needs.

4. PRESENT THE OFFER

Offer product or service to fulfill said needs.

5. HANDLE OBJECTIONS

Handle objections calmly and offer solutions.

6. CLOSE THE SALE

Transition the lead to a customer by making the sale.

7. FOLLOW UP

Provide services after the sale to promote customer loyalty.

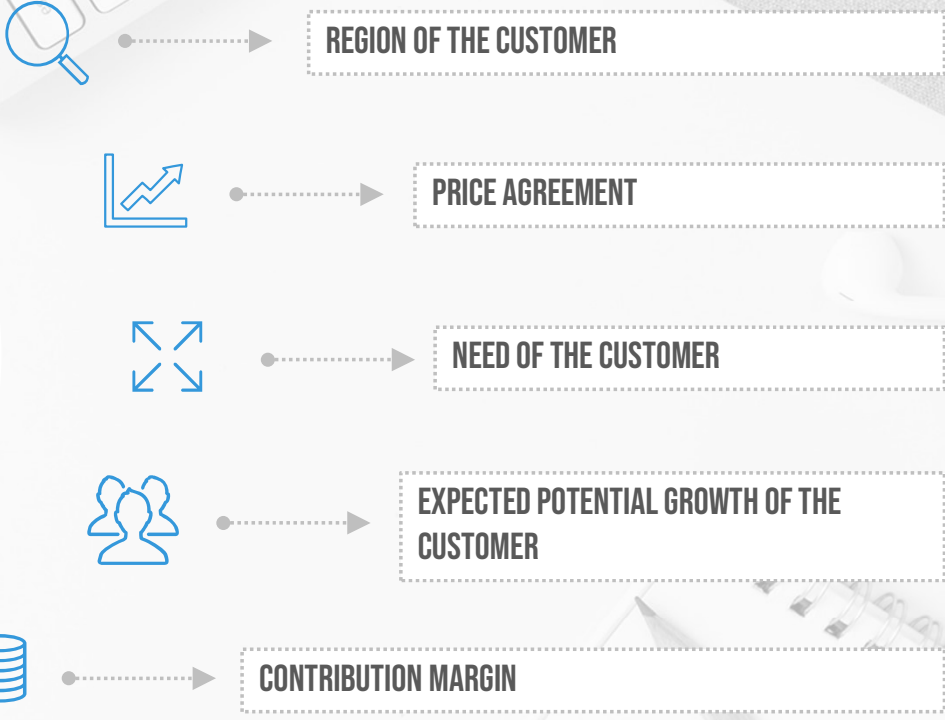
8. SUGGEST MORE SALES

Follow up with additional sales or recommendations, resulting in attracting new leads.

A photograph of two business women shaking hands over a laptop on a desk. The woman on the left is wearing a white blazer and a black beaded bracelet. The woman on the right is wearing a white blazer. The background is blurred, showing an office setting. The text 'PERFECT CUSTOMER / MONETIZATION' is overlaid in white, bold, sans-serif font.

