



A Brief on the Expertise of Chuks Okoye

applied to win

**An Enterprise Client in a 6-
figure ARR contract**

at

**SIAA Global Resources
and AGI Media**

INTRODUCTION



- My name is Chuks Okoye, and for the past 15 years, I've helped companies in 6 industries and operating in markets in 3 continents exceed revenue growth objectives.
- I believe my job is to serve the buyer, and create and satisfy customers, not pitch or present my product or company. I believe the best service I can offer buyers is in helping them understand and manage all the factors that are involved in changing their environment for greater success. I believe that if I can help buyers make the best decision on how to bring greater success into their environment, they'll choose me and my offering if a new solution is their best decision.
- Here's my approach to achieving this in sales situations:
 1. I don't start with a pitch, consultation, or needs analysis. Instead, I start by helping the buyer look at their environment, see the difference between where they are and where they want to be, recognize if there's anything missing, and see if they are willing to commit to greater success.
 2. Next, if the commitment is established, I help the buyer determine if they can fix the gap with any internal or familiar solution.
 3. If they can't fix it themselves, I help them understand and align all of the necessary factors – the people, decisions, initiatives, management, budget, timing etc. – that need to be addressed before a new solution is accepted in their environment.
 4. Then, after helping them form and get their appropriate buying decision team together, help their decision team figure out what a fitting solution should be, and help them agree on the parameters of a purchase, I present the appropriate product, in the exact way they need, to match the specifications of their environment.
- The result of my approach is that for the past 10 years and across industries, markets, and different sales situations, I have consistently helped 90% of qualified prospects buy my offerings. I achieve this in at least 40% less time than the industry sales cycle average. Also, I retain all my buyers, build long term relationships, and have never lost a client.
- In the following pages, I'll walk you through how I handled a typical ERP sales situation for a \$150k annual contract, to an enterprise CPG company. You'll see how all the typical challenges were handled, and the difference in the results you can expect.



THE FIRST STAGE – INITIAL CONTACT WITH THE BUYER

In this scenario, the buyer was an enterprise consumer packaged goods company.

- The first objective for me in any interaction is rapport. I do this by showing respect for the prospect's time, prior commitments, and communication patterns. I use phone calls for all my prospecting and qualifying activities. I start each call by saying my name, where I'm calling from, let them know it's a sales call, and ask if it is a good time to speak.
- My prospect was the Chief Technology Officer at the company, and at the convenient time for a discussion (he was busy on my first ring and gave me a scheduled call), I got into agreement to proceed with a discussion on how relevant information is managed across their organization to maximize collaboration and optimize performance). I started by guiding the prospect (with a questions based, decision support method) to:
 - First recognize the full range of the elements in their environment in the area of performance management, to see if there was anything lacking and if doing something about it makes sense.
 - Next, see if the gap (in this case the time it took their decision makers to get relevant and actionable information) can be filled with an internal or familiar solution.
 - After he discovered their needs couldn't be met with an internal solution, I helped him identify all the issues that needed to be handled in the area of bringing in a new solution to handle the identified gap, who was responsible for them, and understand how to bring all of them together to collaborate together, decide together, and take the necessary actions to fill the gap. For this consumer packaged goods company, the C-level and leaders in the operations area, tech, finance, HR, training, sales, customer service, and marketing teams had to be involved.
 - Finally, I supported the prospect in strategizing on how to bring all the different identified members of the buying decision team together for our next meeting.

THE SECOND STAGE – FIRST MEETING WITH THE BUYING DECISION TEAM

This first meeting after my prospecting call took place on a Friday, 3 days after the first call with my prospect in the consumer packaged goods company.

