

The logo for XANT, featuring three parallel yellow diagonal lines to the left of the word "XANT" in a bold, yellow, sans-serif font.

XANT

The word "NEXT" in a large, bold, white, sans-serif font. The letter "X" is stylized with a thick yellow diagonal bar crossing it from the top-left to the bottom-right.

2020

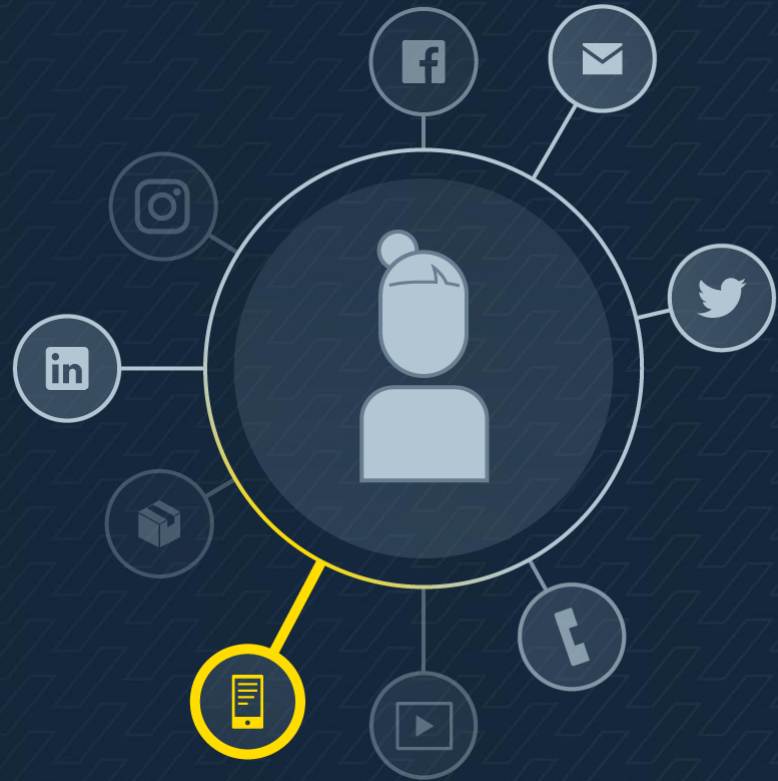
Selling Through Curiosity

What does flawless sales execution look like?

Why Does Flawless Sales Execution Even Matter?

Buying and Selling Have Changed

62% of B2B buyers
say they can now
develop selection
criteria or finalize a
vendor list based
solely on digital
content.

