

# Why you need to align with your buyers





Inbound is all about providing an excellent experience to anyone who interacts with your company in any way.

Everyone who comes in contact with  
your company should come away from  
the experience feeling like they've been  
**helped and understood.**

Your salespeople have more skin in this game than anyone else at your company.

In many cases, they'll be the first human being that people meet from your company.

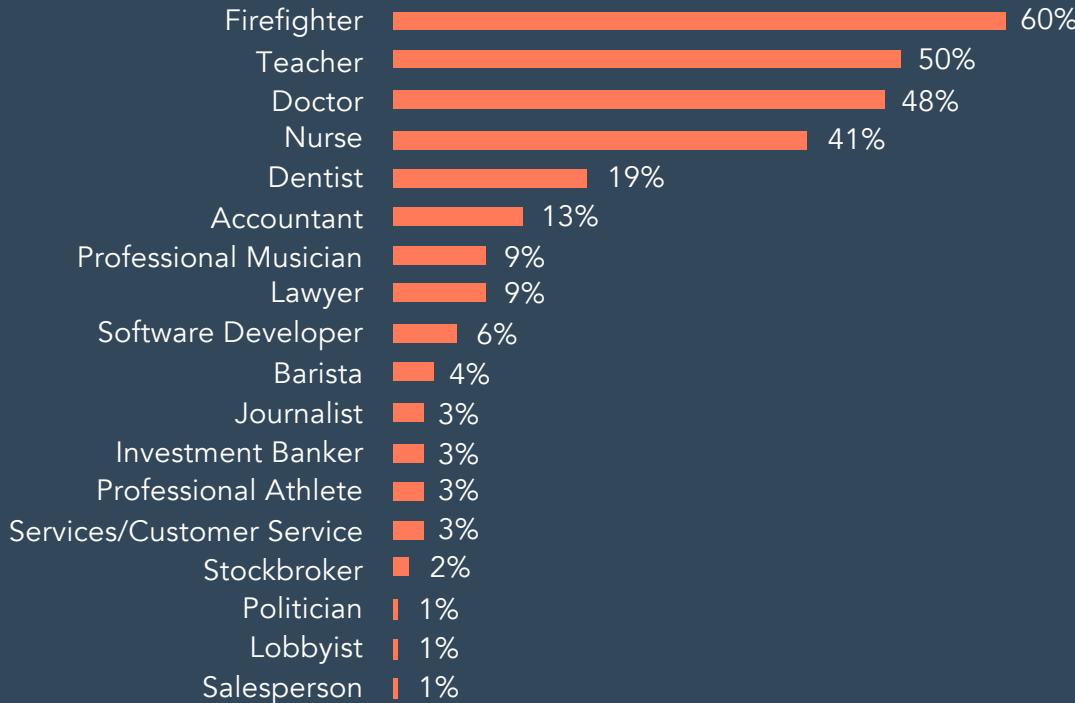


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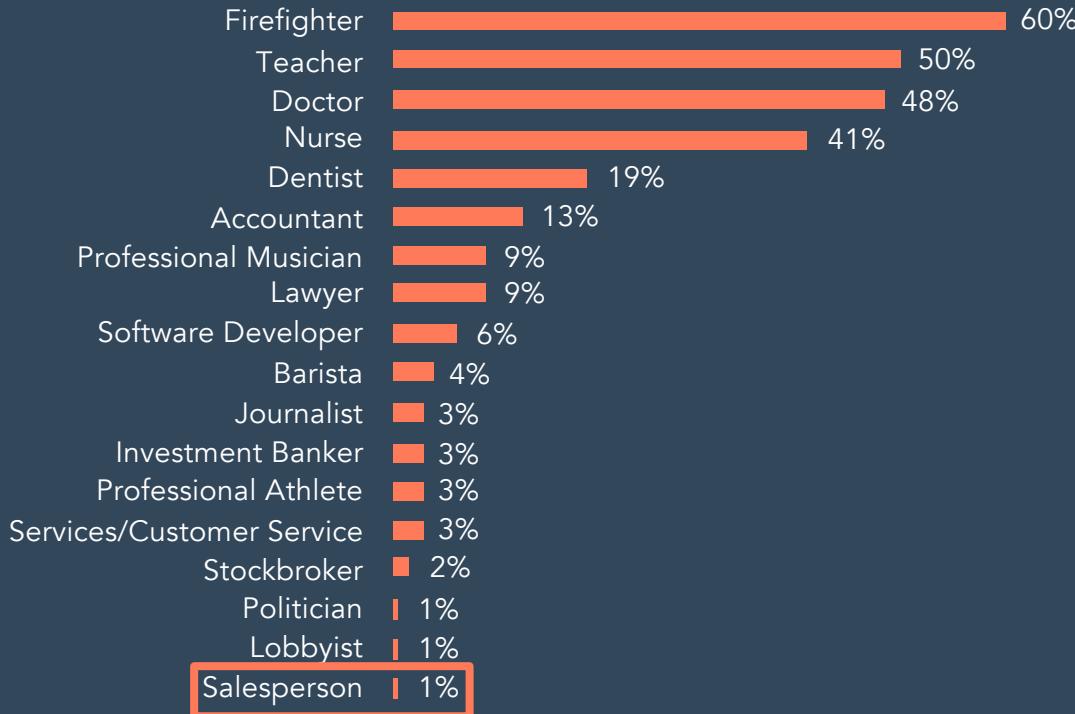


The experience they provide during their prospecting and sales efforts will set the tone for your prospects' entire relationship with your company, however long or short that may be.

# Trusted Professions in North America



# Trusted Professions in North America



Why doesn't anybody  
**trust** salespeople?



If you want to earn people's trust, you have to show that your goals are aligned with their goals and that you can help each other succeed.

## FRICTIONLESS SELLING FRAMEWORK

### ENABLE

your team to  
spend more  
time selling.



### ALIGN

your team  
with your  
target buyer.



### TRANSFORM

your team  
through a culture  
of learning.



You have to **understand** the way your customers buy your product or service.

# **Buyer's Journey**

The active research process someone goes through leading up to a purchase

# Typical sales process:

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1. Prospect
2. Demo
3. Close