- The first and main objective of the first meeting with the buying decision team was collaboration.
- After introductions and establishing rapport with the group by getting agreement on communication patterns, I first helped the team look at the area of performance management, and decide if there were any gaps they wanted filled to achieve greater success.
- Then I helped each team member representing the different organizational areas decide what they wanted to gain to be willing to get involved in working towards greater success in performance management.
- Then I helped them decide on how, and agree to form, a working team in order to make their best decision.
- Next, I'll helped the newly formed team explore the rules, relationships, and initiatives that held the identified performance management gap in place, and would affect any proposed move towards greater success.
- Next, I helped them decide on how to work together and agree to share responsibilities in any proposed change.
- Next, I helped them examine the elements of the work arounds in the area of performance management, and identify any problems that would result from change and how they should move forward.



- Next, I helped the team determine if current vendors or internal resources are viable. The internal tech teams was key here, I helped them decide on the difference between handling it themselves and seeking an external solution.
- Next, I helped them decide on using an external solution. I helped them decide on the possible options to change, budgets, personnel, and roadblocks. I helped them decide how to prepare for a new solution, teams that'll have to work together, initiatives that will have to be considered, any additional departments that had to be involved, criteria for choosing a vendor, and HR, training, and operations functions that needed to be managed.
- Then I helped them map out, and outline the necessary steps to buy in to a new performance management solution, and ensure every necessary factor is handled to avoid any disruption to their environment.
- Finally, I supported them in planning future dates for internal meetings, and type of external support they'll need, to make the necessary decisions and elicit buy in to a new solution.

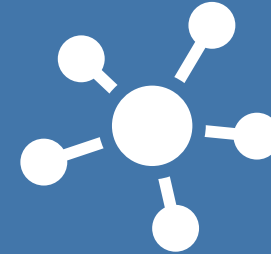
THE THIRD STAGE – INTERNAL MEETINGS TO MANAGE CHANGE ISSUES

These meetings took place within 6 weeks after my first meeting with the C-level buying decision team. I was not a part of most of the activities here, other than 3 strategy meetings with their tech and training teams, I only helped them by providing external support materials for meeting the criteria for the different decisions that had to be made.



All the internal stakeholders took responsibility for change. Got the different agreements that had to be reached with their respective internal teams, the problem areas that had to be handled, and identified any likely point of disruption.

Meetings to find funds and plan timing.



Operations teams and other relevant teams including tech, sales, marketing, and finance etc. decided on what specifics they needed from a new solution, and how to work together and have a consistent and unified criteria for success. I had three strategy meetings with the tech and training teams

All the teams and leaders developed criteria and needs around performance management, and defined the steps to the buy in and adoption of a new solution. They then scheduled the next buying decision meeting with me for a date about 1 week later.



IMPORTANT NOTE: Unlike a typical salesperson, though I wasn't a part of many of the activities here, I knew what was going on, understood what needed to happen in each functional area, the needed approvals, the teams that had to buy in, and most importantly, they were willing to bring in my support if needed in any area. I didn't do it for them, but I was an external teammate and guide.

THE FOURTH STAGE: FINAL MEETING TO TAKE NECESSARY ACTIONS, PRESENT FITTING SOLUTION, BUY

This final meeting took place 7 weeks after the first call with my prospect in the consumer packaged goods company. Aligning calendars and scheduling internal meetings was the biggest time factor in the length of my interaction with this buyer.



First part of the meeting: Action points and final discussions

- We discussed money, time, personnel, change management, training, implementation, and buy in issues to be handled in a new solution.
- We discussed each department's needs and criteria for success.
- We discussed best value proposition and any other key decision making criteria.
- I helped the decision team go through all the elements of how a solution will be used, how any problems or work-arounds will be managed, we explored any risks that remained for them, and issues that remained unresolved.
- With my support, the buying decision team designed the full buying criteria and scenario for their new performance management solution, and how to best implement it to handle all the needs of their environment.



Second part of the meeting: Presented fitting solution and the CPG company buys

- I presented solution specifications in relation to their buying requests, and the decision criteria of all the teams and factors involved.
- We all planned solution implementation and timing collaboratively, using the specifics of their environment. The meeting ended with a request for a contract covering all their buying requests and implementation needs.
- Finally, I prepared and sent them a contract, which was signed a week later along with payment for the solution – Microsoft Azure license, and Microsoft Dynamics 365 accounts for all key teams.