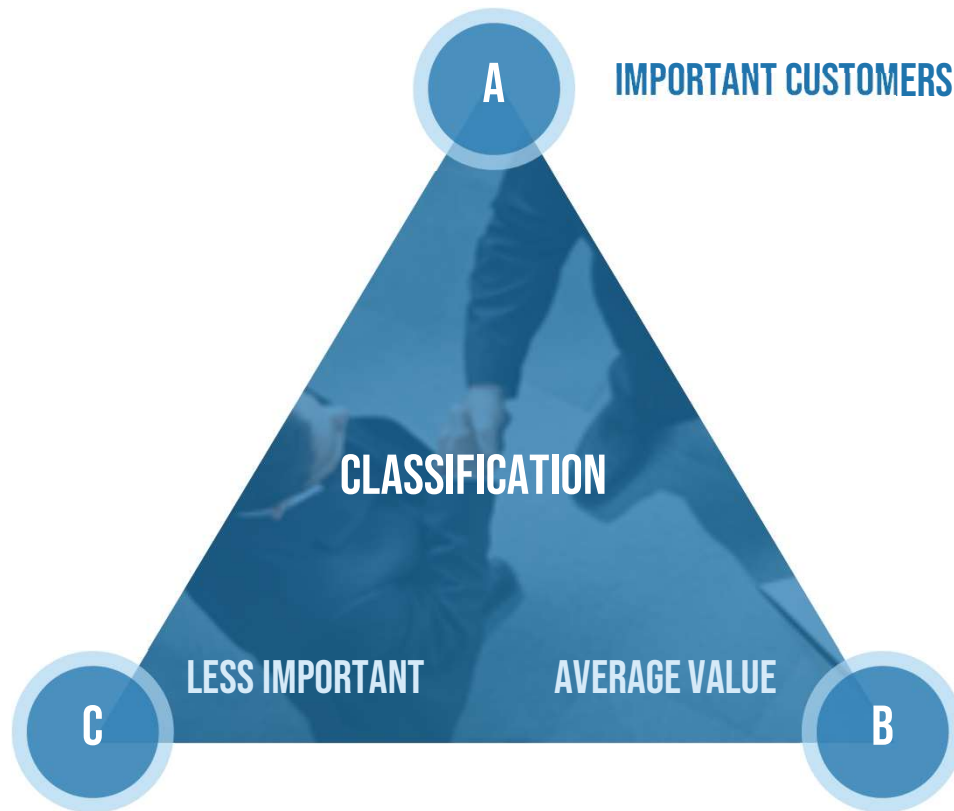
PERFECT CUSTOMER / MONETIZATION

Perfect Customer



Customer Relationship

ABC Clients



CUSTOMER CLASSIFICATION WITHIN SALES ACCORDING TO ABC ANALYSIS:

- A** Very important customers with high sales and high return
- B** Customers of average value
- C** Classified as less important with low sales and less return

SALES SYSTEM FUNCTIONS:

- Defines customer service objectives
- Has strict specifications for customer support
- Obtains information to create a sales plan

Customer Relationship

Customer Classification

	CHARACTERISTICS	VALUE	OPPORTUNITIES/THREATS
A- CUSTOMER	<p>Generate high revenue</p> <p>Have a large portion of contribution margin</p> <p>Small amount</p>	<p>Very important customers</p> <p>High requirements</p>	<p>Generate more revenue (easier)</p> <p>The customer has the power</p> <p>Sometimes pressure for profitability</p>
B- CUSTOMER	<p>There is an average revenue and return</p>	<p>Profitable but less important</p>	<p>There are also potential "A" customers in "B".</p>
C- CUSTOMER	<p>Large amount</p>	<p>More insignificant</p> <p>Often not very profitable</p> <p>Economical processing needed</p>	<p>High processing effort</p> <p>Negligence may result in the loss of the customer</p>

Monetization

Models – an overview!



FREEMIUM-MODEL

The Freemium-Model has become a common monetization Strategy over the years. There is a low barrier to entry where users get basic functionality & access at no cost at the beginning.



PAID SUBSCRIPTIONS

A very popular method of monetization is a (monthly or yearly) subscription fee. Combine free subscription with the possibility to upgrade to a premium model with an ongoing subscription fee.



ADVERTISING

Monetizing through advertising is also a possible way. Especially Online Advertising can be affected, there are two main categories – direct or indirect. Direct when a company pays you to place its ads on your website, indirect for leads or traffic.



B2B OR B2C SALES

B2B, as discussed with the typical sales Cycle. From the Awareness to Purchase (Sales-Funnel)

B2C, often described with the so called “Customer Journey”

SALES FUNNEL



B2B (Sales Funnel) und B2C (Customer Journey)



The background features a smartphone screen on the left displaying a sales dashboard with a large number '817' and the text 'daily viewers'. On the right, a laptop screen shows a line graph with a peak labeled '120,000' and a date 'May 15'. A yellow pen is visible at the bottom right of the laptop screen.

SALES MONITOR

Controlling

Sales Control

Strategic vs. Operational Control in Sales

STRATEGIC CONTROLLING

Oversees a company's **strategy** and **performance**, focuses on achieving future goals

Market potential is key (customers, products, competition)

It will use **information from analyses** of the global business environment and the internal company situation

