



# FRAMEWORK

## FOUNDATIONS



**STEP 12**  
**The Outside  
Sales Process**

# INDEX

Introduction	03
Setting the Stage	04
Pain, Money, Decision	06
Reframing & Sales Separation	08
What Happens Next	14
Summary	16



**Stanley  
Schnizzer**

# INTRODUCTION

*Welcome to the TruMethods Outside Sales Process guide, where we explore strategies and concepts that empower you to drive recurring revenue sales. This guide delves into the various sales process stages and provides actionable insights to optimize your sales engine. For example:*

1. Developing a unique and differentiated offering, Technology Success, to position your services as indispensable and stand out from competitors.
2. Focusing on meeting the correct number of target prospects rather than simply generating more leads, as quality is more important than quantity in driving successful conversions and improving your close ratio.
3. Engaging in the right conversations with prospects, even those who believe they do not need your services, by implementing a systematic approach that emphasizes the consistent program, pricing, and demonstrating your services' actual value.

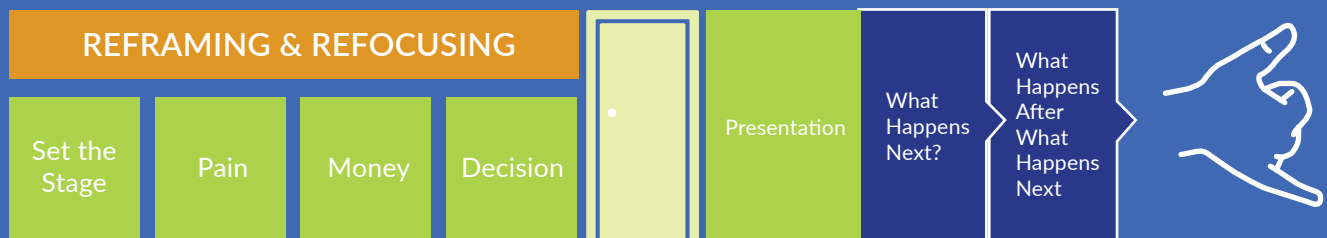
Now, let us dive into the core of the sales process, which involves reframing and refocusing the prospect's perspective. Setting the stage, understanding their pain points, discussing financial considerations, and exploring their decision-making process guide prospects toward realizing your services' potential benefits to their business.



# SETTING THE STAGE

## PERSPECTIVE

### THE BALANCE



Our visual representation highlights the different stages of the process and the importance of controlling the sale. The graphic emphasizes the significance of the "door" in the middle, which is a pivotal point separating the preparatory work from the actual presentation.

The door represents an opportunity to maintain control by asking essential questions about what happens next and what happens after 'what happens next.' Managing the emotional aspects of the sale and staying attuned to the prospect's needs facilitates their decision-making process.

Ultimately, TruMethods' outside sales process aims to get deals done, grow your company, and support your employees. Implementing these strategies and insights allows proper navigation of the sales process and achieving your desired outcomes.

## **REVIEW THE GROUND RULES**

Communicate what will occur during your time together and the meeting duration, and ensure it remains uninterrupted, setting a professional tone and demonstrating respect for the prospect's time.

## **DISCUSS THE OUTCOMES**

Understand the decision maker's expectations and clarify the conversation's desired outcomes, aligning both parties' expectations and ensuring the discussion focuses on achieving specific goals.

## **ESTABLISH THE NEXT STEP**

Determine what actions to take if there is interest from the prospect. Planning the next step allows for a smooth transition in the sales process and helps maintain momentum.

## **THINK OF SETTING THE STAGE AND WHAT HAPPENS AFTER WHAT HAPPENS NEXT (WHAWHN) AS BOOKENDS TO CONTROL THE SALES PROCESS**

By structuring the meeting and subsequent steps, you can guide the conversation and maintain control over the sales process.

## **CLARIFY THE PURPOSE OF THE MEETING**

Clearly define whether the objective is to sell the prospect or to present an alternative perspective on technology costs and results. This clarity helps set the right tone and approach for the discussion.

