

# Sales Calls for Developers

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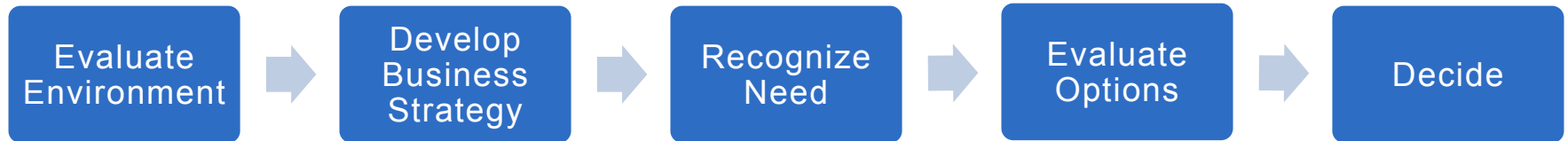


# Agenda

- Objective of session: to take you through a sales call
- The buying and selling steps
- The sales call model
  - Prepare
  - Open
  - Needs
  - 9-block call model
  - Handling objections
  - Closing the call
- Example call

# Aligning the buying and selling steps

## Customer Buying Process

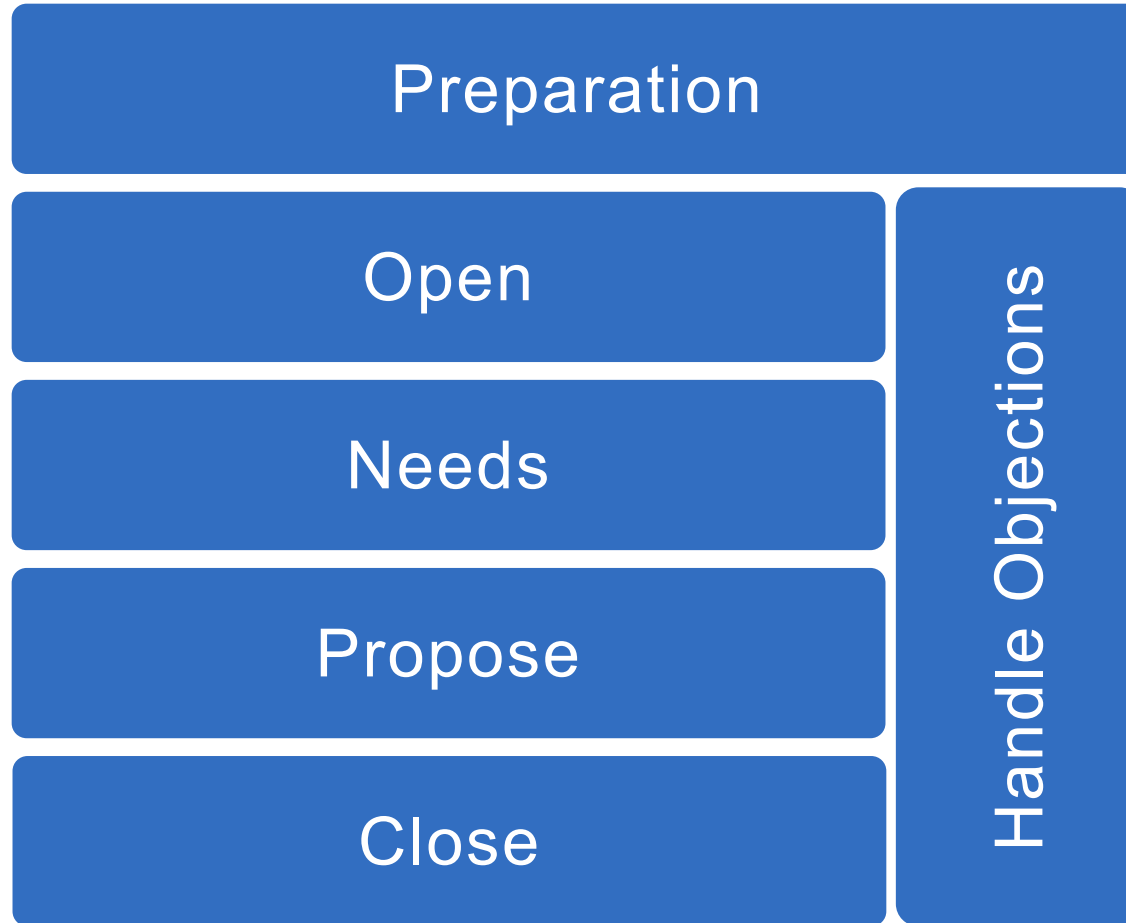


Customer Agreement/Alignment

## Vendor Selling Process



# Sales Call Model



# Preparing for the Call

- Research
  - What we need to know about the customer, the industry, and our own company and products
- Set Objectives
  - What we want to get out of the call
- Prepare to Manage
  - How to ensure the call goes well
  - What are possible objections/challenges

# Opening the Call

- Manage Your Behavior
  - Appearance, sensitivity to customer behavior, reliability, responsiveness
- State Your Intent
  - Reason for Calling
  - Check Alignment with Client
- Confirm Your Competence
  - Why the customer should speak with you
  - Relevant reference stories are powerful

# What is Need?

## Need

An existing, unsatisfactory or unacceptable situation...