OPERATIONAL CONTROLLING

Important is the short and medium-term secured **sales efficiency**

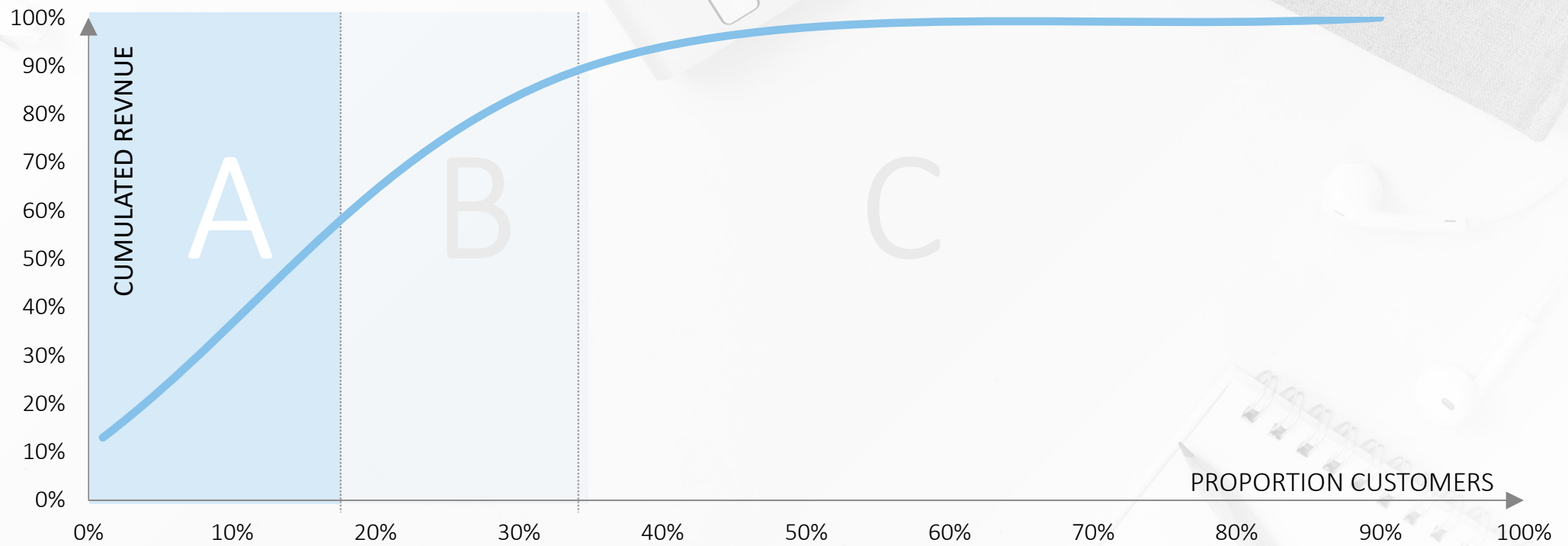
Possible Targets: **profitability, success, liquidity**

Will **analyze sales activities** under current market conditions

The evaluation involves **internal sources** of information such as **internal accounting**