## **SET THE TONE AND EXPECTATIONS**

Take the opportunity to establish a positive and engaging atmosphere for the meeting. Setting the right style and managing expectations can create a conducive environment for effective communication and collaboration.

## **UNDERSTAND THE PROSPECT'S BUSINESS**

Invest time in comprehending the prospect's business, not just their technology. You show genuine interest and build a rapport based on a deeper understanding of their needs and challenges.

# PAIN, MONEY, DECISION

## **PAIN, MONEY, DECISION IS THE FOUNDATIONAL ELEMENT OF THE SALES PROCESS, REPRESENTING THE CORE STAGES YOU MUST ADDRESS.**

- » It serves as the heart of the sales process and is comparable to the three legs of a stool.
- » Many people struggle at this stage because it requires skill and understanding.

## **THESE STAGES ARE ESSENTIAL TOOLS USED TO SUPPORT THE REFRAMING PROCESS, HELPING PROSPECTS SEE THE VALUE AND BENEFITS OF YOUR OFFERING.**

- » By effectively addressing pain, money, and decision-making, you can guide prospects toward making favorable decisions.

## **FOCUS ON END-RESULT PAIN RATHER THAN TECHNICAL PAIN.**

- » End-result pain refers to how the pain affects the prospect's business, person, or team, emphasizing the impact on their desired outcomes.
- » The real pain is emotional, not just intellectual, and it is crucial to understand the prospect's perception of pain, as it differs from our own.

## **UNCOVERING END RESULT PAIN REQUIRES BELIEVING YOUR SERVICE WILL SIGNIFICANTLY IMPROVE THE PROSPECT'S RESULTS.**

- » It is essential to genuinely believe that your offering can bring about a dramatic positive change for the prospect, which motivates you to uncover their specific pain points.


# PAIN

## **DISTINGUISH BETWEEN TECHNICAL ASPECTS AND THE DESIRED END RESULT.**

- » Compare the prospect's current technology to your vision of what their technology could achieve.
- » Evaluate the difference in current results versus the desired end result to highlight the real pain experienced by the prospect.

## **MEASURE PAIN BY THE DISPARITY IN THE END RESULT, NOT THE DIFFERENCE IN TECHNOLOGY.**

- » This understanding is why integrating network evaluations into the sales process is effective, as it focuses on the outcome rather than the technical details.



To uncover pain during the outside sales process, dig deeper beyond the surface-level requests expressed by the customer. They may mention specific needs like a new server, better backup, improved AV, or increased on-site support, so do not focus solely on these pain points.

You can take a consultative approach by understanding that the customer's initial requests may not fully capture their underlying pain. Explore their business objectives, challenges, and desired outcomes to uncover the pain affecting their operations and results. Then, you can offer comprehensive solutions that address their underlying needs and provide maximum value.

# MONEY AND DECISION

## **WEIGHING THE VALUE OF RESULTS**

Consider whether your effects outweigh the potential risks and challenges of the change. From the customer's standpoint, they need to see a clear benefit that justifies increased costs.

## **ASSESSING THE CUSTOMER'S PERSPECTIVE**

You must know if the proposed changes align with customers' perceptions of their needs and goals. Understanding if they see value in switching providers, determines the outcome.

## **CUSTOMER-CENTRIC PERSPECTIVE**

You must emphasize the value the customer receives from resolving their pain points rather than focusing solely on your offerings. Helping customers attach tangible value to improved results strengthens their motivation to change.

## **ASKING INSTEAD OF TELLING**

Instead of dictating the benefits and costs, engage the customer in a conversation where you ask open-ended questions. It is an approach that encourages them to reflect on their value in resolving their pain and helps you understand their perspective better.

## **TRUST IN THE CUSTOMER'S BELIEFS**

Recognize that they believe 100% of what they say but may have reservations about what you communicate. Actively listening and understanding their concerns builds trust and addresses any of their doubts.

## **FOUNDATION FOR REFRAMING**

Pain, money, and decision form the foundation for the reframing process, enabling you to shift the customer's perspective and demonstrate the value of your services in solving their pain and delivering better outcomes.