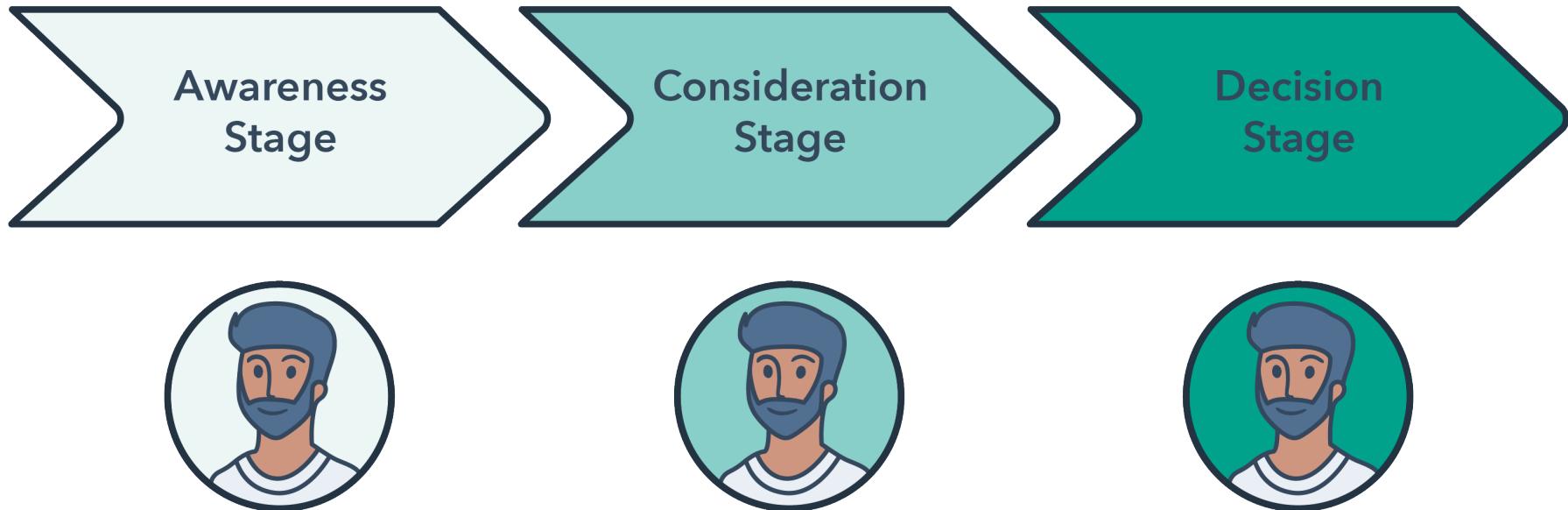


Buyers don't want to be prospected, demoed, or closed in your sales process.

They want to be educated, supported, and guided through their buying process.

Starting with the buyer's  
journey enables you to  
do just that.

# The Buyer's Journey

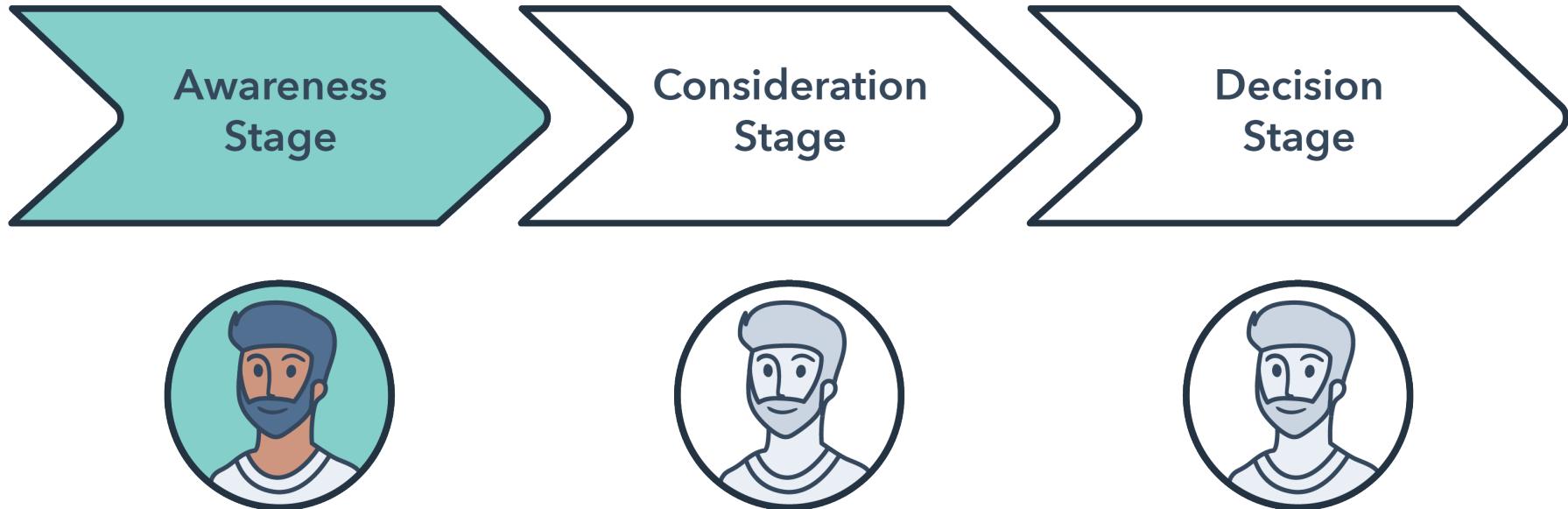




You may already have such an intimate understanding of your buyers that you can outline the stages of the buyer's journey with ease.

