

# Anatomy of a sale

It's important to remember when selling a software you are selling a solution. Your solution must solve their pain points and provide enough value and upside that makes them comfortable partnering with you.

In order to do this you will need to uncover their pain point(s) (Opening) show them how your solution will solve that problem for them (Pitch), get their buy in that they agree it will eliminate their pain (Pitch), and go for the close (Close).

In these slides we will go over these 3 stages of the sale anatomy.

# Opening

Every good prospect is having an issue or pain point and if you can provide them with the solution to that problem you will win the sale. It would be great if the prospect would come right out and say “My problem is...” but they won’t. You will have to uncover that pain point by asking questions.

Use your reputation scorecard here, talk them about what you’re seeing and they may very well give you cues to what their pain point is.

This is the first opportunity to build trust and rapport so that you can position yourself as the expert and problem solver during the pitch.

You need to ensure they know you are all in on what it means to them. It’s not about you, it’s about them in the opening.

# Opening

Ask you prospect open ended questions that get them thinking and talking about their companies reviews. Naturally with good conversation they will tell you 1-5 things that are pain points for them. Make sure you validate these concerns with “okay”, “yeah that makes sense”, “Oh that sounds terrible” so they know you listening and taking an interest in their problems. Write these pain points down, we will need them later.

## Examples:

- “Tell me a bit about how your customers feel about your business.”
- “Looking at your reputation scorecard I see you have 8 reviews and a 4.0 rating. How are those reviews being acquired?”
- “How are you currently managing your reviews for so many locations?”
- “On your scorecard we see some negative reviews, and that is okay, most good businesses do. Tell me a little about why you typically get negative reviews?”
- “I did some searching and saw you are doing some paid ads, don’t worry I didn’t click. Talk to me about your paid ad spend, do you find it converting well?”

# Opening

Now we are going to restate the pain points to them. This will assure them that they were being heard and you understand where they are struggling. Also, in the event that you misheard them it helps you understand that pain point better.

## Examples:

- “Just to ensure I understand, you’re difficulties managing all the reviews from your 13 locations? Yes that can be very difficult, but that is exactly what we do”
- “Just to ensure I understand, all your clients love you, but never take the time to review you?”
- “Just to ensure I understand, your staff are told to ask every customer for a review but rarely do?”
- “I want to ensure I understand what you said, your negative reviews are old reviews that don’t accurately show what you are doing now for you customers?”

Do not move one until they give you confirmation that you do indeed fully understand their pain points.

# PITCH

In the simplest terms you Generate, Manage and Market reviews for your clients. If you are going to be the right fit for the prospect the opening questions and confirmation will typically put them into 1, 2 or all 3 of these areas. It's important that in the first 2 minutes of the "pitch" you get to what will solve their pain point(s) the quickest.

If it's review generation talk to them about the request mode you think they would perform best in.

If it's negative reviews, show them how your platform is on the lookout for all reviews and will notify them of every review automatically all while requesting reviews from happy clients. *Most resellers also offer review responses as a service. Take it off their hands completely.*

If it's poor ad spend, show them how your review AUTO TAGGING & TAG WIDGET can automatically pull keyword rich reviews to their landing pages to help put their reputation front and center for their leads.

# PITCH

After you review that feature fully we want to take a temperature check.

“So based on what we covered earlier, you said you needed (what they said), would you say what we just went over matches what you were looking for”

*If yes, “Okay perfect we also (Generate, Manage or Market) reviews did you want to see those aspects or would you like me to get this set-up for you now?” ← This is a trial close, they maybe ready now and then it’s time to go for the close. If they say “I’d like to see those other parts too” Now you are adding a little more value to your platform but be very brief here.*

*If no, “Okay let me ask you this, what would be your dream state? What is this missing?” What your listening for here is if their explanation of this “dream state” pushing you to a feature that is actually in the product.*

“Oh okay so getting a list of customers names and emails together is a big lift? Okay well we have some automations that could help with that (Integrations), or we can give your clients a phone number to text (TextBack) and send them the review request automatically”

# CLOSE

If your trial close got them across the line now it's time to explain your sign-up process. Whatever your sign-up process is it needs to come off as very easy for them. You don't want to lose a sale because you have to fax over a stack of paperwork. Quick, simple and to the point.

Sometimes you will also need to ask for the sale. If you have done a good job uncovering their pain point, showing them the solution for that pain point, and validating that solution with them, then it's time to ask for the sale.

“So is that something I can get setup for you?”

If they say “Send me an email / let me think about it” chances are they are just a little unsure about parting with their money.

“Okay no problem, earlier you told me (what they told you earlier) and I showed you the (feature) that will solve that for you. Can I ask, is it the price? If you agree we can help you I can see if my manager can approve a discount for you”

Have something ready to sweeten the deal for them. Don't discount the lifetime of your service but if 50% off the first month or two will get it done then be ready to do that for them.