# REFRAMING & SALES SEPARATION

*Reframing alters how prospects perceive the value of your IT services during the outside sales process. Leveraging the concepts of Pain, Money, and Decision shifts their perspective and help them view technology costs and results in a new light. Reframing entails highlighting the unique benefits and outcomes your services offered compared to other providers.*

Creating a true Sales Separation gives prospects a compelling reason to choose your services over competitors. This separation stems from delivering superior results, addressing their pain points more effectively, and providing value that aligns with their needs. Demonstrating how your services stand out for the right reasons builds a strong foundation for sales success.

To achieve Sales Separation, you must emphasize the distinct advantages and value propositions your IT services bring. Showcasing how your solutions address their pain points more comprehensively, deliver better outcomes, and align with their business goals, provides prospects with a compelling reason to rethink their perceptions. Sales Separation is about standing out as the provider who makes a difference in their technology operations and overall business success—reframing their value understanding positions you as the trusted partner who delivers superior results and drives their organization forward.





When reframing prospects and showing them the actual value of your services, keep this in mind:

### **CHALLENGE THEIR DEFINITION OF "FINE"**

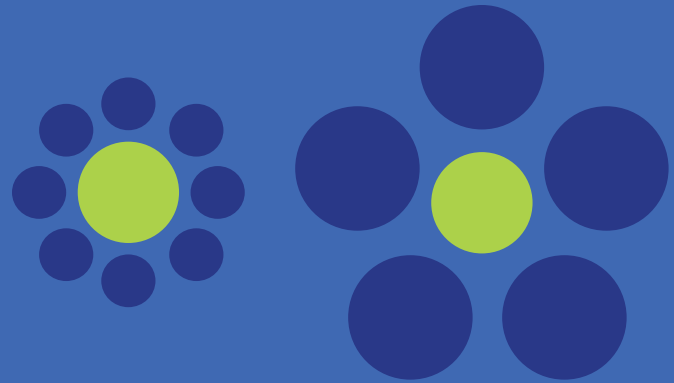
Encourage prospects to reconsider what it means for their IT operations to be "fine." Highlight the risks and limitations of their current setup, emphasizing the potential for improved efficiency, productivity, and security.

### **BROADEN THEIR VIEW OF IT SUPPORT COSTS**

Shift their perspective on IT support costs beyond the simple bill from their current vendor. Help them recognize the comprehensive impact, including potential losses from downtime, data breaches, inefficiencies, and missed opportunities, showcasing your services' long-term value and return on investment.

### **EXPOSE THE HIDDEN COSTS OF INACTION**

Reveal the overlooked expenses associated with maintaining the status quo. Uncover the potential for lost productivity, increased security risks, operational inefficiencies, and missed growth opportunities, emphasizing the benefits of investing in your services to mitigate these hidden costs and avoid potential pitfalls.



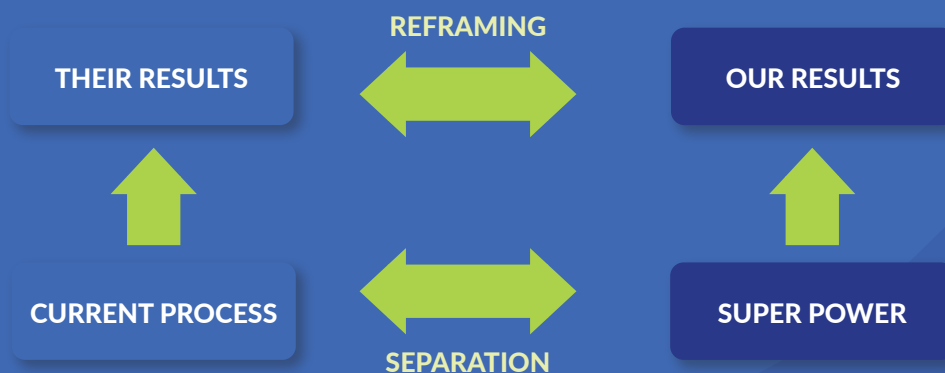
*Imagine a diagram with two circles that are the same size. However, the circle on the left appears larger because smaller blue dots surround it. In this analogy, the left circle represents your support offering and monthly fee. Positioning your offering at \$3000 per month (compared to the \$2500 the prospect currently pays) makes your green dot appear more prominent in their perception.*

Now, consider the other aspect of the diagram. You can eliminate price objections if you shift your focus to the higher costs within the prospect's business and demonstrate how your services positively impact those costs through the pain, money, decision, and reframing process.

