

# Which Sales Methodology Works?



The innovative side of Finkr is the ability to bring a 360° view across strategy, product and technology.

So let's start with sales.

## What is a sales methodology?

A sales methodology constitutes a structured framework or guiding principles that direct sales reps in securing clients.

It translates objectives into tangible, step-by-step actions for your representatives to execute across every phase of the sales process.

## What about a sales model?

A sales model represents a company's unique strategy for selling, delineating the effective implementation of a sales methodology.

Unlike a sales process, a sales model typically pertains to a specific segment rather than the entirety of the sales cycle.

## Benefits?

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01 Understand target customers and their needs

04 Qualify leads and opportunities

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02 Find best practices to guide a sales team to success

05 Handle objections and close deals effectively

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03 Manage a sales process & pipeline

06 Leverage data to navigate change

# How do you deploy a sales methodology?

**01**

## Map your entire sales process

Sales stages process definition including team allocation at each stage.

Interview sales, marketing and demand generation teams to map the interactions.

**02**

## Comprehend the buyer's needs

Segment the buyer needs across three areas: technical, financial and personal.

Clarify your end in mind and be ready for yellow, red and green lights in your discovery.

**03**

## Tailor methodologies for each stage

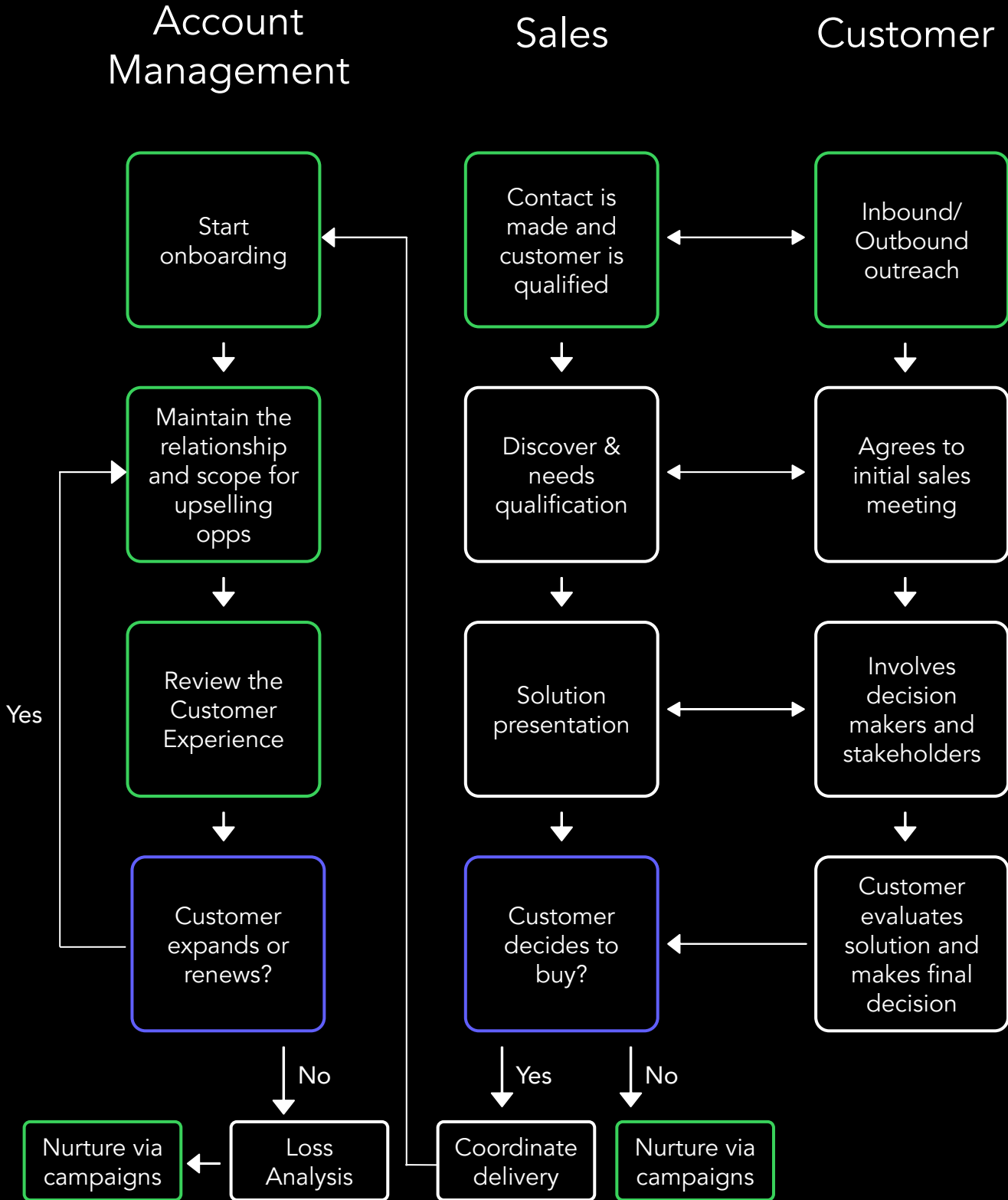
Deploy one or a mix of methodologies according to the sales stages and the team's involvement in the sales process.