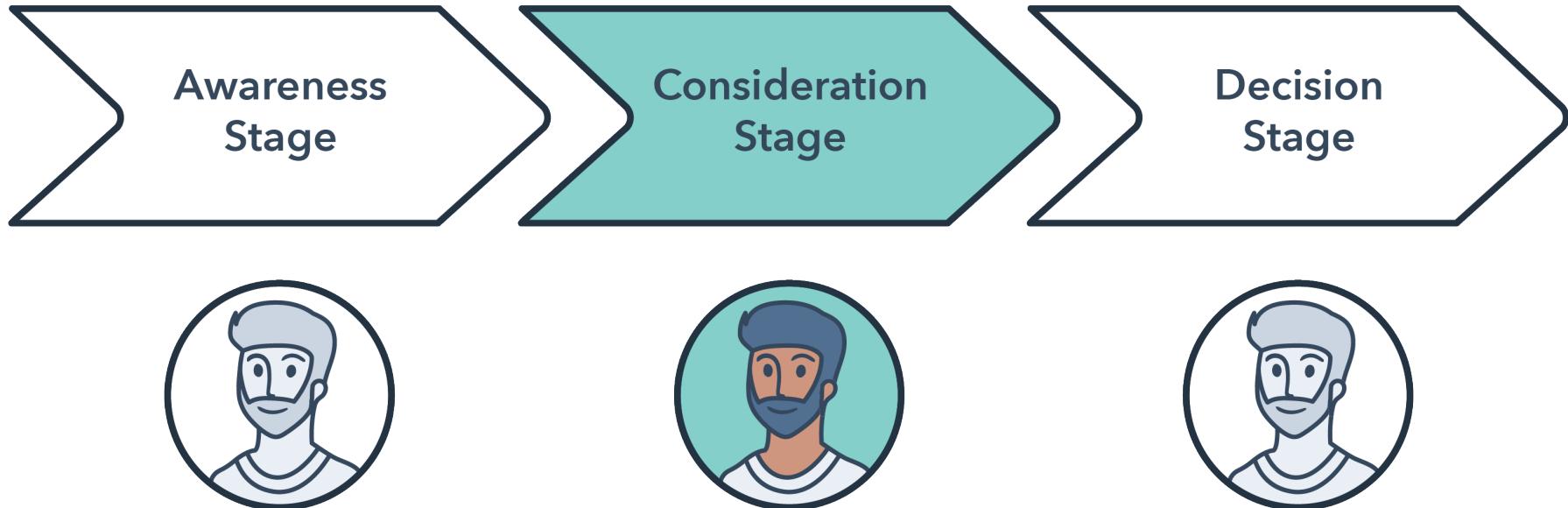
If not, talk to a few of your customers, prospects, and coworkers to get a sense of the buyer's journey for the people your company serves.