Showcasing the value you bring and the potential impact on their overall expenses, you redirect their attention from the immediate price comparison and position your services as an investment that delivers significant benefits beyond the initial cost.



*Reframing involves asking questions to comprehensively understand your prospect's technology and how it directly affects their business. Before presenting your solutions, you must assume the customer's desired results and assign value to them, effectively conveying how your IT process helps them achieve those outcomes. While your customer's current and proposed IT processes deliver results, go beyond that—aim to create separation by demonstrating how your approach offers unique advantages and superior results compared to their existing setup.*

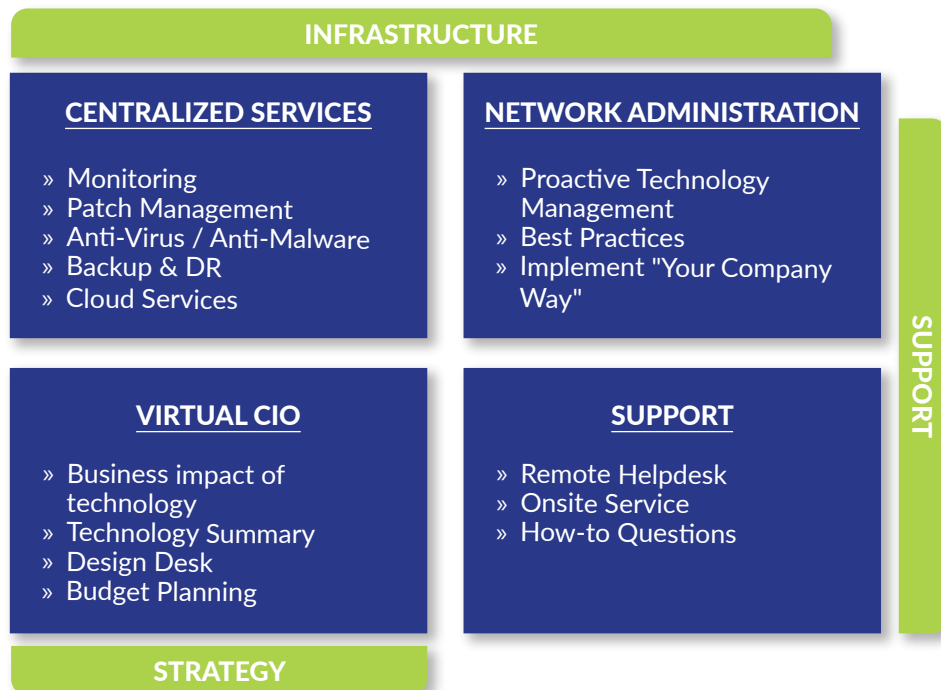


You must take another step and create a clear separation to differentiate yourself from competitors. It is not enough for the prospect to entertain the idea that things could be better with your services. You must explicitly explain why your process, Technology Success, is uniquely positioned to deliver those desired results. Failing to establish clear separation leaves

you vulnerable to competitors who may successfully reframe the prospect's perspective based on a lower proposed cost. Determine whether you are the distinctive orange amidst a barrel of apples. Once you identify your unique qualities, you effectively differentiate yourself from the rest of the competition and demonstrate the actual value of your service offering.

