

Pure Sales Strategy

Are you a trusted and respected sales person to your clients?

The very basics

Lets start off by saying not all has changed in 30 years, thats a relief! Some of the points are the same and will always be the same, but some have changed. The first point is.

A lot has changed in the last 30 years of sales. The process has become more complex, a lot tougher and demanding. There are more processes involved and the competition is sharp and attacking from all angles. The client is more educated and does not have time like they did 30 years ago.

The aim of this document is to update and sharpen our skills when it comes to selling Norwia optical transport product, but there will be no talk about product in this document but only simplified points about how to go about this.



The sales basic tool case

‘Sales is a people business - It’s about communication’

We cannot expect to sell if we do not visit and talk to the customers. ‘People buy from People’. We do not have products that are just commodity based, commodity based sales or Internet sales is called ORDER TAKING, rather than Sales.

The other important factor is,

‘You should not sell to a customer, you should educate them so they should discover why they want the product’

This is so important because people are stubborn enough to want to make their own decision and do NOT want be told what they should buy.

The Bar has risen!

This is todays perception of the sales versus buyers relationship compared to what they were like many years ago.

- Expectation are set higher
- Buyers are lot better educated, the Internet has arrived!
- Buyer and seller balance has shifted, in regards to information and services given away for free before purchase ever happens.

What we want is **Predictable Sales Success** but to achieve this since the bar has been risen **we need to move our selling skill up!**



Who do we want to be?



There are several levels how a vendor of equipment or seller is perceived by their customer or buyer in today's market.

- Product vendor
- Valued added reseller
- Solution provider
- Trusted advisor

The easiest of course is the Product vendor, not too much work required, as the buyers should just buy your product after some easy marketing. Today this does not work!

Valued added reseller can install and do service. The solution partner can provide an end to end solution and incorporate some 3rd party products as well.

The final type of vendor is the Trusted advisor which includes all of the above types of vendors but includes these important factors;

- Peer to peer status with buyer
- Adding value throughout the process
- Equal rights though the sales process
- Not about quick sales, looking for a long term relationship
- Able to push back and ask tough questions - Not a 'Yes' person



How to get there - 6 steps

1

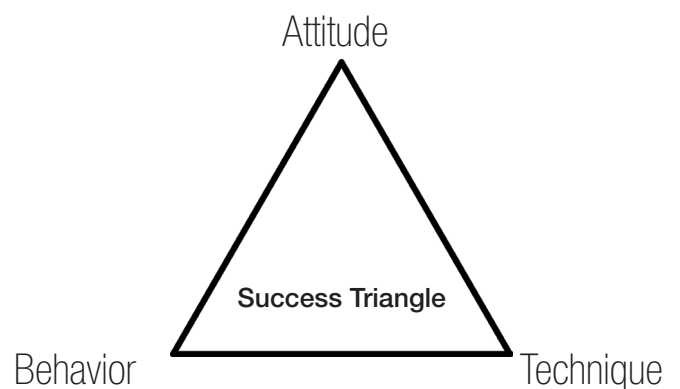
Mindset

Your mindset for being a Trusted advisor is set by three areas of what is called the Success Triangle.

The question is, who are you and what do you need to change to be this?

Techniques is about how you respond in meetings, Also having the knowledge and how to ask for pertinent information. **Behavior** is about your daily activities or weekly to generate more leads for business and **Attitude** is about how we Think, Feel and Believe, these are the drivers for our Technique and Behavior.

From this you should be able to self analyse where you are and what are the areas you need to work on. As Attitude is the most important we shall look further into this in the next section.



MINDSET



2

Attitude

Attitude has four main areas and these should be evaluated to see if you need to sharpen your skills.

Peer to Peer -equal business stature	Not everyone is a prospect (now)
Financially Independent, don't need the business	Curiously / Skeptical

'Having the right ATTITUDE underpins everything'

Peer to Peer is about being on the same level as your buyer. You don't want to look like you are not skilled in your knowledge but of an equal standing so you can talk as if you are on the same level. This involves having a good working relation that gives trust to you from the buyer.

Financial independent is an attitude and not a physical requirement but to act as if you are not desperate for business. You need to believe in this!

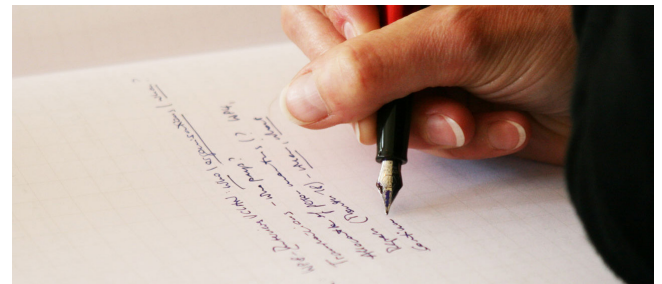
Not everyone is a prospect is a attitude that drives you to qualify the prospect in front of you.

