

# Find More Winning Opportunities

## By Utilizing A Won Sales Analysis

Craig Elias  
Founder & Chief Catalyst  
 SHIFT Selling, Inc.



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### Objectives

- Provide genuine insights
  - **Do things differently**
- *Make* the complicated simple
  - Find more opportunities that you are **highly likely to win**
- Get you to take action
  - Action not knowledge creates success

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### Craig Elias

- 20 years as a top sales performer
  - WorldCom: #1 within 6 months
- Founder of InnerSell, Inc.
  - \$1,000,000 prize
  - Dow Jones' 50 most promising
- Creator of Trigger Event Selling™
- Chief Catalyst, *Shift* Selling, Inc.

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## Press Coverage



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- Today ...

“Success is not measured by what you accomplish it is measured by the opposition you encounter and the courage with which you maintain your struggle against the odds”

– Jerry Frenz

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- *Write* your **full name** with your wrong hand
- *Write* it with your usual hand

“If you will do what most will not do for just the next few years, then you can do what they can not do for the rest of your life”

– Wade Cook

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## Testimonials

- “You have **opened new doors for our business.**”  
Peter Dufresne Jr., VP Sales, EPT Inc. - [Calgary, Alberta](#)
- “...Given me **new insights on how to replicate my biggest successes.**”  
Tom Bruin, Sharp Editing, [San Francisco, California](#)
- “Craig’s strategies have **completely changed how we do lead generation**”  
Karl Bryan, Managing Director, Leader Global Consulting - [Calgary, Alberta](#)

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## Agenda

- Understand
  - The two major components of a Won Sales Analysis
- Identify
  - *What the most winning opportunities look like*
- Capitalize
  - Leverage and create more winning opportunities

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## Sales Paradigm #1

The secret to winning opportunities is

**Timing**

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## Selling Paradigm #2

People buy based on

**Emotion**

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**UNDERSTAND**



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## Purpose

- The components of a Won Sales Analysis
- What is a more winning opportunity
- The value of a more winning opportunity

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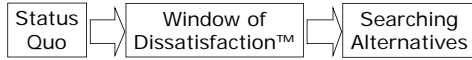
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## Buying Modes

Buyers are **always** in one of three buying modes



- Current solution meets the buyer's needs
- Buyer too busy to search for alternatives
- Buyer actively searching for alternatives

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## The Window of Dissatisfaction

Adam knows what he has does not meet his needs but his is too busy to search for alternatives



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## Winning and Buying Modes

	Status Quo	Window Of Dissatisfaction	Searching Alternatives
Close Ratio	0%	<b>60 - 90%</b>	10 - 20%

Source: InnerSell Survey of over 200 sales executives and sales people conducted in 2003

On average, you are **five times more likely to win an opportunity** when you have timing - are the first viable seller in front of a buyer who recently entered the Window of Dissatisfaction.

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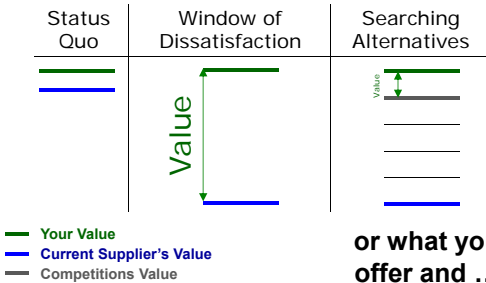
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## Winning and Value

A buyer's perception of value is ...



or what you offer and ...

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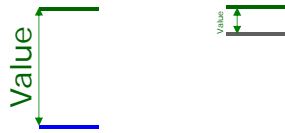
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## Winning Opportunities

	Window of Dissatisfaction	Searching Alternatives
Price	Higher	Lower
Close Ratio	Higher	Lower
Sales Cycle	Shorter	Longer



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## Value of More Winning Opportunities

	Window of Dissatisfaction	Searching Alternatives
Type	Core	Peripheral
Loyalty	Loyal	Disloyal
Profitable	80% of Profit	20% of Profit
Demanding	20% of Headaches	80% of Headaches
References	Gladly	Unlikely
Referrals	Likely	Unlikely

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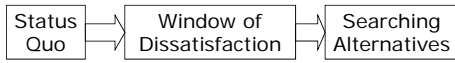
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## How to Know



- Status Quo
  - Don't need it **right now**
- Window of Dissatisfaction
  - We'll be looking at that in a few months
- Searching Alternatives
  - Send me a quote

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## Trigger Event Selling™

38 Web Sites - According to Google



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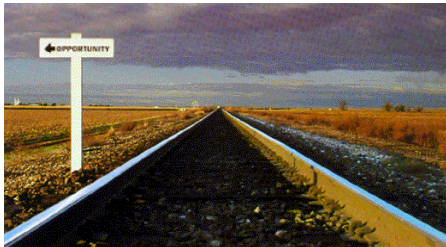
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## Your Competition

- Status Quo
  - Buyers satisfied with *what they already have* and see no reason to change



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## Your REAL Competition

- Buyers have selective perception
- Too busy to look at what you have
- You can't get their attention, unless...