# UNLEASH YOUR COMPETITIVE EDGE WITH TECHNOLOGY SUCCESS

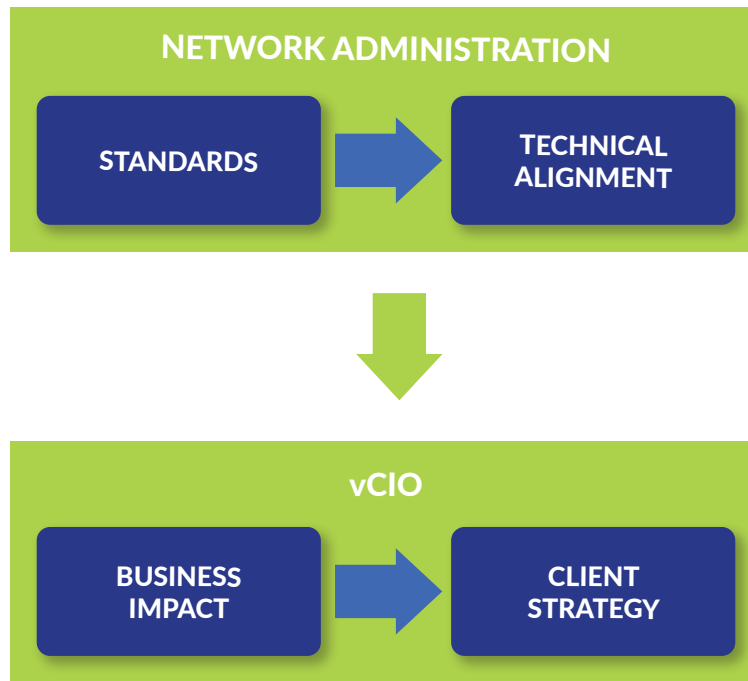
## WHAT YOU SAY



## WHAT THEY HEAR



When engaging with prospects, you effectively communicate the four blocks of your service and highlight its superior value compared to your competition. However, there is a challenge in reframing their perception, as they often see the information as a lengthy list of tasks included in your service offering rather than understanding the actual value it brings.



What sets you apart is your value stack. Implementing Technology Success through technology alignment and business impact moves you up the stack and differentiates you from traditional MSPs. You aim to attain world-class status and provide budgeting and strategy guidance, solidifying your position as a trusted advisor.

During your interactions with prospects, your goal is to demonstrate that you possess a unique process that propels you up the value stack. While your competitors focus on delivering low perceived value services like support, centralized services, and professional services, some may incorporate the vCIO role to create a semblance of perceived value, even if it merely amounts to being a virtual Captain Obvious—a "trusted advisor" who offers obvious recommendations without strategic insight.

You convey to your prospects that you have disrupted the conventional model by incorporating technology alignment and establishing an operational Technology Success process, offering a truly transformative approach to IT services.

## THE DOOR

"The Door" is a central component of the TruMethods sales process as it signifies the separation between the pre- and post-presentation stages. It marks the transition from discussing what you do and how you do it to showcasing your offerings to the prospect.

- » Once you open the door and enter the presentation phase, you cannot return, meaning you must prepare and commit to delivering a compelling presentation that aligns with the progress made thus far.
- » Before reaching the door, approximately 80% of the sale should already be complete, including thorough tests of the sale using factors like money, pain, and decision-making processes. Additionally, it would be best if you had successfully created separation from competitors and had these elements finalized before entering the presentation phase to ensure a smooth and effective sales process.

Remember, once you cross through the door and enter the presentation stage, you cannot backtrack. Therefore, be sure to lay a solid foundation by addressing key aspects of the sale before reaching this critical point.

## THE PRESENTATION

- » During the presentation, demonstrate how your Technology Success process delivers the desired results you and the prospect have already agreed upon. Emphasize your process's unique value and benefits and how it sets you apart from competitors.
- » Ensure that your presentation effectively reinforces the separation between your offerings and others in the market. Highlight how your Technology Success process addresses their pain points and delivers the agreed-upon results distinctly and effectively.
- » Verifying and reminding the prospect of the results they have already agreed to before the presentation is critical to this step. Reinforce the understanding that solving their pain points and achieving the desired outcomes are compelling reasons to consider changing.

The presentation stage is an opportunity to showcase the power and effectiveness of your Technology Success process. Aligning your presentation with those results and highlighting your unique value strengthens your position and increases the likelihood of success in the sales process.

