Twitter Thread by Ryan Breslow ■



Ryan Breslow ■
@theryanking

10 sales tactics that work:

1/ Stage out the conversation

One conversation is just that: another conversation.

Land a second, and now you're being "evaluated".

Don't try to jam through everything in the first convo.

Do just enough to pique their interest and land that second meeting.

2/ Do your homework

If you're pitching a customer, use their product,

Read about the company and the person you're talking to.

Ultimately, this proves that you will do the work to make their lives easier.

It's so powerful yet so easily overlooked.

3/ Ask about the decision making process

Who is required to make a decision like this?

What would you need to see from me to be able to buy?

How long will it take to make a decision?

These questions give you the roadmap on how to close the deal.

4/ Don't always demo

Sometimes it's habit to jump straight into a demo.

If someone wants to talk first, do that.

This could consume a whole first conversation.

Which gives you a great excuse for that second meeting: going thru the demo.

5/ Don’t stick to the script

If you’re going X direction in a conversation and the customer wants to go Y direction, embrace it.

If you’re using a deck, don’t be afraid to jump around.

This is a good thing; it means the conversation is unfolding organically.

Keep it fluid.

6/ Get commitment to a decision-making timeline

“Hey customer,

There are a number of reasons why timing matters, including ability to lock in best possible prices and integration resources.

Is there a reasonable timeframe in which we can mutually agree to come to a decision?”

7/ Conscious pricing

Pricing can be scary.

The best strategy I’ve found: complete transparency.

If the customer pushes back on pricing,

Explain why your company needs to price the way it does.

8/ Always quid pro quo

If someone wants something outside of the normal bounds,

Ie better pricing, new feature commitments, etc.

Ask for something in return!

Ie Ask the customer to pre-commit to serve as a reference or case study should things go well.

9/ Don’t be dissuaded by no

Persistence pays.

Especially in the early days, I'd often email a customer 5-10 times before receiving replies.

No customer would ever be marked as Lost.

Only "Paused, Try Again Later"

10/ Try turnarounds

After a customer says no, come back creatively:

New product offerings

New pricing scheme

New ROI calculator

Anything "new" is a great excuse to re-engage.

And there we have it!

I'm going to be focusing more on practical business building tips going forward.

If you liked this, give me a follow.

LFG ■