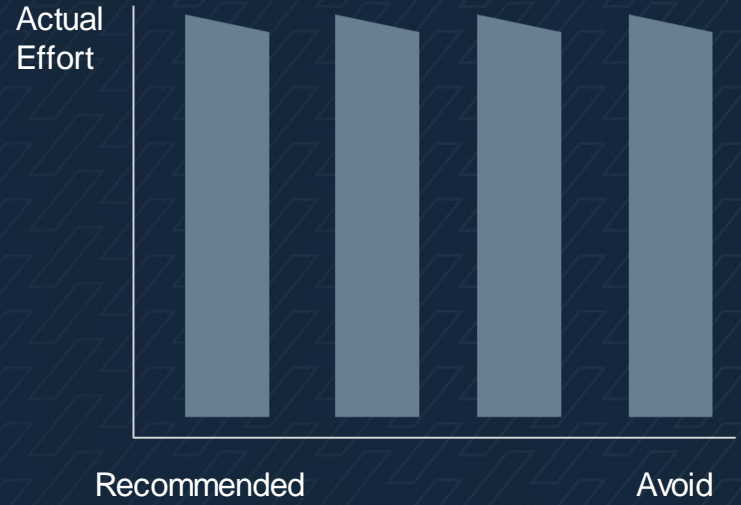


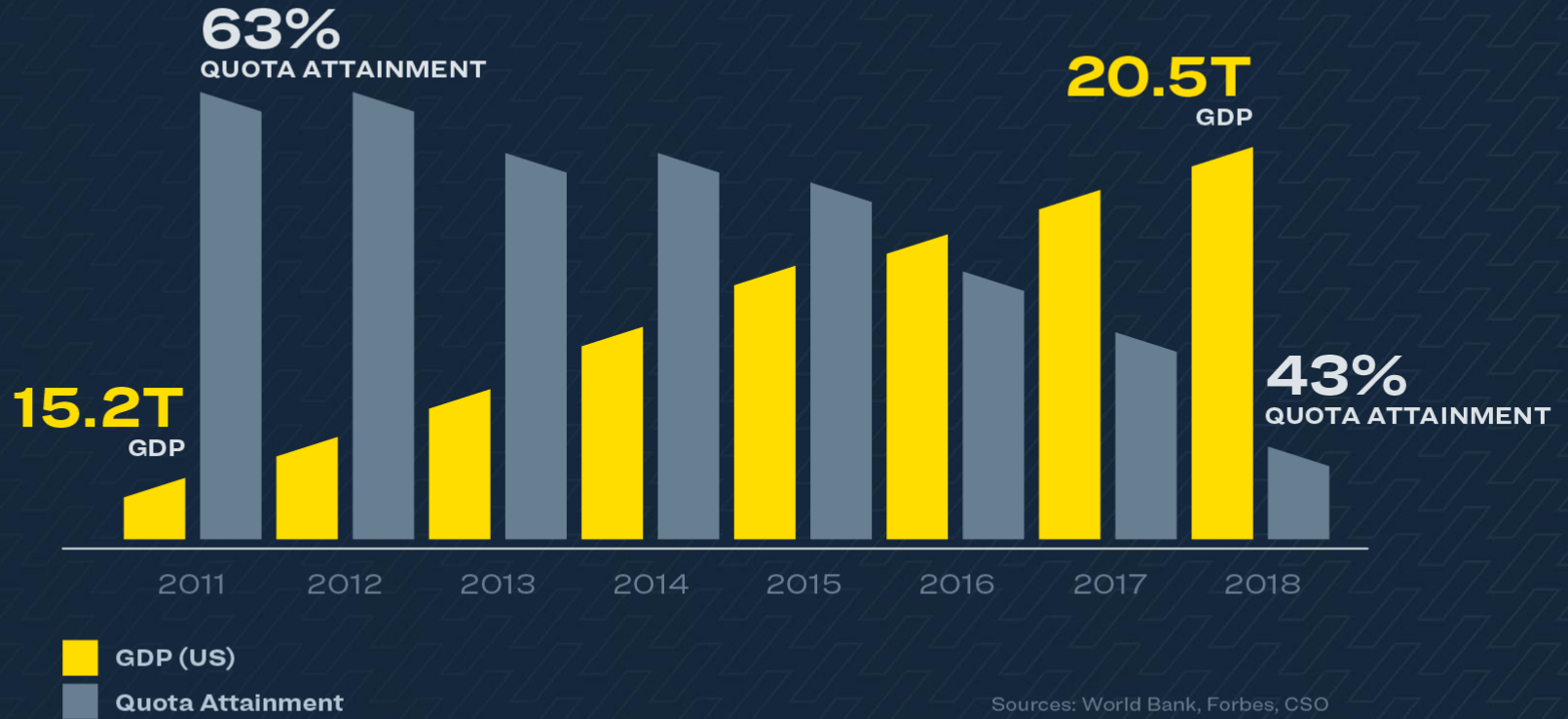
There were **5.4 buyers** in an enterprise buying group in 2015.

That number rose to **>10 buyers** in 2019.



Reps spend **297% more time** on deals that will never close compared to deals that will.





Buyers Are Evolving What About Our Sellers?

Poor execution is the great strategy killer

67% of well-formulated strategies fail due to poor execution

”Strategy without tactics is the slowest route to victory. Tactics without strategy is the noise before defeat.”

- Sun Tzu

There are no mistakes...only consequences.

Evolve or Die

Restoring the seller's advantage using **data**

Science + Art = flawless execution

**How confident is
your customer-
facing
organization in
their selling
skills?**



What Does Flawless Sales Execution Look Like?