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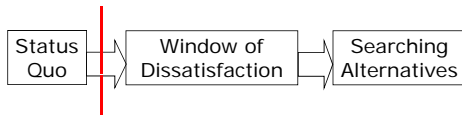
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## Trigger Event Selling™

### Remember the buying modes



A Window of Dissatisfaction is *triggered* by a particular **Trigger Event**, or a series of **Trigger Events**.

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## A Trigger Event ...

- Puts something on a 'to do' list
- Starts the buying process
- Creates desire for your solution

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## Window of Dissatisfaction

- Related to AIDA
  - Awareness
  - Interest
  - Desire
    - I **want** to do something about it and it's on my 'to do' list, but I'm too busy to do anything about it, right now.
  - Action

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## Event or Circumstance?

- Balding
- Married
- Divorced
- Pregnant
- Have a child
- Unhappy with current scenario or solution
- Just passed over for a promotion

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## Buying Modes and Trigger Events

- Status Quo
  - No *Trigger Event* for quite a while
  - Long-Term Opportunity
- Window of Dissatisfaction
  - Recent *Trigger Event*
  - Short-Term Opportunity
- Searching Alternatives
  - *Trigger Event* a while ago
  - Medium Term Opportunity

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**IDENTIFY**

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**Purpose**

- Three types of *Trigger Events*
- The specific *Trigger Events* that create more winning opportunities your products or services
- Have you 'see' more winning opportunities

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**Trigger Event Type #1**

- Bad Experience
  - **Product/Service**, people, providers
- Change in sellers environment
  - Change in product/service
  - Change in people customer deals with
  - Change in a company ownership

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## Trigger Event Type #2

- Change / Transition
  - **People**, Places, Priorities
- Change in buyers environment
  - Change in buyer
  - Change in locations
  - Change in aspirations

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## Trigger Event Type #3

- Awareness
  - Legal, **risk**, economics
- Opportunity or Threat
  - Statutory or Regulatory
  - Risk Avoidance
  - Productivity or Expenses

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## Selective Perception

- Events in our life change what we 'see'
- What happens when:
  1. We by a new car?
  2. We or our wives get pregnant?
- What event will having you see more winning opportunities?

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## Won Sales Analysis

- Yahoo Search
  - “sales analysis”
    - 1,810,000
  - “lost sales analysis”
    - 1,150
  - “won sales analysis”
    - 304
    - Not related to Craig Elias (-Craig -Elias -Shift)
      - **THREE!**

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## ‘See’ More *Winning Opportunities*

- Won Sales Analysis
  - What event(s) lead up to this purchase?
  - What made you choose us?
  - When in the process did you decide?
  - What could we have done better?

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## What Events Lead Up To...

- Let's you categorize the *Trigger Events* that lead up to this purchase
- What changed?
- What made this a priority?
- What events lead up to this purchase?
- What made you buy?
  - Not, what made you buy from us

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## When Did They Happen?

- Trigger Events make people emotional
- Emotional people change their buying habits
- The more emotional the more likely they are to act
- Get to customers when they are emotional enough to jump over the hurdles of becoming your customer
- Demand compression

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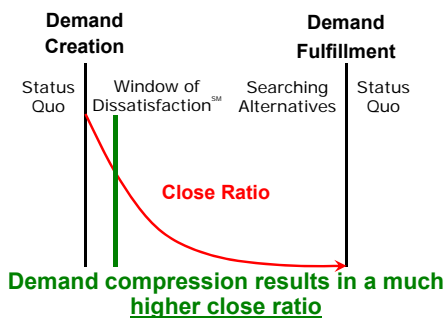
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## Demand Compression



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## What Made You Choose Us?

- Notice I did not ask why?
- Not the usual feature and benefit 'fluff'
- What mental gymnastics did the customer do to apply your product or service to their business.
  - Prevents future forms of mental gymnastics
  - Sales training is about improved customer acquisition & customer retention while selling at higher prices, having shorter sales cycles, and higher close ratios

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## What Could We Have Done Better?