## Active Need

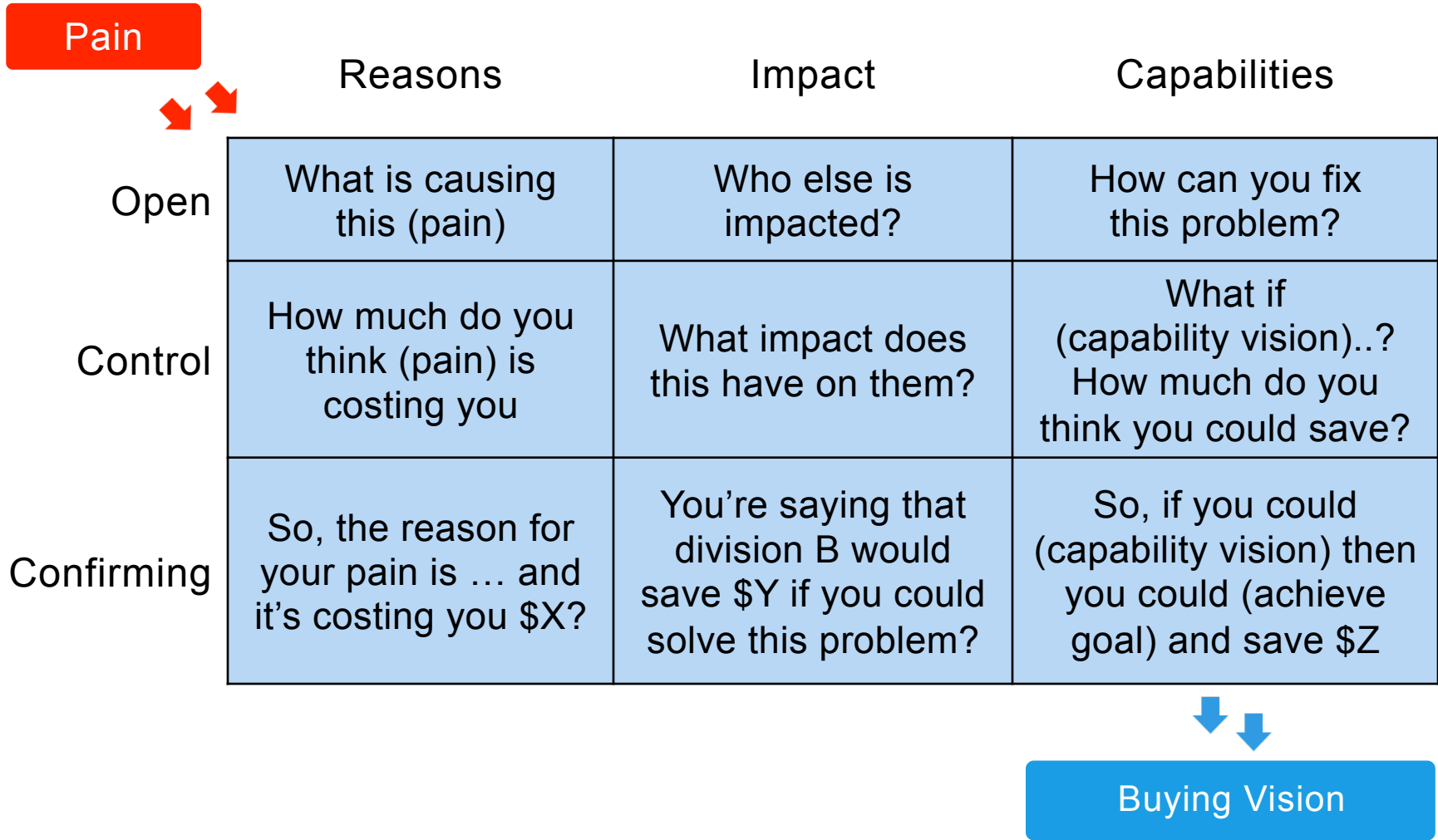
...of which your client is aware and *wants* to do something about

# Needs Question Types

- Open Questions
  - *What* are your highest priorities
- Control Questions
  - Leading Questions
    - Do you have a problem with it...?
  - Quantifying and Qualifying Questions
    - How much does this impact sales?
- Confirming Questions
  - Yes or No Questions
    - So you are most concerned about price?



