VENDASTA

We drive local economies





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Discovery Action Plans

Assessments





Action Plans

Assessments







ORDER/BILL

FULFILL

DELIVER

MARKET

Offer - (their name - not ours) Love local plumbers

What do you do? Logo Design, GMB, Yelp, Bing Claim

How Many? Growing/Declining?

2400, up 3% mom

How do you do that volume?

We use Data Axel, and a team of 6

How much more market can you capture? Unsure of Total Addressable Market for their tri state area

Efficiency check?

Key Stakeholders Doug, VP Marketing

PANS

Mutually agreed path forward on Products & Services 2 Sell, Platform 2 Operate

Monthly | Quarterly BUSINESS REVIEWS

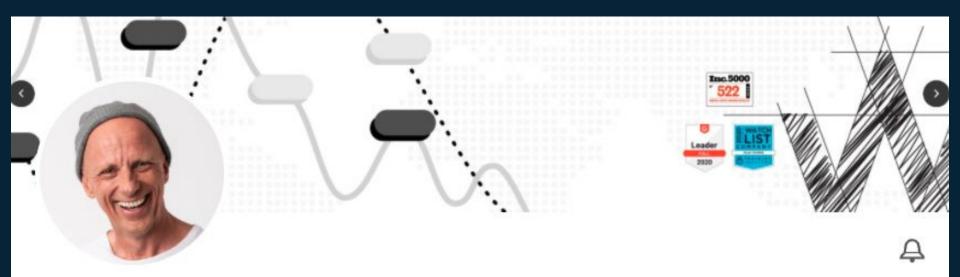
Analysis of the past performance & setting the stage for the next period

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BEER DISCOVERY



7



Jacco van der Kooij [●] · ^{2nd} ^{2nd} [●]

Working with customers opened my eyes and changed my life | Being kind and assuming positive intent will help you see the world from a different perspective