- Understand the buyer's expectations
- Just because you won the business does not mean you were perfect
- This focuses on the hurdles related to the process of buying from you not the outcome they received
- Lowering the hurdles to becoming your customer means people don't have to be as emotional in the future

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## Worksheet: Won Sales Analysis

**Trigger Event Selling™**  
Won Sales Analysis™

Customer Name: \_\_\_\_\_ Date of Sale: \_\_\_\_\_  
Business Name: \_\_\_\_\_

EVENTS			
Event	Yes	No	Notes
1. Initial Contact	<input type="checkbox"/>	<input type="checkbox"/>	
2. Request for Proposal	<input type="checkbox"/>	<input type="checkbox"/>	
3. Proposal Received	<input type="checkbox"/>	<input type="checkbox"/>	
4. Proposal Accepted	<input type="checkbox"/>	<input type="checkbox"/>	
5. Contract Signed	<input type="checkbox"/>	<input type="checkbox"/>	
6. Payment Received	<input type="checkbox"/>	<input type="checkbox"/>	
7. Delivery/Installation	<input type="checkbox"/>	<input type="checkbox"/>	
8. Customer Satisfaction	<input type="checkbox"/>	<input type="checkbox"/>	

Notes: \_\_\_\_\_

CLASSIFY			
Category	Yes	No	Notes
1. Cold Lead	<input type="checkbox"/>	<input type="checkbox"/>	
2. Warm Lead	<input type="checkbox"/>	<input type="checkbox"/>	
3. Referral Lead	<input type="checkbox"/>	<input type="checkbox"/>	
4. Direct Mail Lead	<input type="checkbox"/>	<input type="checkbox"/>	
5. Trade Show Lead	<input type="checkbox"/>	<input type="checkbox"/>	
6. Website Lead	<input type="checkbox"/>	<input type="checkbox"/>	
7. Cold Calling Lead	<input type="checkbox"/>	<input type="checkbox"/>	
8. Other	<input type="checkbox"/>	<input type="checkbox"/>	

Notes: \_\_\_\_\_

### EVERY Time You WIN a New Customer

- Ask your primary contact the questions in the first four grey boxes documenting the customer's response in the lined area provided in the top four sections
- Classify the opportunity using the check boxes and notes sections in the bottom half of the worksheet
- Search for patterns in your customers and the conversion rates by type of lead generation

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## Action

**Use the Won Sales Analysis worksheet at the end of this work book to identify the 'Trigger Events' that result in new customers and the types of companies who are most likely to become your customers.**

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# CAPITALIZE

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- ## Purpose
- Which *Trigger* Events result in the highest close ratio and shortest sales cycle
  - Have you create winning opportunities
  - Help you keep the customers you win

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## Event Analysis

	Bad Experience	Change / Transition	Awareness
<b>Level of Emotion</b>	Highest	Medium	Lowest
<b>Predictable</b>	Lowest	Medium	Highest
<b>Controllable</b>	Low	Low	High
<b>Relationship Needed</b>	None	Good	Best
<b>Sales Cycle</b>	Shortest	Medium	Longest
<b>Close Ratio</b>	Highest	Medium	Lowest

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## Capturing New Customers

### 1. Wait for *Trigger Events*

- Think of me when your current supplier:
  - Can't meet your deadlines
  - Is non-responsive
  - Can't meet your budget

### 2. Leverage *Trigger Events*

- Reach, Recentcy, Relevant

### 3. Create *Trigger Events*

- Risk Avoidance. Convenience, Psychographics

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## Keeping Customers

		Process		
		Almost Meets/Fails	Meets	Exceeds
Outcome	Exceeds	Window of Dissatisfaction	Status Quo	Status Quo
	Meets	Searching Alternatives	Window of Dissatisfaction	Status Quo
	Almost Meets/Fails	Searching Alternatives	Searching Alternatives	Window of Dissatisfaction

Source: Adapted from "e-Service" by Ron Zemke & Tom Connellan

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## Performance Vs. Expectations

- $P/E \geq 1$  = Status Quo
  - As long as the performance of the current solution / provider is greater expectations, the buyer remains satisfied and stays in Status Quo.
- $P/E \leq 1$  = Window of Dissatisfaction
  - A Window of Dissatisfaction is created when *Trigger Events* cause:
    1. A buyers expectations be greater than the current suppliers performance
    2. A current suppliers performance to be less than the buyers expectations