# The Buyer's Journey

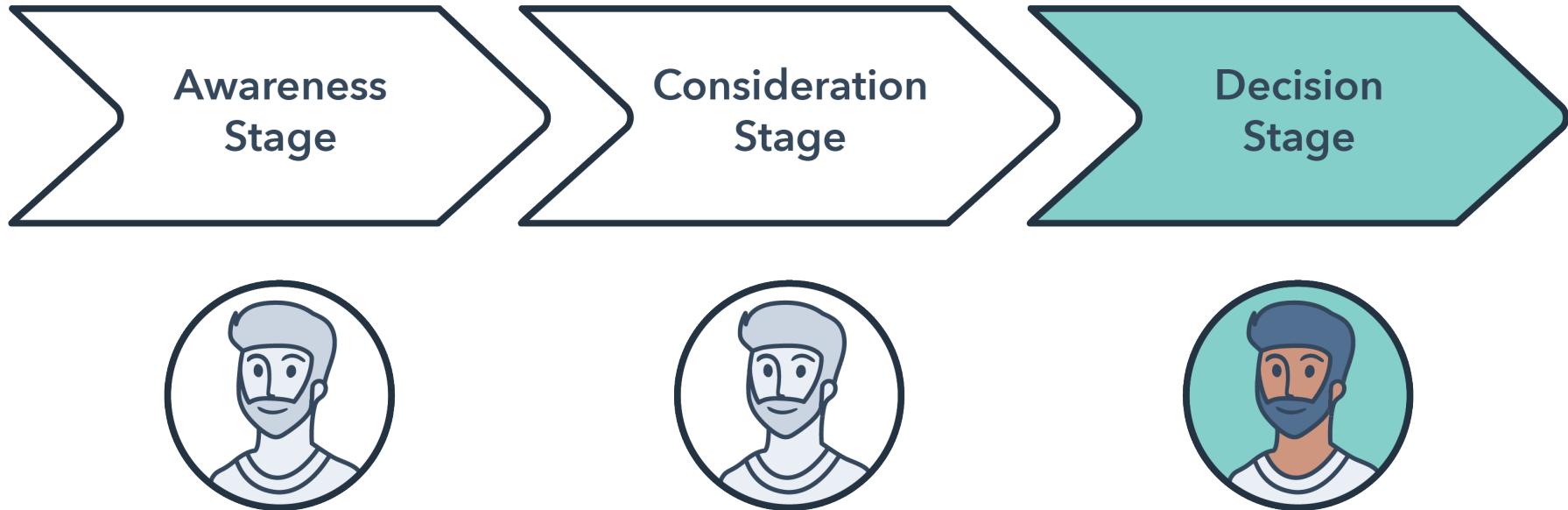


The thing the buyer is becoming aware of in this stage is their **problem**, not your solution.

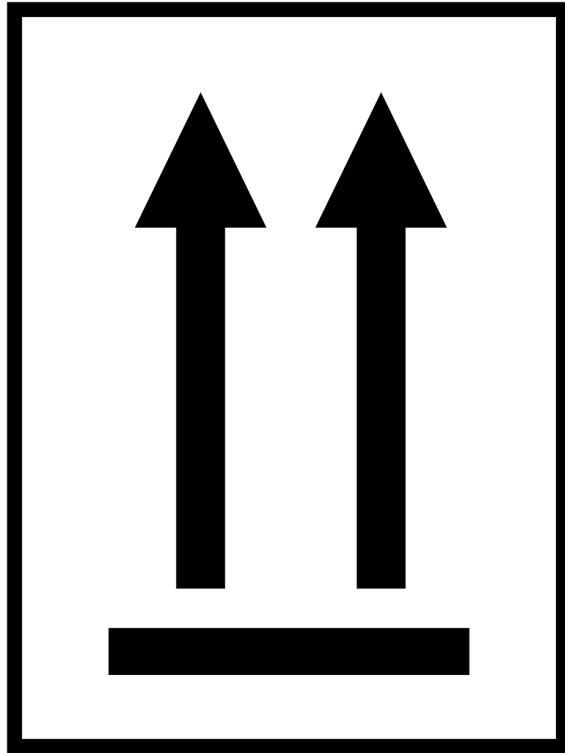
# The Buyer's Journey



# The Buyer's Journey



Try to connect with  
buyers **before** they enter  
the decision stage.



Once you understand the journey your buyers go through, you can build a sales process that aligns with their goals and helps them along, and that will earn you their trust.

# Aligning your team with your target buyer



# Major stages of a sales process:

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- Identifying a good-fit lead
- Connecting with them
- Exploring their needs
- Advising them on a path forward

STAGES OF A SALES PROCESS

# Identifying Good-fit Leads

- Reps need as much information as possible.

STAGES OF A SALES PROCESS

# Identifying Good-fit Leads

- Reps need as much information as possible.
- Reps needs clear ways to prioritize leads.



Your reps don't benefit from having a bunch of unqualified leads in their pipeline.

Your prospects don't benefit from being bombarded by messages and offers they aren't interested in.

STAGES OF A SALES PROCESS

# Identifying Good-fit Leads

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- Reps need clear ways to prioritize leads.
- In HubSpot CRM: Use the contact timeline to understand each lead's context and predictive lead scoring to prioritize.

## STAGES OF A SALES PROCESS

# Identifying Good-fit Leads

- Reps need as much information as possible.
- Reps need clear ways to prioritize leads.
- In HubSpot CRM: Use the contact timeline to understand each lead's context and predictive lead scoring to prioritize.
- In other CRMs: Make sure reps have the information they need to tailor every conversation they have to the person they're having it with.

STAGES OF A SALES PROCESS

## Connecting With Leads

- How do reps track their conversations?

STAGES OF A SALES PROCESS

## Connecting With Leads

- How do reps track their conversations?
- How do reps find the right person to talk to?