Talks about #saas, #sales, #marketing, #customersuccess, and #salesmanagement

San Francisco Bay Area · Contact info



Winning by Design

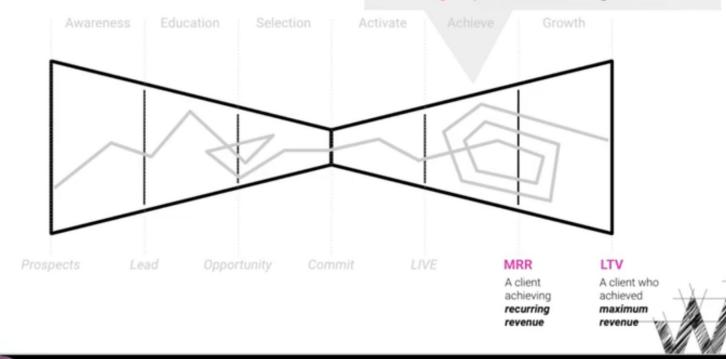


Avans Hogeschool Den Bosch

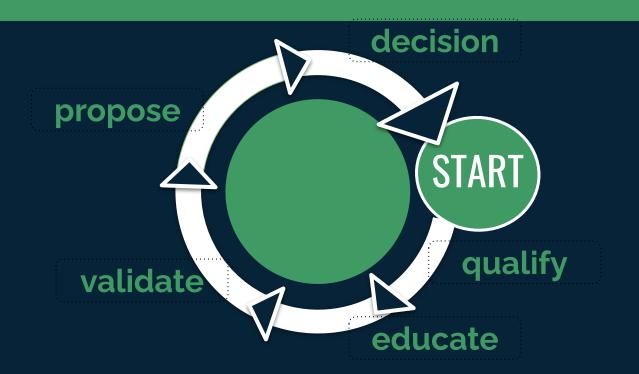
DATA MODEL

How the seller and buyer goals align around impact

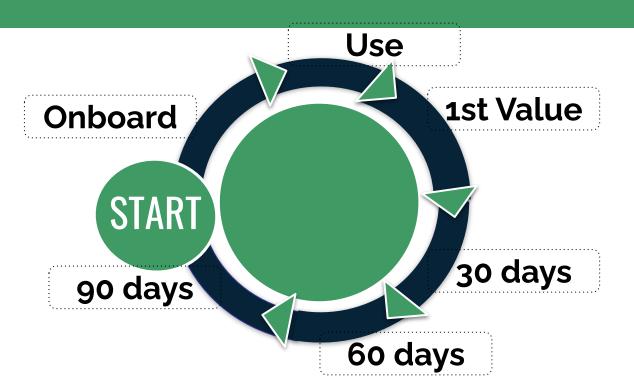
Recurring Impact ⇒ Recurring Revenue



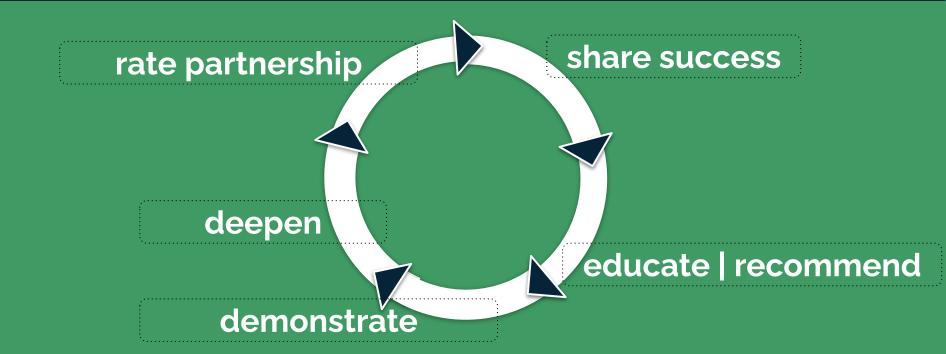
ACQUISITION



ONBOARDING



EXPANSION



Preparation

Research the person you'll be speaking with If your company has already had conversations with that person or others at their company, review those notes to find out what they have said they care about. Check LinkedIn for notable insights Were they just promoted? Recent funding round? New product launch? Insights based selling

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NEAR MEDIA

Apple Maps Ads, SMB Churn Myths, 1A vs. Privacy

BY GREG STERLING – 15 AUG 2022 – VIEW ONLINE →



What is SOC 2 and Why Do Startups Need It

acton

Act-on Software Names New Chief Customer Officer, Growing Customer Support Strategy in Marketing Automation

The new role at Act-On helps represent customers throughout the organization, ensuring their perspectives, outcomes, ...

Martech Series

🗲 TELARUS

Telarus Announces Acquisition of Tampa-Based TelAdvocate

Sandy, UT September 14, 2022 -- (PR.com)-- Telarus, one of the largest Technology Solutions Brokerage of cloud, unifie...

Benzinga

ZIVENDASTA

Pre Call Plan Blueprint for the time alotted

- Listen/watch your calls
- Adjudicate your performance vs the plan we are prescribing
- Listen/watch senior reps calls
- Have a plan mapped out for every call



Framework Transition to Commercial Discussion

45-60 Second Opener

In order to set the stage for the perfect discovery call, we need to set clear guidelines for the meeting and create the environment for a conversation, not a one way commercial, the prospect | client needs to feel like they are in control and can express themselves

- 1. Expectations for the meeting
- 2. Time available for the meeting
- 3. Outcome for the session

Repetition Setting the stage - Level Set

Current State "What we have learned to date" Desired State "What we have heard in regards to where you want to be by X date" Objectives/Goals "What we have learned to date"



Insights Strategy Performance Recommendations Resources

Insights - LISTENING | RESEARCH **Strategy -** WHAT WE CAN DO

Performance – How we will know we are winning

Recommendations – commercial terms/investment

Resources – All the details / data sources / edit-edit-re-edit

What We Heard From You

Current State

ABSA Digistore continues to be a high priority for the Bank! Empowering your SME customers to digitally transform their businesses and adopt new ecommerce solutions at scale. Based on the infographic supplied ABSA has a strategic vision in place to solve for this New Digital normal and are seeing a technology partner to facilitate the transformation.

Objectives

Launch within 90 days, start with POC, speed is a feature to show value to broad SME customer base ASAP. Must be low or no touch effort for ABSA. Vendasta marketing services to handle client communications and fulfillment.

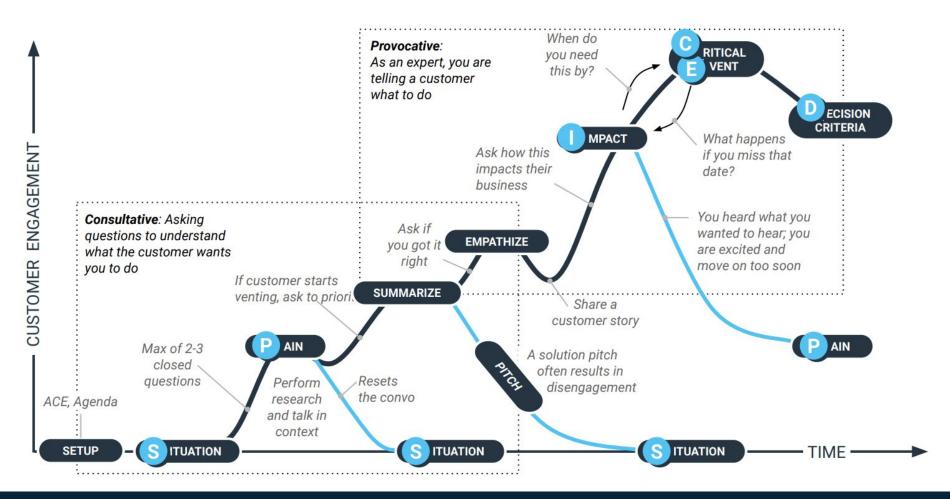
Desired State

100,000 SME's plus having access to Digistore and becoming daily active users, accessing a "store" filled with solutions for SME's, fulfilled by ABSA branded marketing strategists offering the approved Digistore options



