

# Equip Sales to Make You and Your Product Successful

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We want to help you understand what sales needs to sell more of your product and to transform customers into long-term advocates.

2/3 of sales materials are never used by the sales force. So we can conclude they are not meeting the needs of the sales person or the prospect.

With the Internet and social media, customers have more information and greater power in the buying process.

The customer's journey is a model to help keep the customer's behavior, information needs, and problems central to anything sales and marketing does.

Understanding the customer journey is important because:

- 77% of buyers claim salespeople don't understand their issues and where they can help
- B2B buyers are 5x more likely to engage with sales professional who provide business insights
- 76% of prospects prefer content unique to their stage in the buying process
- Less than ½ can target their content to a buying stage

The customer journey can be divided into six stages:

- Awareness
- Consideration
- Evaluation
- Action
- Loyalty
- Advocacy

The table on the next page provides details explaining each stage. External sales materials are intended for prospects like a whitepaper or a product data sheet.

Internal sales materials are intended for the sales team, like FAQs or competitive analyses.

On the third page of this document is a sample of a Sales MAP (Materials Assessment Profile). This graphic is intended to show the status of current sales materials. In addition to the coverage of materials at each stage in the customer's journey, the MAP provides details on the type and quantity of the pieces. The goal is to identify gaps in the coverage to help with planning future sales materials development.

If you have comments or questions, please feel free to contact us at:

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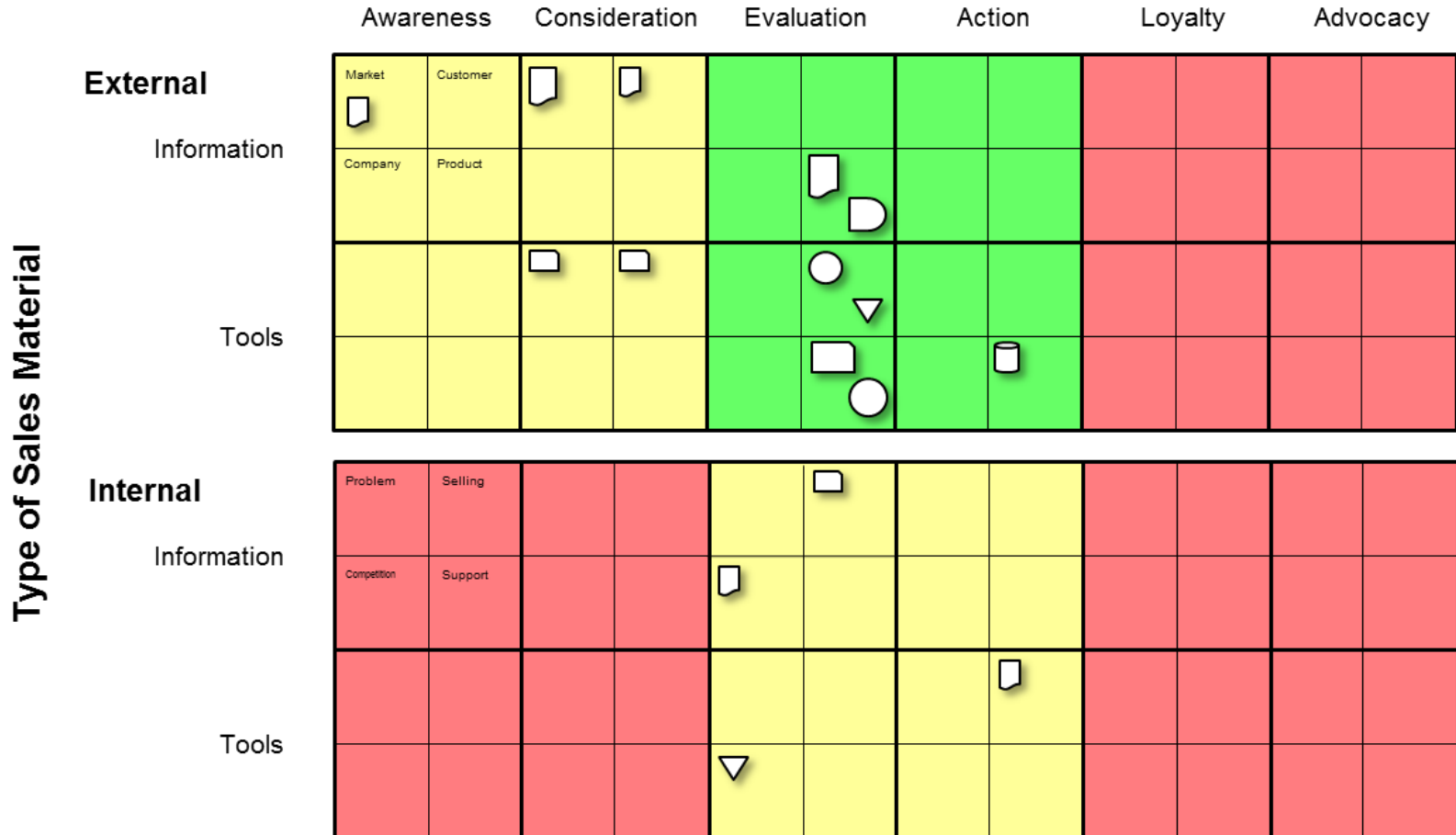
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## Stages of the Customer's Journey