Mindset of Change
Selling Tactics
Coaching Tactics

What Does Flawless Sales Execution Look Like?

Mindset of Change

Selling Tactics

Coaching Tactics

Mindset of Change

Test One

Wait till I say go...

Without leaving your chair

Reach as high as you possibly can
hold it for a few seconds

// XANT

NEXT

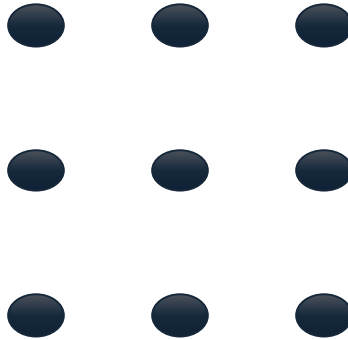
2020

Flawed sales execution thinking....

Knowing is NOT doing
Lecture-based training is NOT efficient
Practice does NOT make perfect

Mindset of Change

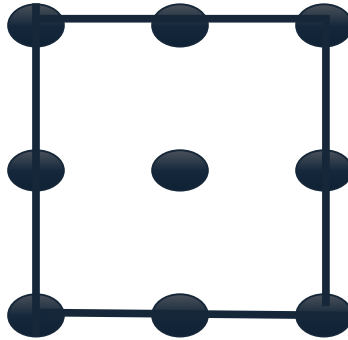
Test Two



Connect all dots with 4 straight lines without lifting your pen.

Mindset of Change

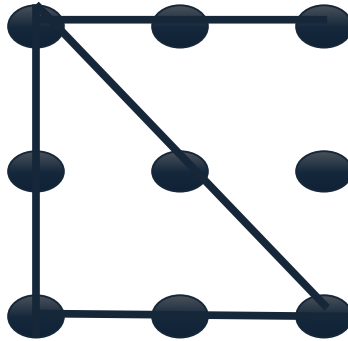
Test Two



Connect all dots with 4 straight lines without lifting your pen.

Mindset of Change

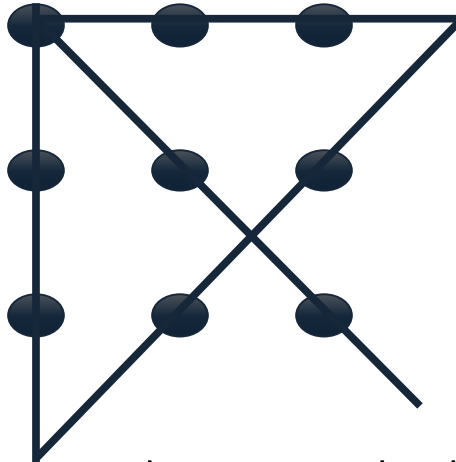
Test Two



Connect all dots with 4 straight lines without lifting your pen.

Mindset of Change

Test Two



Connect all dots with 4 straight lines without lifting your pen.

We must think out of the box.

**I can't change the direction of the wind, but I
can adjust my sails to always reach my
destination. (Jimmy Dean)**

What Does Flawless Sales Execution Look Like?

Mindset of Change
Selling Tactics
Coaching Tactics

Tactics & Training Matter



**We never rise to the occasion...
we fall to our level of our training.**

**Character is built on adversity...
Adversity introduces us to ourselves.**

Never confuse good luck with good tactics.

What do Selling, SWAT and Soccer all have in common?



You will be tested...