Processes have a way of slowing down over time, so you always need to be on the lookout for new friction to remove.

STAGES OF A SALES PROCESS

## Connecting With Leads

- How do reps track their conversations?
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- Experiment with live chat.

STAGES OF A SALES PROCESS

## Connecting With Leads

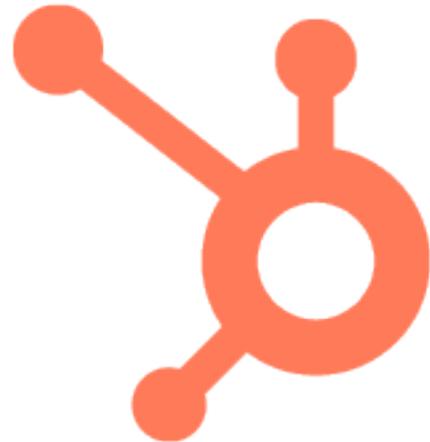
- How do reps track their conversations?
- How do reps find the right person to talk to?
- Leads need easy, on-demand access to their rep.
- Experiment with live chat.
- Use a calendaring tool to make it easier for leads to book time with their reps.

# HubSpot CRM

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If you're using HubSpot, your team has all these tools already, so make sure they're using them.

If you're using another system, make sure your reps have the tools they need to make it as easy as possible for them to explore their buyers' needs.



The second half of your  
sales strategy is **different**  
from the first half.



In the first half of the strategy, there are a lot of tools your reps can use when they're identifying good-fit leads and connecting with them.



But once a salesperson is talking to another human being, and it's time for them to explore that person's needs and advise them on a path forward, software isn't going to be nearly as helpful as **training**.



You need to teach your reps what they need to do to make it **easy** for interested prospects to decide to buy your product.

# HubSpot Academy

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If you're unsure how to teach your sales team how to do that, don't worry.

Have them take the **Inbound Sales Certification** course, which provides step-by-step instructions for turning sales calls into a great experience for both the seller and the buyer.



STAGES OF A SALES PROCESS

## Exploring Leads' Needs

- What qualification framework are you using?

# The Ever-Popular BANT Framework

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Budget

Authority

Need

Timeline

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Budget

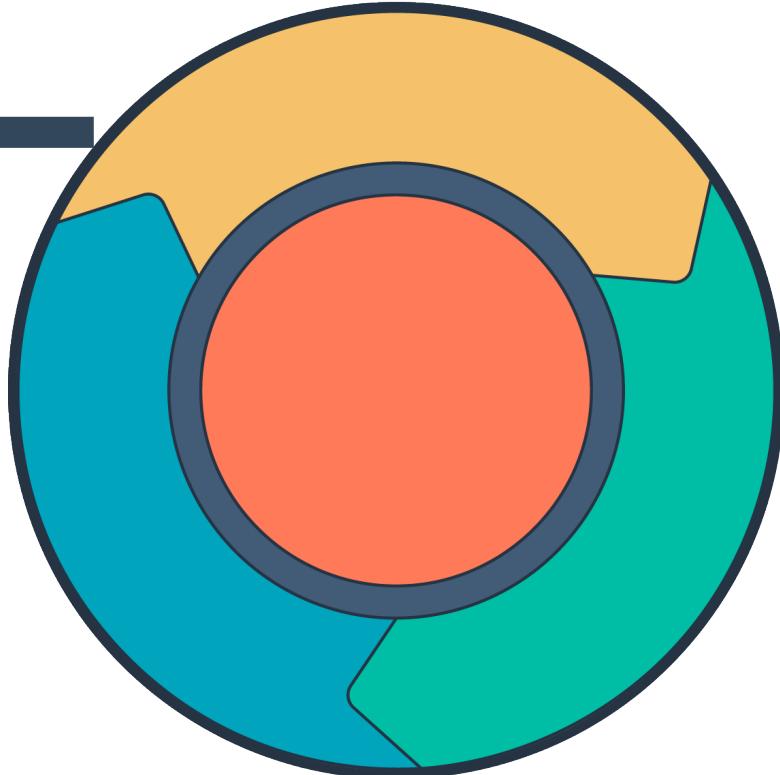
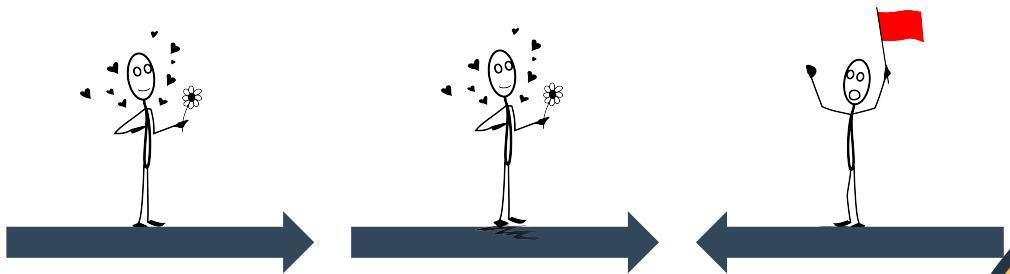
Authority