Category	Awareness	Consideration	Evaluation	Action	Loyalty	Advocacy
<b>Customer's Thinking</b>	I might have a problem	I need to understand this problem and investigate how to fix it	What options and criteria should I consider and how do I rank them	I've identified my best option and can justify the investment	I need to understand if my actions are solving my initial problem	I'm willing to share my experience with others
<b>Customer Questions</b>	<ul style="list-style-type: none"> <li>• What needs fixing?</li> <li>• How do we get better?</li> <li>• What is this costing me?</li> <li>• Is it a priority?</li> </ul>	<ul style="list-style-type: none"> <li>• How are others dealing with this?</li> <li>• What results do they see?</li> <li>• Who solves it?</li> <li>• What's your solution?</li> </ul>	<ul style="list-style-type: none"> <li>• How do I decide who to buy from?</li> <li>• What value will I achieve?</li> <li>• How are you different?</li> </ul>	<ul style="list-style-type: none"> <li>• Is it worth investing in this solution?</li> <li>• Are you the best choice?</li> <li>• What will it take to fully implement a solution?</li> </ul>	<ul style="list-style-type: none"> <li>• Is the product meeting expectations?</li> <li>• Is the supplier supporting me?</li> <li>• Are there unexpected gains or losses?</li> </ul>	<ul style="list-style-type: none"> <li>• Why should I promote you and your product?</li> <li>• What are the rewards from this investment</li> <li>• What results or gains are newsworthy</li> </ul>
<b>Customer's Actions</b>	<ul style="list-style-type: none"> <li>• Start thinking about the nature of the need or problem</li> </ul>	<ul style="list-style-type: none"> <li>• Clearly define the problem to fix</li> <li>• Research and consider possible approaches</li> <li>• Define the related risks to deal with</li> </ul>	<ul style="list-style-type: none"> <li>• Establish decision criteria</li> <li>• Create a short list of candidates</li> <li>• Formally analyze info about offerings</li> </ul>	<ul style="list-style-type: none"> <li>• Review offers and negotiate terms</li> <li>• Make a final choice</li> <li>• Summarize proof to support the decision</li> <li>• Get approval to proceed</li> </ul>	<ul style="list-style-type: none"> <li>• Implement the solution</li> <li>• Productivity and payback confirmation</li> </ul>	<ul style="list-style-type: none"> <li>• Story telling</li> <li>• Recommending and acting as a reference</li> </ul>
<b>External Messages (for prospects)</b>	<ul style="list-style-type: none"> <li>• We understand</li> <li>• We can be a valuable resource</li> </ul>	<ul style="list-style-type: none"> <li>• Approaches and results</li> <li>• Value of solving</li> </ul>	Process, data and our value	Proposed solution	Implementation and results	We'll help you share
<b>External Sales Materials Examples</b>	<ul style="list-style-type: none"> <li>• Industry whitepaper – trends and issues</li> <li>• Diagnostic tool</li> </ul>	<ul style="list-style-type: none"> <li>• Case studies</li> <li>• Technology whitepapers</li> </ul>	<ul style="list-style-type: none"> <li>• Buyer's guide</li> <li>• 3rd party reviews and ratings</li> <li>• Product data sheets</li> <li>• Competitive comparisons</li> </ul>	<ul style="list-style-type: none"> <li>• Proposal</li> <li>• ROI calculator</li> <li>• References</li> </ul>	<ul style="list-style-type: none"> <li>• Installation updates</li> <li>• Performance improvement results</li> </ul>	Assistance in writing a success story
<b>Internal Messages (for sales people)</b>	Here's the customer's situation	How to establish credibility	Defining the playing field	Close the deal	Be a valued partner	How to leverage their success
<b>Internal Sales Materials Examples</b>	<ul style="list-style-type: none"> <li>• Industry sales guide</li> <li>• Qualifying questions</li> <li>• Sales strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Solution approaches</li> <li>• Company and product brand</li> </ul>	<ul style="list-style-type: none"> <li>• Decision criteria</li> <li>• Product and company info</li> <li>• Internal resource list</li> </ul>	<ul style="list-style-type: none"> <li>• Proposal help</li> <li>• Pricing</li> <li>• Demo</li> <li>• Custom tests</li> </ul>	<ul style="list-style-type: none"> <li>• Productivity and payback</li> <li>• Improvements and upgrades</li> </ul>	<ul style="list-style-type: none"> <li>• Reference program</li> <li>• Speaking opportunities</li> </ul>

# Sample Sales MAP (Materials Assessment Profile)

## Customer's Journey



### Symbol Legend

- Print (brochure, white paper)
- Presentation
- Drawing
- Image (photos, images)
- Video
- Test results

### Quantity Legend

- 1-2 pieces
- 3-6
- >6

### Status Legend

- Reasonable coverage
- Partial coverage
- Major deficiencies