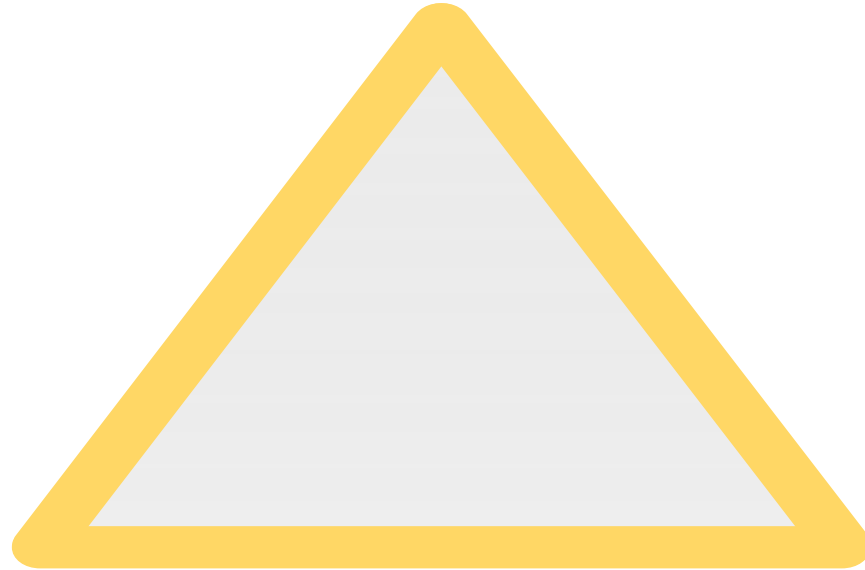
Can you match your competitor's 75% off price?



Sorry this is pushing out again...



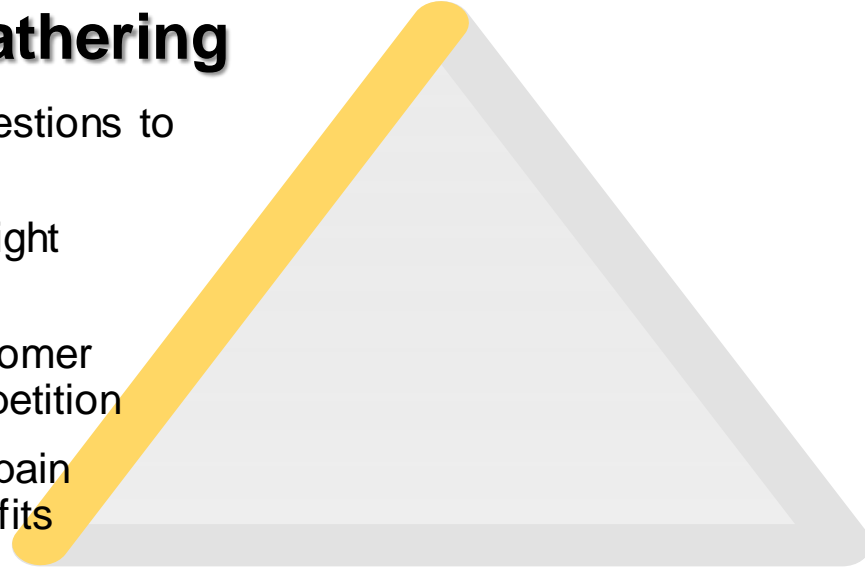
What Is “Selling Through Curiosity”?



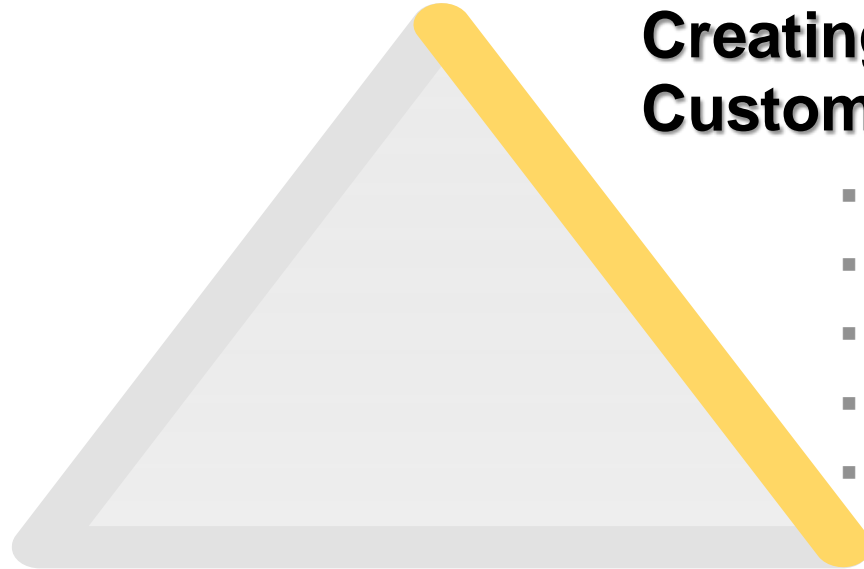
What Is “Selling Through Curiosity”?