Need

Timeline



If you establish someone's budget and authority without knowing that they **actually need** what you're selling, it'll be tempting to force them to buy something they don't need.



They'll be dissatisfied and spread bad will, and no one in their network will want to do business with you in the future.

STAGES OF A SALES PROCESS

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- Reps provide an expert consultation.

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- Reps help buyers assess your product.



And it's important to note that the right conclusion will sometimes be **not** to buy from you.

#### STAGES OF A SALES PROCESS

## Exploring Leads' Needs

- What qualification framework are you using?
- Reps provide an expert consultation.
- Reps help buyers assess your product.
- Reps identify unqualified leads quickly so that they don't spend their time working with people who aren't going to buy.

STAGES OF A SALES PROCESS

## Advising Your Buyers

- Grand finale of the experience you provide to your prospective customers.

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- Buyers don't need general information at this point in the sales process.

More than likely, your buyers are **drowning** in a flood of information.

#### STAGES OF A SALES PROCESS

# Advising Your Buyers

- Grand finale of the experience you provide to your prospective customers.
- Reps prepare personalized presentations to explain why you're uniquely positioned to help the buyer achieve their goals.
- Buyers don't need general information at this point in the sales process.
- Reps serve as a translator between the broad messaging found in your company's content and the unique needs of their buyer.

# Typical sales presentation:

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1. Here's who we are.
2. Here's who we're working with.
3. Here are the things that you told me.
4. Here's how we're going to solve the problem.
5. Here's where you sign.

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**BACKWARDS**

Your presentation  
should be all about  
**providing value.**

# Effective sales presentation:

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2. Here's how most people in your situation think about making this change.

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5. Here's why this choice makes the most sense for you.

# Effective sales presentation:

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1. Here's what I heard you tell me.
2. Here's how most people in your situation think about making this change.
3. Here are the pros and cons to the different approaches you can take.
4. Here's the approach that will yield the best outcome for you.
5. Here's why this choice makes the most sense for you.
6. And here's how we can best support that.



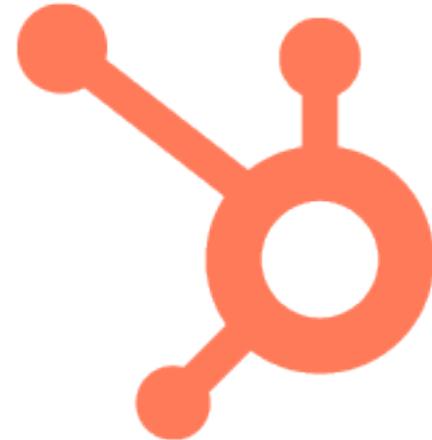
By personalizing every presentation to the buyers in the room, you'll ensure the information you're sharing will be relevant and engaging to the people you're speaking to.

## Sales Hub Professional and Enterprise

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After a person has agreed to buy from you, you'll be back to a place where the right tools can remove a lot of friction from the process by providing your prospects with digital quotes with electronic signatures and online payment processing.

If you're using HubSpot, you have access to all these tools already.



# How Usabilla aligns with their buyers