FULL SALES CYCLE = 8 weeks. I had 2 meetings with their C-level buying decision team, and three strategy meetings in between with their training and tech teams.



CONCLUSION

In the new environment of a global recession, successful companies selling in the enterprise market will be those that can help their buyers make sense of how to navigate through all the issues in their environment, and make their best purchase decisions in a climate of uncertainty and high risk aversion.

My expertise as has been described in this brief, provides a great capacity that will empower your sales team to accomplish this in these trying times.

I am willing to do a live demonstration of how this works with a qualified lead, so that you can evaluate how it works for you because I'm convinced you'll make the best decision for your team when you see how effective I am, and to show my commitment to bringing success to your team.

Additionally, here are a few questions that could help you gain insight into your sales needs:

What's stopping you from closing all the sales you should close? How do you currently support complex decisions for your buyers? What different results do you want from your sales capacity in this new environment of a global economic recession?

How will your current team and their expertise help you handle this? What different capabilities must you add to what you're currently doing, to meet your goals in the new economy?

What criteria would you use in deciding on what additional capacity to gain? How would you know that a chosen capacity will align with your strategy, increase sales, fit your culture, and meet your goals?

HEAR FROM MY FORMER COLLEAGUES:

Adetunji Ilori

Chief Operating Officer at SIAA Global Resources
<https://ng.linkedin.com/in/adetunji-ilori-bb920570>

"I've worked with Chuks at 2 companies. We call him the Pope of Sales for a reason. Whatever he promises, he delivers even better. When we had expectations to sell to small businesses, he brought us enterprises. When we expected distribution deals with local businesses, he brought us national deals. In 2019, we planned to sell homes to young families, he brought us international buyers and property investors. He simply thinks differently. He helped us scale the growth of 3 business units in 7 years. We always knew he belonged to a different place and I'm excited to see how high he can rise."

Ekombong Raphael Idio

Chief Executive Officer at SuccessGate Communications
praiseraph@gmail.com

"Chuks has been a great business partner for many years. During the early days of SuccessGate when he was with us full time, all our customers wanted to talk to him. Everyone knew the only place to find him on a workday was at a customer's. He's a customer's best friend. He's one of those invaluable people you hope your competitor never learns about, and ambition is something he'll never lack."

EDUCATION



*University of Ibadan – B.sc
Physics (2008-2013)*

The universe is shaped by the laws of physics and mathematics, so I chose to study physics to better understand how the world works.



I was a university press leader as an undergraduate, and a member of the student press body leadership in my faculty and department. This is how I developed my people skills.



I built a successful movie theatre business as an undergraduate. This helped me cut my proverbial tooth in business and sales.



I was also an active member of the university literary and debate club. This laid the foundation for my public speaking and presentation skills.

CAREER HIGHLIGHTS:

EVP, Sales and Corporate Business Development – SIAA Global Resources and AGI Media, London - Nov 2015 to Jan 2023.

- Generated \$152 million in annual sales revenue for SIAA Global Resources, and grew client portfolio from first client to 533 accounts across 3 new SBUs, through optimized client acquisition strategy and plans, and data driven GTM that improved the customer experience.

- Enhanced enterprise annual sales revenue from first sale to \$28m for Microsoft 365 Enterprise, Microsoft Dynamics 365, Microsoft Azure, and Oracle Enterprise Database Service licenses, through cross-sells and leveraged relationships from media and digital transformation solution buyers.

Chief Revenue Officer – SuccessGate Communications, Lagos – Oct 2012 to Nov 2015.

- Acquired 23 enterprise accounts for Microsoft 365 Enterprise, Microsoft Dynamics 365, Microsoft Azure, and Oracle Enterprise Database Service licenses in 75% shorter sales cycles, and 88% purchase rates on all qualified prospects, through facilitated buying decisions for client C level and top management stakeholder teams.

- Won 2 major telecommunications provider national channel partner sales award for top annual sales and top new product sales. Also won top national Microsoft Dynamics 365 license channel sales rank for Q3 and Q4 2015.