**04**

## Create sales enablement materials and training

Document the new methodologies and instill them in the sales culture with training materials and regular training sessions with sales coaches.

Here's an idea of a sales process map.



# Sales methodologies that work.

## 01 MEDDIC

This framework is for complex and long enterprise sales. It is used to thoroughly understand customer needs, decision-making process and to identify internal sponsors.

**Metrics** pertain to the comprehensive understanding of the measurable aims and targets set by the customer.

The **economic buyer** involves the identification of the individual possessing both the authority and financial capacity to authorise purchasing decisions.

**Decision criteria** encompass the understanding of the precise demands and standards utilised by the customer to appraise potential solutions.

The **decision process** entails the full understanding of the sequential stages and involved stakeholders within the customer's decision-making procedure.

**Identifying pain** involves the exploration and comprehension of the challenges, issues, and distress points experienced by the customer.

A **champion** refers to the quest for an internal advocate within the customer's domain.

## 02 SPINN Selling

SPINN has been developed to deal with fast and short sales and aims to quickly understand the main problem and establish a strong foundation for a long-term relationship with the customer.

**Situation Questions.**

These assist in getting a better grasp of your prospect's current job or project-related circumstances.

**Problem Questions.**

Tailored to comprehend the challenges your prospect encounters and the genuine reasons motivating their resolution.

**Implication Questions.**

Aimed at prompting the prospect to contemplate the ramifications of inaction towards resolving these issues.

**Need-payoff Questions.**

Intended to encourage the prospect to envision how resolving the problem could positively transform their situation.

# Sales methodologies that work.

## 03 The Sandler

Traditionally, sales has centered on the notion that sellers pursue and persuade potential buyers. In contrast, the Sandler methodology emphasises equal investment from both parties, prioritising the establishment of mutual trust.

The approach diverges from the conventional salesperson role; instead, the representative assumes an advisory position and employs questions to unveil challenges within the qualification process.

The methodology focuses on the following three stages:

**Build and Sustain a Relationship.** This initial stage centers on fostering rapport, demonstrating a commitment to solving the prospect's issues, and steering the selling process.

**Qualify the Opportunity.** In this phase, the focus is on comprehending the alignment between the offered solution and the prospect's challenges, gauging their commitment (budget), and identifying key decision-makers.

**Close the Sale.** Activities in this stage transpire only if prospects successfully navigate the qualification process. Presentations are tailored to address the pain points surfaced in the preceding stages, aligning the solution with the identified needs.

## 04 SNAP Selling

SNAP Selling is all about understanding that buyers are often busy and don't have time for lengthy sales processes.

**Keep It Simple.** Make your proposal and process straightforward for customers.

**Be iNvaluable.** Ensure that customers rely on you.

**Always Align.** Connect everything back to your customers' goals, challenges, and needs.

**Raise Priorities.** Help them focus on what's most important.

These principles help salespeople effectively reach busy prospects, align what they're selling with the client's priorities, and make the buying process easy.