# WHAT HAPPENS NEXT & WHAT HAPPENS AFTER 'WHAT HAPPENS NEXT?'

*The concept of "What happens next?" and "What happens after 'what happens next?'" stresses the future steps in the sales process. It prompts you to think beyond the immediate next step and anticipate the subsequent actions and results.*

Focusing on what comes after each milestone or decision ensures a proactive approach and maintains a clear direction toward achieving your sales objectives. It encourages you to effectively plan, communicate, and address the progression of the sales process.

- » What is the next step? Not only for you but for the prospect. Is it a signed agreement, or are there more steps involved? Determine the progression and control of the next step to gauge your effectiveness as a partner and salesperson.
- » Consider the next step before every meeting. Clearly define the meeting's goal and always discuss what happens next. After achieving the desired meeting outcome, ask what happens after 'What happens next?'
- » Discuss the delivery process, proposal generation, and onboarding when exploring what happens after what happens next. Sometimes, you may need to revisit the pain, money, decision steps.
- » Establishing a clear understanding of the next step and what follows maintains momentum and progresses the sales process.



## THE BALANCE

The concept of "The Balance" encompasses the entire sales process and emphasizes the importance of the emotional and logical aspects of the prospect's decision-making. The balance represents how the prospect feels about you and the possible results, and you must understand why they might say no based on their emotions or irrational thoughts. While it is natural to focus on the logical reasons for them to say yes, it is equally essential to pay attention to the emotional side of the balance.

Instead of solely focusing on the yes side, where prospects agree, prioritize understanding the no side. Prospects may speak positively but ultimately decide negatively. Being aware of this balance, which the prospect may not be conscious of, allows you to focus on the emotional aspects and separate their stated reasons from their true intentions.

Asking probing questions such as "Why?" helps you delve deeper into their feelings and reservations. For example, you can inquire about their perception of you as a vendor, what might hold them back, and any reservations they may have. Exploring the emotional side of the balance gives you valuable insight and improves your ability to address their concerns effectively.





# SUMMARY



## REFRAME EVERY PROSPECT

Take the opportunity to reframe the prospect's perspective based on their beliefs and demonstrate how your Technology Success process addresses their specific pain points and delivers the desired results.

## CREATE SALES SEPARATION

Stand out from your competition by showcasing the unique value and benefits your Technology Success process offers. Differentiate yourself by highlighting the distinct advantages and outcomes that set you apart.

## UTILIZE PRESENTATIONS FOR RESULT VERIFICATION

During presentations, focus on verifying the prospect's desired results and how your Technology Success process can deliver those outcomes effectively. Use this opportunity to reinforce the value and relevance of your offerings.

## HARNESS THE BALANCE AND CONTROL THE SALE

Understand and leverage the emotional and logical aspects of the prospect's decision-making process. Maintain control by considering the "what happens after 'what happens next'" and proactively guiding the prospect towards the desired next steps.

## GAIN A DEEP UNDERSTANDING OF THE PROSPECT'S BUSINESS

Prioritize understanding the prospect's unique business needs, challenges, and goals. Tailor your approach and solutions to their requirements, showcasing your expertise and ability to provide valuable insights.

## EDUCATE RATHER THAN SELL

Focus on educating the prospect about the benefits and value of your Technology Success process rather than adopting a traditional sales pitch. Position yourself as a trusted advisor who provides valuable knowledge and guidance.

## ASK INSTEAD OF TELLING

Instead of simply telling the prospect what they need, engage them in meaningful conversations by asking questions and encouraging them to articulate their pain points, goals, and desired outcomes. Using this approach, you encourage active participation and build rapport.



## **CONTINUOUSLY CHECK FOR SALES SEPARATION**

Regularly assess whether the prospect sees a noticeable difference between your offerings and other alternatives. Evaluate if your Technology Success process is effectively communicated and understood as the differentiating factor.

## **IMPLEMENT A TECHNOLOGY SUCCESS PROCESS**

If you have not already, establish a robust Technology Success process outlining your approach, methodologies, and strategies for delivering optimal client results.

## **SALES SEPARATION AS A MEASURE OF MATURITY**

Creating sales separation becomes an essential gauge of your growth and expertise in the sales process. The ability to effectively differentiate yourself and articulate the unique benefits of your Technology Success process signifies your progress and development.