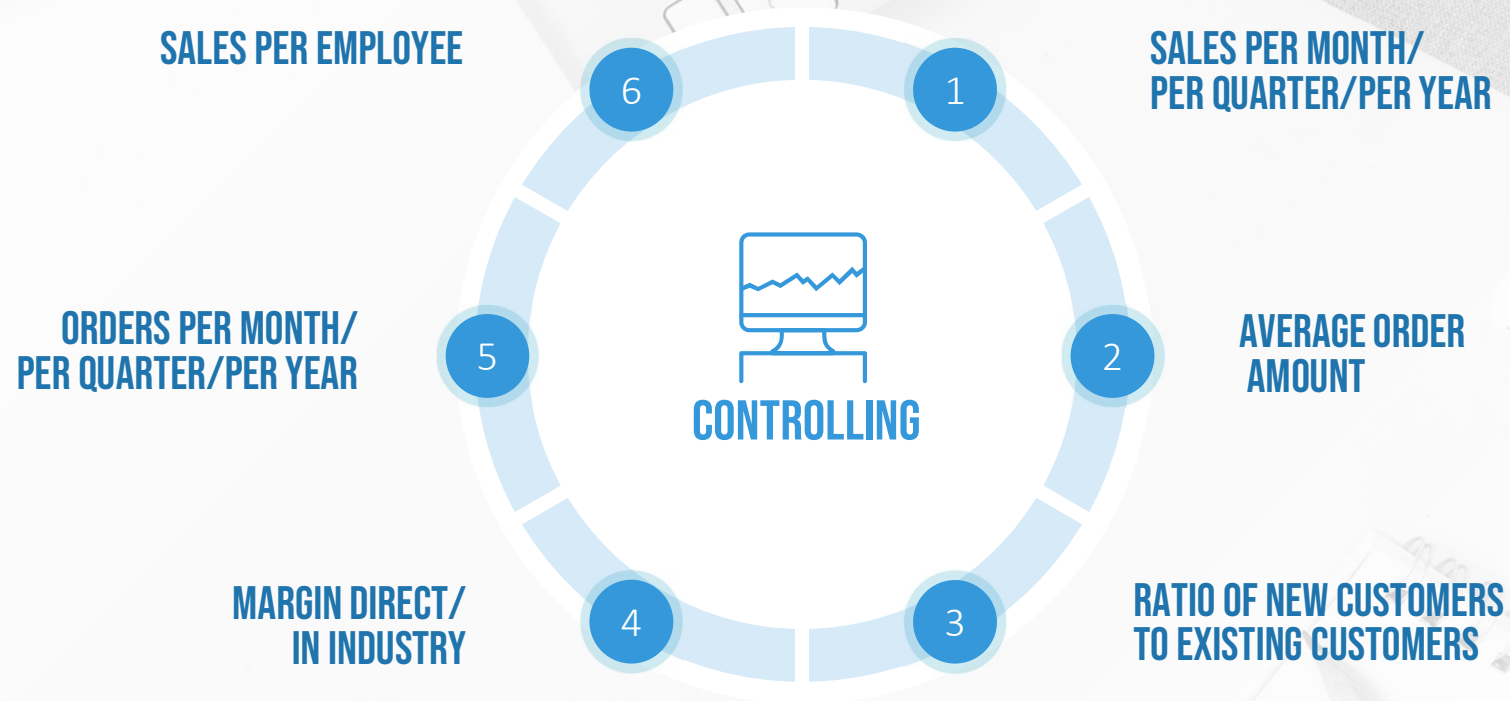
Sales Control

Strategic Sales Tool – The ABC Analysis



Sales Control

Sales Control – important figures!



A photograph of Warren Buffett, Chairman and CEO of Berkshire Hathaway Inc., speaking. He is wearing a grey suit, a white shirt, and a red patterned tie. He has his hands raised in a gesture of emphasis. The background is dark and out of focus.

”

The single most important decision **in evaluating a business is pricing power**. If you've got the power to raise prices without losing business to a competitor, you've got a very good business. And if you have to have a prayer session before raising the price by 10 percent, then you've got a terrible business.

Warren Buffett, Chairman and CEO of Berkshire Hathaway Inc.

DEFINITION

The 4P, Pricing Policy, Price Structure and Pricing Strategy



Influencing Factors of the Pricing Policy

The Dependencies of the Pricing Policy



PRICING STRATEGIES

Pricing Strategies – FIXED Price Strategy (Low and High)

PROMOTIONAL PRICING STRATEGY (LOW PRICE STRATEGY)

- Price is low in the long-term
- Pricing image is developed
- Problem: customers change quickly as soon as they find cheaper deals (suppliers respond with price elasticity)
- Examples: e.g. **some** supermarket-products



FIXED PRICE STRATEGY

PREMIUM PRICING STRATEGY (HIGH PRICE STRATEGY)

- Price is higher than average
- The product needs a **very good quality/ high image** to justify price
- Examples: **cars, clothing and cosmetic companies**

PRICING STRATEGIES

Price Progression Strategy

PRICE SKIMMING STRATEGY (ABSORPTION STRATEGY)

- Starts with a high (introductory) price
- Little by little or because of the competition, **the price is slowly lowered**
- Reason: new products, companies with a monopoly
- Example: **computer hardware**