Curiously and Skeptical is a balance between these two thoughts. Its about validating the buyers and what they say, about uncovering and digging up new information.

3

Preparation

We hear about preparation and the benefits this can bring. This is true with being a Trusted advisor. When do you do prepare for a meeting?



- At the meeting
- Sitting in reception
- Commuting to the meeting
- A week or a few days before the meeting, Writing out a plan on how the meeting conversation will go?

Its quite obvious which one would serve the best result, **Preparation in = Results out**

Pre-call check list can be of a great value. Here is a list that can be used for all pre-meeting preparations.



5

During the Sales conversation

The most important factor in a meeting between the you and the buyer is,

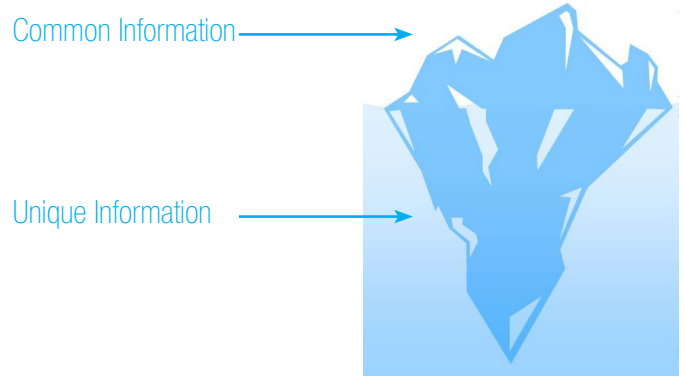
'Gather more information than you give!'

The optimum level of discussion is 30% for the seller and 70% for the buyer, of course this could be different for a product demo.

Also when you are in a meeting the buyer will generally give information that is common to all. The real art is to uncover the information that will give you the advantage against your competitors. This is referred to as the Iceberg theory.

From the information given and the discussion during the meeting the idea is to do the following.

- Position ourselves as the trusted advisor
- Whether or not to pursue the project
- Finding out from the hidden information if we could have an advantage with our product.
- ... and ASK QUESTIONS!



Getting the information that will give you an advantage

6

Saying NO

We are all busy and its very important to say NO sometimes. This comes with this Peer to Peer and Financial independent feeling. Keep this mind as your time could be used somewhere else, selling more Norwia product.



7

A clear future

CLEAR FUTURE = MUTUALLY AGREED NEXT STEP TO MOVE THE CONVERSATION FORWARD

This is very important and if forgotten then the whole process will be compromised. You need to make a date and time in the diary for the next commitment.

Here is some common mistakes in making future plans,

- Leave it with me
- I will get back to you
- I will call you on Monday morning
- I will send you our proposal by 4pm Friday

These are NOT a clear future!

All of the above look like that are commitments but in fact they are very loose, 'I will call you on Monday morning' you are expecting the buyer to be sitting in their chair waiting for your call, highly unlikely as he will be extremely busy. Think carefully about how you re-engage a buyer and how to get there attention.

Norwia holds unique core technologies such as AutoSFP® which is incorporated into the next generation miniHUB optical distribution platform.



miniHUB is a Format flexible, Application flexible and holds the title “lowest cost of ownership on the market today”

Visit www.norwia.no for more information on the miniHUB optical distribution system, representative around the world, news on new product releases, product data sheets, customers stories and technical solutions.

Your local representative:

The screenshot shows the Norwia website homepage. At the top, there is a navigation menu with links for HOME, PRODUCTS, COMPANY, PEOPLE, NEWS & EVENTS, and BUY NOW. Below the navigation is a large image of the miniHUB device with the text "miniHUB is here!". Underneath, there is a "WELCOME TO NORWIA" section with the sub-heading "Optical distribution products". This section contains several promotional tiles: "miniHUB with RS422 and GPIO" (marked as NEW), "miniHUB compact" (marked as NEW), "TV2 and miniHUB 90km Marathon ski race", "Remote Production + miniHUB" (with a "Download the Case Study, NOW!" button), "NEW 2015 Product brochure" (with a "Click to Download" button), and "AutoSFP" (with the text "Norwia's next generation technology is available for you" and "AutoSFP® MAKING LIFE EASY"). At the bottom of the page, there are social media links for Facebook and a "Join our Email List" button.

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