Information Gathering

- What are the right questions to ask?
- How do you ask the right questions?
- Understand your customer better than your competition
- Capture measurable pain and quantifiable benefits
- Learn quickly what it will take to close the business



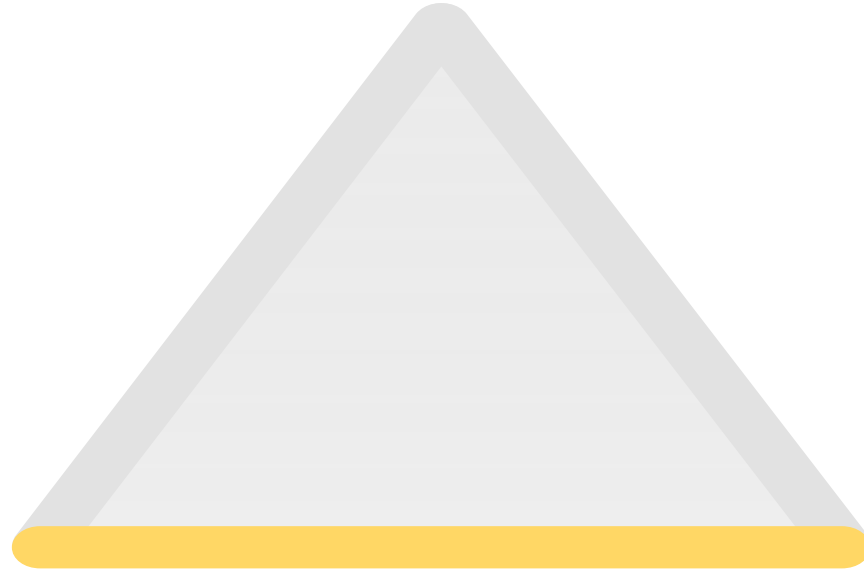
What Is “Selling Through Curiosity”?



Creating Customized Value

- Customize presentations
- Customize demonstrations
- Mutual Plans & Proposals
- Objection handling
- Negotiating
 - Price vs. value
 - Reduce discounting

What Is “Selling Through Curiosity”?



Relationship Building

- Daily tactics used throughout the sales cycle
- Build relationships in days/weeks vs. months/quarters
- Gain mindshare and create differentiation
- Preferential treatment

What Is “Selling Through Curiosity”?



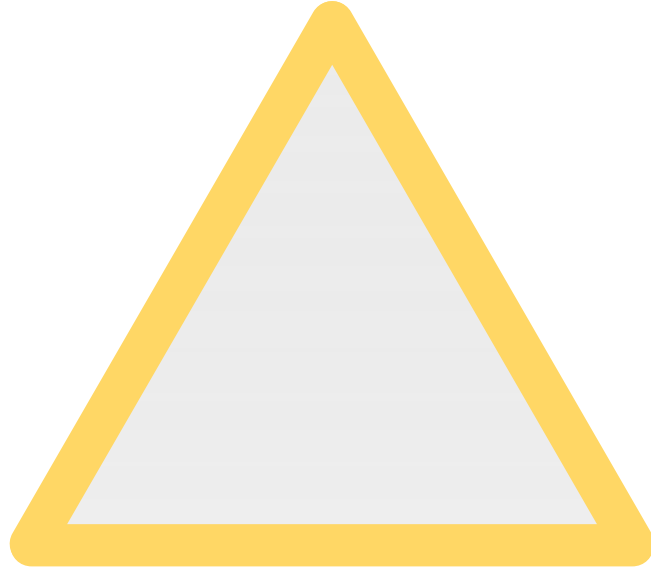
What Does Flawless Sales Execution Look Like?