PRICE PROGRESSION STRATEGY

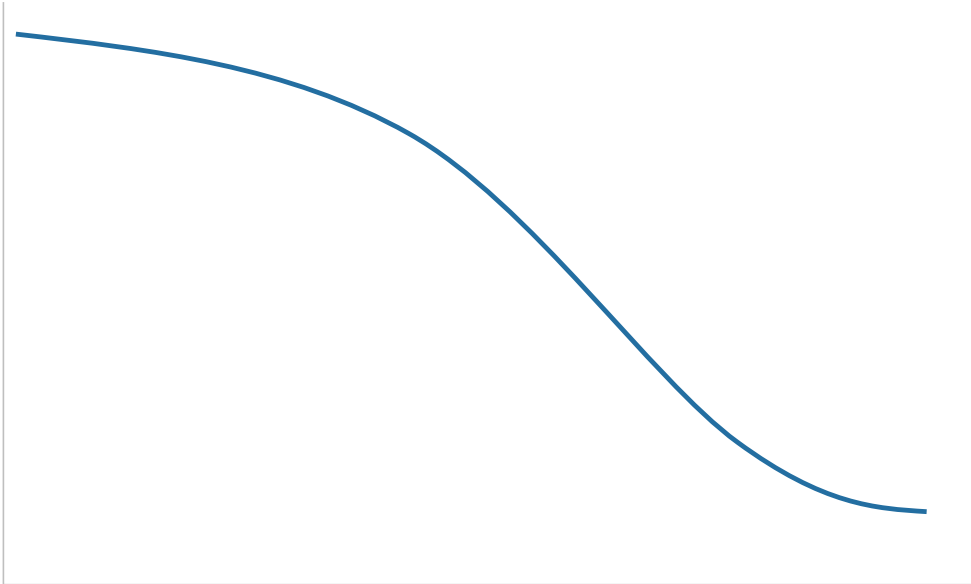
PENETRATION PRICING

- Low (introductory) price
- Reasons:
 - Customers should come into contact with the
 - Quick deduction of large amounts
 - Diffusing the competition
- Low price is slowly increased
- Example: **software industry**

PRICING STRATEGIES

Price Progression Strategy

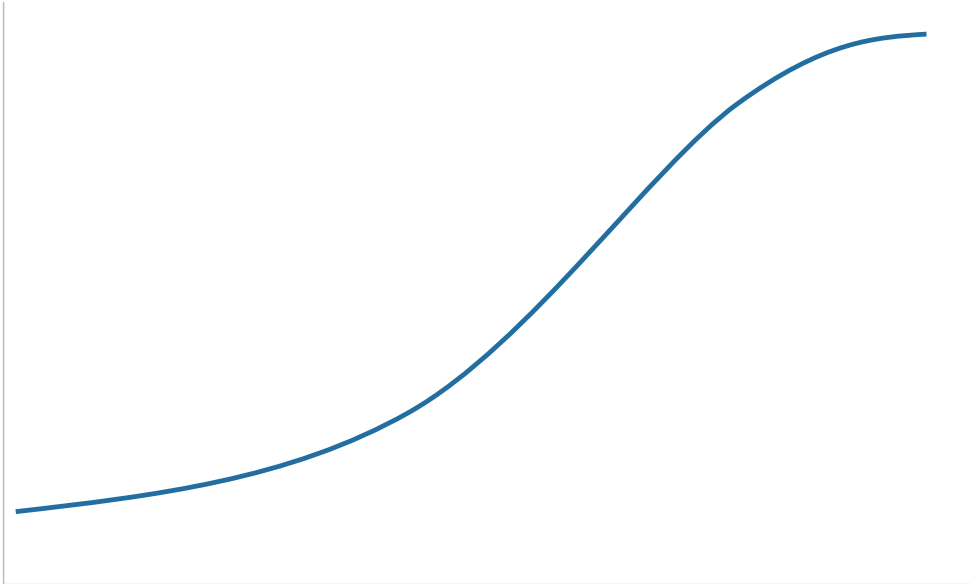
PRICE-Development over Time



ABSORPTION STRATEGY

TIME

PRICE-Development over Time



PENETRATION STRATEGY

TIME

PRICING STRATEGIES

Competitive Pricing Strategies in comparison

COMPETITIVE PRICING STRATEGY

MARKET PRICING STRATEGY

THE PRICE SETTER

has the highest price in the substantial market.

THE PRICE TAKER

The price is always in line with the price setter.

THE PRICE FIGHTER

has the lowest price in the substantial market.



”

Effective pricing starts with a **clear understanding of the price strategy and is followed by structure and discipline.**

Dr. Andrea Maessen, Simon Kucher & Partners, "Pricing for Profit"

FACTORS FOR PRICE DETERMINATION

There are internal and External Factors for the Price-Determination



There are many factors that affect the price of a product. The distinction lies within these **internal** and **external factors**.

FACTORS FOR PRICE DETERMINATION

Price Determination

PRICE DETERMINATION

DEMAND-BASED

- The price is based on customer response/ "demand".



COMPETITION-BASED

- The price is based on the products that competitors.
- Undercut the least.



COST-BASED

- The minimum value that a product can offer to a company is searched.



TARGET GROUP-BASED

- The price determines the price → how much would the target group pay for the product?



The maximum price customers are willing to pay for a product, especially important now (high inflation)

What we did today!

1. ELEVATOR PITCH
2. SALES STRATEGY
3. PRE-SALES
4. SALES GOALS
5. SALES MODEL
6. SALES CYCLE
7. PERFECT CUSTOMER/
MONETIZATION
8. SALES CONTROLLING
9. PRICING (MODELS)



Thank you!