There are three critical decisions in a deal: allowing access, choosing to move away from the status quo, and changing resources.

# Sales methodologies that work.

## 05 The Challenger

This methodology encompasses an approach aimed at instructing the potential buyer, tailoring the sales process to suit their requirements, and assuming control of the conversation.

Sales reps would fall under different profiles under this approach.

**The Hard Worker.** Demonstrates persistence, exhibits a keen interest in personal development, and is inherently self-motivated.

**The Lone Wolf.** Operates based on their instincts, yields results independently, yet might pose challenges in terms of management.

**The Relationship Builder.** Adopts a consultative sales approach and prioritises the establishment of strong relationships with prospects.

**The Problem Solver.** Focused on details, remains responsive, and endeavours to resolve all encountered issues comprehensively.

**The Challenger.** Possesses a distinctive perspective of the world, derives enjoyment from challenging the viewpoints of their prospects, and exhibits a profound understanding of the business landscape.

## 06 Solution Selling

This framework highlights how a product or service can help clients with their challenges. Normally used for long sales cycles.

**Preparation.** Prior to initiating contact, a thorough analysis is required by looking into the potential challenges clients might face instead of just focusing on their business.

**Diagnosis.** In the first conversation, specific questions need to be addressed to understand the core issues and find operational gaps.

**Qualification.** The use of strategic questions is key to figure out if the client is interested in the solution and has the authority to make decisions.

**Education.** This stage involves sharing insights on how the product can benefit the client's business. Data and case studies should be used to explain how the solution can effectively address their main issues.

**Resolution.** A detailed presentation is provided by demonstrating how the solution aligns with and solves the issues identified earlier.

**Closure.** In the final step, any concerns or objections should be addressed, steering the conversation towards the overall benefits and guiding it towards a successful sale.



# Which methodology for which type of sales?

## 01 MEDDIC

It is uniquely suited to enterprise sales organisations. Enterprise sales usually require engagement with multiple stakeholders and often will require a complex solution to meet their needs.

## 02 SPINN Selling

This methodology is most effective when applied during the discovery and qualification stage of the sales process. It is ideal when selling high-value products in complex sales.

## 03 The Sandler

This sales model is highly focused on lead qualification. While other sales processes focus more on sales closing, this model makes sure the solution is the best fit for the prospect. The lead qualification starts with finding the pain point.

## 04 SNAP Selling

This method helps sales reps deal with buyers who are overwhelmed, difficult to connect with, distracted, and ultimately, will choose to maintain the status quo. Applied in software sales in financial services.

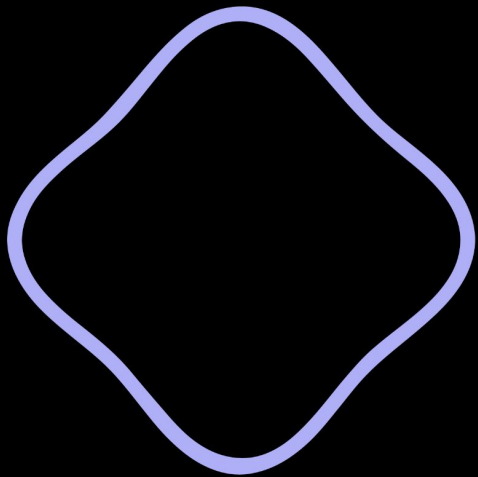
## 05 The Challenger

It's ideal when selling into a saturated market of competitive products where the buyer has the research but cannot make the decision. Works well when selling financial products.

## 06 Solution Selling

It's primarily used for when selling professional services where the sales reps can provide a solution and advice on the customer's pain points.

# Our Services.



## Strategy

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Go-to-Market Strategy  
Sales & Revenue Strategy  
Marketing Strategy  
PR & Comms Strategy  
Business Planning  
Change Management  
Fundraising Strategy

## Product

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Product Design  
Product Research  
Market Research  
Product Marketing  
Pricing & Positioning  
UI & UX Design

## Technology

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Digital Transformation  
Vendor Selection  
Implementation Strategy  
Customer Journey Design  
Operations Design  
Audit