Mindset of Change
Selling Tactics
Coaching Tactics

Coaching Through Curiosity

**Give them a fish?
Teach them to fish?**

What Is “Managing/Coaching Through Curiosity”?

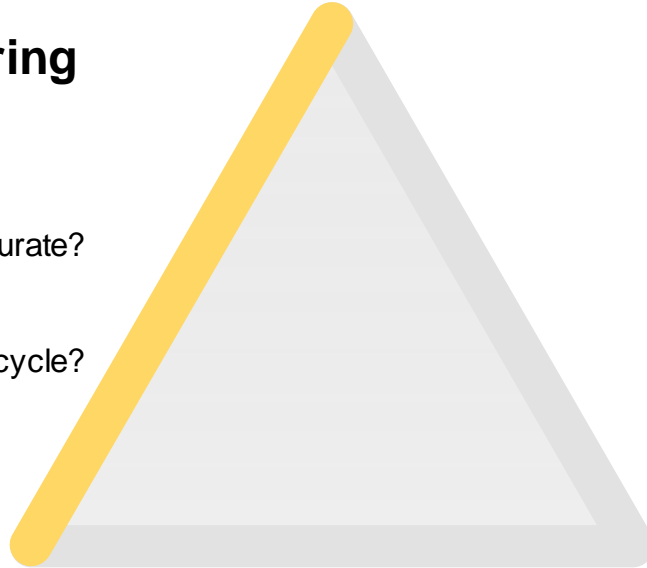


What Is “Managing/Coaching Through Curiosity”?

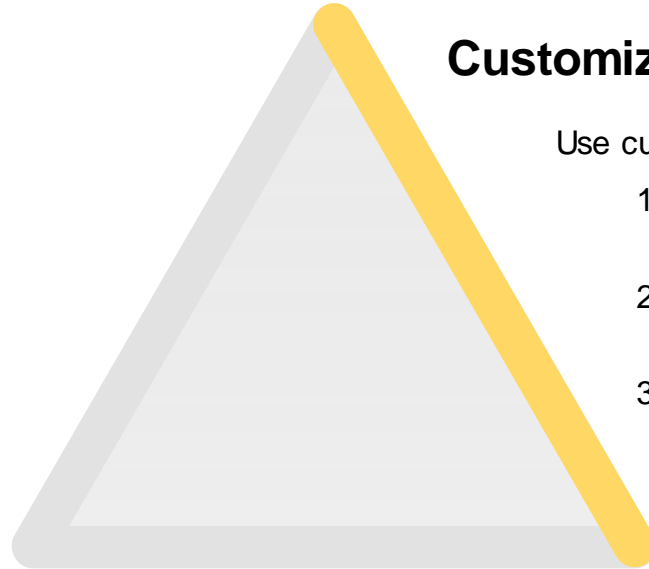
Information Gathering

What are the right questions to:

1. understand if a deal is real?
2. ensure the close plan is accurate?
3. eliminate surprises?
4. control and shorten a sales cycle?
5. maximize wallet share?



What Is “Managing/Coaching Through Curiosity”?

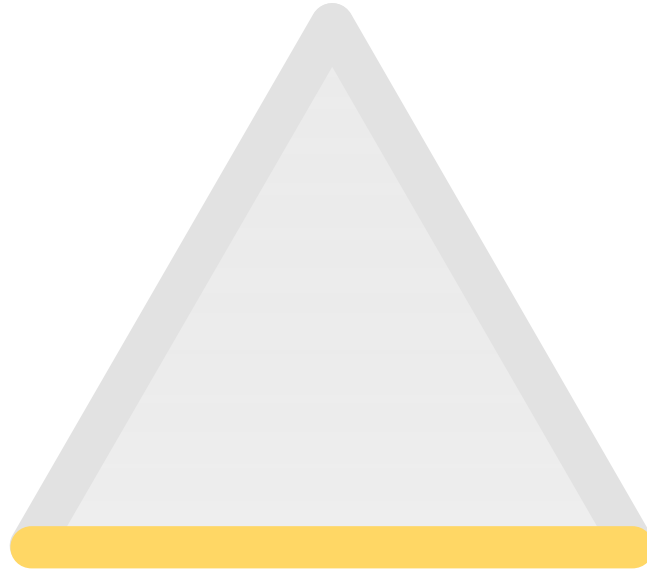


Customized Coaching

Use curiosity to:

1. have the **rep take ownership** of fixing their deals.
2. hold the rep accountable to the right process.
3. develop your people while making your numbers.