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## Sell at Higher Prices

- Understand how a buyer's emotions impact their buying decisions
- Developing an emotional connection
- Get called first when *Trigger Events* happen

Date: Wednesday August 13<sup>th</sup>

Time: 11:30-12:30 Eastern

Registration: [www.TriggerClasses.com](http://www.TriggerClasses.com)

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## Summary

If you only remember three things about today please remember:

1. Analyze EVERY new customer
2. Focus on the best *Trigger Events*
3. Understand the buyers expectations

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## [ShiftSelling.com/resources](http://ShiftSelling.com/resources)

- Trigger Event Group
  - [www.ShiftNetworking.com](http://www.ShiftNetworking.com)
    - LinkedIn.com
    - Trigger Event Ideas, Resources, Successes
- Flanking (Jerry Vass)
  - “Soft Selling In a Hard World”
- JigSaw
  - Contact info for those who recently experienced a *Trigger Event*

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## Objectives

- Provide insights ✓
- Make the complicated, simple ✓
- Get you to take action

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## Taking Action

Send an email to:  
[Craig.Elias@ShiftSelling.com](mailto:Craig.Elias@ShiftSelling.com)  
committing to:

The **one thing**  
you will do **differently**  
from today forward?

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## Contact Information

- Phone:  
866.744.7904 (Toll Free)  
403.874.2998
- Email:  
[Craig.Elias@ShiftSelling.com](mailto:Craig.Elias@ShiftSelling.com)
- Blog:  
[www.ShiftSelling.com](http://www.ShiftSelling.com)



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# Trigger Event Selling™

## Won Sales Analysis™

Customer Name: \_\_\_\_\_

Date of Sale: \_\_\_\_\_

Services Sold: \_\_\_\_\_

<b>IDENTIFY</b>			
What changes/events lead up to this purchase? (Select all that apply)			
Bad Experience	Change	Awareness	Notes/details
<input type="checkbox"/> People	<input type="checkbox"/> People	<input type="checkbox"/> Legal	
<input type="checkbox"/> Product\Service	<input type="checkbox"/> Places	<input type="checkbox"/> Risk Avoidance	
<input type="checkbox"/> Company	<input type="checkbox"/> Priorities	<input type="checkbox"/> Economics	
<b>FIND</b>			
When did the event(s) happen?			
_____			
_____			
<b>CLOSE</b>			
What made you choose us?			
_____			
_____			
<b>IMPROVE</b>			
What could we have done better?			
_____			
_____			
_____			
<b>CLASSIFY</b>			
Customer Demographics (Select One For Each Column)			
Size	Decision Maker	Industry	Notes/details
<input type="checkbox"/> < \$10 Million	<input type="checkbox"/> Local	<input type="checkbox"/> B2C	
<input type="checkbox"/> \$10 Mil. - \$100 Mil.	<input type="checkbox"/> National	<input type="checkbox"/> B2B	
<input type="checkbox"/> > \$100 Million	<input type="checkbox"/> International	<input type="checkbox"/> Wholesale	
Lead Source (Select One)			
Marketing	Sales	Self	Notes/details
<input type="checkbox"/> Online	<input type="checkbox"/> Local	<input type="checkbox"/> Networking	
<input type="checkbox"/> Offline	<input type="checkbox"/> Regional	<input type="checkbox"/> Cold Calling	
<input type="checkbox"/> Channel	<input type="checkbox"/> Divisional	<input type="checkbox"/> Customer Referral	
Size of Sale (Select One)			
Size	Size	Size	Notes/details
<input type="checkbox"/> \$0 - \$5,000	<input type="checkbox"/> \$25K - \$50K	<input type="checkbox"/> \$250K-\$500K	
<input type="checkbox"/> \$5K - \$10K	<input type="checkbox"/> \$50K-\$100K	<input type="checkbox"/> \$500K-\$1Million	
<input type="checkbox"/> \$10K - \$25K	<input type="checkbox"/> \$100K-\$250K	<input type="checkbox"/> Over \$1Million	
Sales Cycle (Select One)			
1 day	2 - 4 Weeks	3 - 6 Months	Notes/details
<input type="checkbox"/> 1 day	<input type="checkbox"/> 2 - 4 Weeks	<input type="checkbox"/> 3 - 6 Months	
<input type="checkbox"/> 2 - 7 Days	<input type="checkbox"/> 1 - 2 Months	<input type="checkbox"/> 6 - 12 Months	
<input type="checkbox"/> 8 - 14 Days	<input type="checkbox"/> 2 - 3 Months	<input type="checkbox"/> > 12 months	