FRAMEWORK

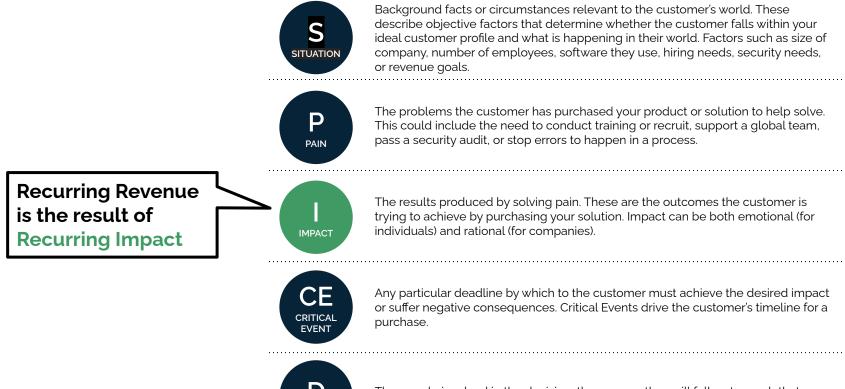
KILL ACRONYMS



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A Diagnostic Framework for Successful Conversations



DECISION

4.0

The people involved in the decision, the process they will follow to reach that decision, and the criteria they will use to evaluate the right solution.

SITUATION

PAIN | OPPORTUNITY

IMPACT

CRITICAL EVENT

DECISION

One more THING





Situation

What's the situation you uncovered about the customer?

- Begin with situational questions that show you have done some research, but also help you qualify the prospect based on basic minimal requirements. These are closed-ended questions that help set the context.
 - What's happening in their world that led them to your solution?
 - What industry are they in? What do they sell?
 - Who are their customers?
 - How many employees do they have?
 - What is their average contract value?
 - What is their revenue?



Pain Opportunity

OUTCOME we are trying to achieve..... Why do they care?

Ask more thoughtful questions like, "When speaking to other Directors of Sales, they usually mention that challenges X, Y and Z are their top priorities to solve. To what extent is [X challenge] important to you?" Summarize what you've heard before moving forward. This demonstrates that you're

actively listening and actually care about helping them.



FIND THE PAIN AND STICK A KNIFE IN IT AND TWIST



Impact

What is in it for them, if they partner with you?

- RATIONAL IMPACT
 - Revenue growth or Cost savings

EMOTIONAL IMPACT

 Felt at the personal level; it may include things like getting a promotion or being seen as a leader in the company

Listen for cues "If we're able to solve this, it would help us achieve..."

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Critical Event

The client or prospects timeline

- Think of it as a deadline with consequences
- What would happen if you don't achieve X by Y?

Be opportunistic when you hear your customer mention anything about time. When a customer mentions they're looking to achieve something by a certain date, mirror their language and ask why that's important. Roberge HERE



Decision

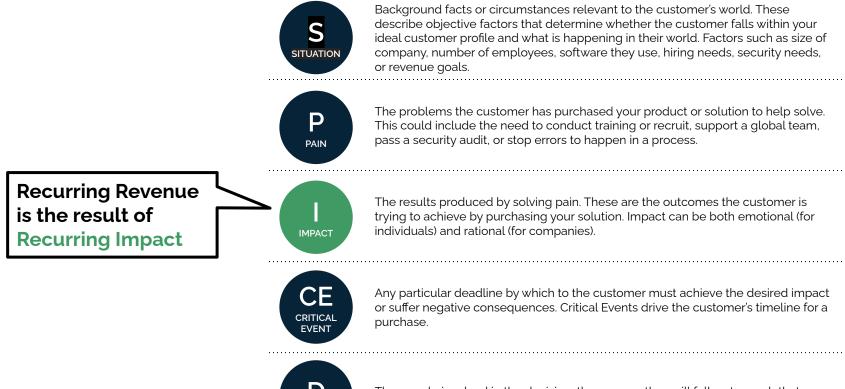
How to earn commitment

• Be sure to outline not just the steps but the decision criteria your customer is using to evaluate whether or not to go with your solution, a competitor, or the status quo. If you have a high-velocity deal, documenting the decision process is usually sufficient.





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