What Is “Managing/Coaching Through Curiosity”?



Relationship Building

1. Ensure our reps build the best relationships quickly
2. Lead by example - Insert ourselves when appropriate

Let's Get Tactical Selling Tactics

Selling Fundamentals Simplified

Is there a REAL deal here?

1. Problems Understood **FROM CUSTOMER**

- Current situation
- Priority problems – **how do these fit into their highest priorities that they will spend money and resources on this year?**
- Negative impacts of doing nothing (quantified)
- Ideal solution desired
- Benefits of ideal solution (quantified)

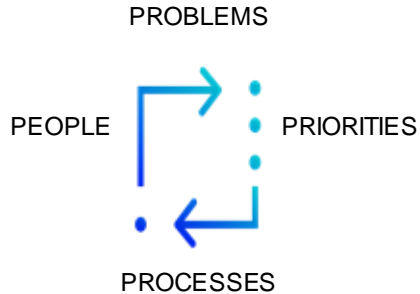
Can we get a deal done?

1. Customer has outlined their complete decision-making process, with all players identified, and the **customer has told us** all the possible risks that could cause this to delay or die
2. How have we created differentiation and trust through relationship building?



DEAL REVIEW CHECKLIST

“THE 4 Ps”



PROBLEMS	PRIORITIES
<input type="checkbox"/> Current Situation	<input type="checkbox"/> Ideals Identified
<input type="checkbox"/> Problems Defined	<input type="checkbox"/> Benefits Quantified*
<input type="checkbox"/> Impacts Quantified*	<input type="checkbox"/> ROI Metrics Established*
<input type="checkbox"/> Fit Into Highest Priorities	<input type="checkbox"/> Mutual Plan Documented
PEOPLE	PROCESSES
<input type="checkbox"/> Champion	<input type="checkbox"/> Decision-Making Process
<input type="checkbox"/> Executive Sponsorship	<input type="checkbox"/> Evaluation Process
<input type="checkbox"/> Organizational/Political Map	<input type="checkbox"/> Procurement Process
<input type="checkbox"/> Relationship Building Extras	<input type="checkbox"/> Risks Delay or Die

What Does Flawless Sales Execution Look Like?

Mindset of Change
Selling Tactics
Coaching Tactics

Evolve or Die

Restoring the seller's advantage using **data**

Science + Art = flawless execution

The more you sweat in training, the less you bleed in battle. - Motto of Navy Seals

While you are reading this your enemy is training!

If you don't want to be eaten, don't act like food!

Thank You!

Flawless Sales Execution

250% Increase in Productivity
200% Increase in Cross-Sell/Up-Sell
200% Increase in New Logos
70% Increase in Sales Attainment



Jim Steel
President, CRO

yext

112% Increase in Deal Size
31% Reduction in Time to Close Deals
200% Increase in Win-Rate

Joe Fuca
President

 **FinancialForce**



5X Stock Price
60% Reduced Ramp Time
300% Increase in Bookings Revenue
SMB – MM – ENT – CS Common Selling Vernacular
Sheevaun Thatcher
Head of Global Sales Enablement

RingCentral[®]



Typical STC Customer Facing Outcomes

- Immediate confidence with all customer facing utilizing ***Selling Through Curiosity™***.
- Consistently and predictably overachieve revenue goals.
- Increased quality and quantity of pipeline with both new and existing customers.
- Increased average deal size.
- More meaningful customer engagements = happier customers for life.
- Increased win-rates while reducing discounting.
- Reduced sales-cycles.
- Reduce your team's ramp-time.
- More reps hitting quota.
- Increased individual rep productivity immediately.
- Have a lot more fun selling!!!