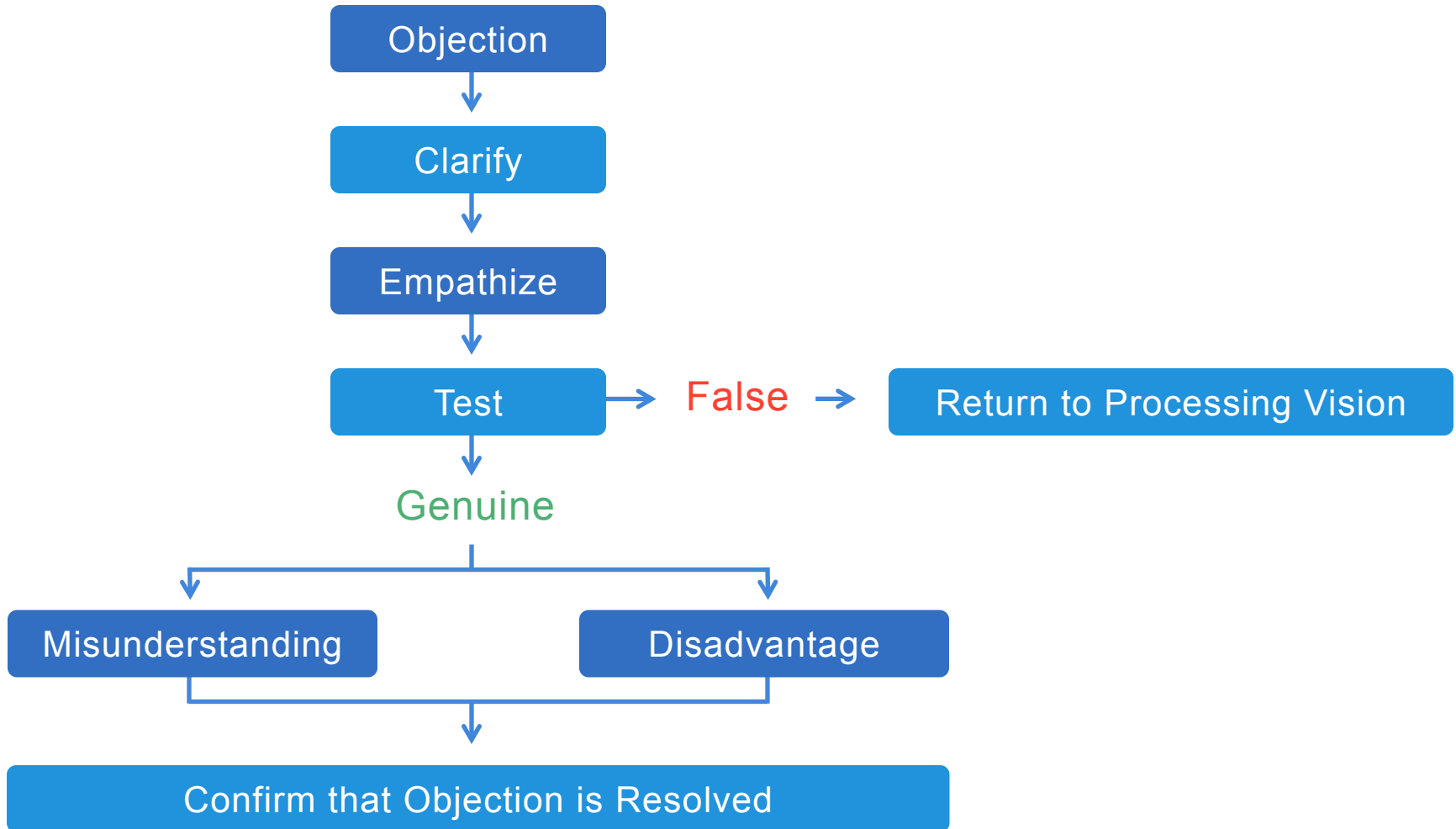
# 9-Block Call Model



# Proposing Next Steps to Progress the Sale

- A future meeting
- A meeting involving other key players
- A chargeable consultancy/short study
- A demonstration or event
- Closing the deal

# Handling Objections



# Closing the Call

- Outstanding Questions
- Summarize
  - Compelling Reasons to Act
  - Unique Business Value
  - Key Selling Messages
- Gain Commitments to Next Steps
  - Who, What, When
- Thank Your Audience

# Example - Preparation

- Customer: William Shakespeare
  - Famous Playwright
  - Owner of Globe Theatre
- Product
  - Mechanical Pencil
- Objective
  - Sell a Pencil