



THE
NUVEPRO
TIMES
SALES EDITION

Temperature

32 °C°F

WORD OF THE MONTH

Eunoia:

Beautiful thinking; a well-mind or beautiful thought

The leader's eunoia was contagious, inspiring the team to approach obstacles with resilience and a positive outlook.

THOUGHT OF THE MONTH



The ultimate measure of a person is not where they stand in moments of comfort and convenience, but where they stand at times of challenge and controversy. It's during these times that your character shines, your resilience emerges, and your true self is revealed.



- Martin Luther King Jr.



Closing an Enterprise Sales Deal >>

Some Pointers based on real experiences.

- **Get in the Door Approach :**

Before planning the first enterprise sales deal, we need to get a seat at the table of the suspect. Hence spending time on background research is a critical component of this process in terms of who is your ideal customer/buyer, his persona, title, roles and responsibilities.

Example > What is their role and its corresponding responsibilities? What can you gather about their world-view and priorities based on their digital presence on let's say LinkedIn, their past employment history reference to a similar company that can be an ideal ICP for our offering? Research >>>>Build your lead list in detail.

Warm referrals are always the best options - find a mutual connection internally in the prospect company and make it a very low lift for that person to make the introduction; pre-draft the email that you want your connection to send. Relationship here is the key for these internal intros.

Always do your homework on the target contact and don't feel afraid to write highly personal notes once you're connected + also use Whatsapp or platforms like LinkedIn to connect. Cite articles they have posted or authored and celebrate milestones they have achieved. Make yourself stand out through thoughtful outreach to have a mindshare of the prospect.

- **Prioritize In-Person Meetings as much as possible for Enterprise Personas.**

First Impressions are the last impressions with the C Suite So **make it count!** Get the key stake holders IN for all meetings, whether remote or in-person meeting. If you aren't in town, get there. Book a last-minute trip, take the *red eye*, do whatever you can to meet face-to-face.

Now coming to the advantages of when you're in the face or in-person? – You get walked around the office, introduced to the team; you learn the nuances of your prospect's company and culture – a heightened level of discovery that can't quite be achieved via email or phone or a LinkedIn message. Even more importantly, you get the chance to connect on a human level – for a true sales guy, this not only accelerates the process of building trust, but it also makes the job a whole lot more fun and exploratory.

- **Seek First to Understand**

Understand the context of the customer, and spend time understanding your prospect's pain points and key priorities. What are they focused on achieving this year? What could stand in their way of achieving that? How motivated are they to alleviate it? Why have they not solved this yet?

You'll notice a pattern in those questions: They must all be answered in detail and in paragraph form rather than one-word answers. As long as we keep these open-ended it will help to understand the buyer's priorities and allow you to uncover their priorities and challenges.

Also, why do they want to solve the problem now and what's the impact of not doing anything? Is there a milestone they are trying to achieve? Are there particular people who are motivated to solve this? – Hierarchy et al.

- **Get Multi-threaded (>>> Use the lower rung to get insights into the top rung functioning and seek information.)**

Once you've met with a key influencer or even a decision-maker for the deal, don't stop there!

A thorough discovery process uncovers insights beyond one single employee's vantage point, and the best deals are created when we establish a hunting ground across an entire department or company and multiple personas. Ask for introductions to other relevant members of the team by a questionnaire suggesting short user interviews.

Conduct these interviews pitch-free, focused on uncovering the common pain points across stakeholders that your product could relieve. It could be a casual chat on LinkedIn or a call or even a no-consequence meeting agenda. When circling back with the decision-maker, you should be able to reinforce the value of your product through the words expressed by his or her own employees and complete that Circle of Discovery.

- **Ask For It (Next Steps/Consultation/Demo etc)**

Once you've identified a pain point and confirmed that you have a solution that can help, create a joint plan to put this solution into action. This means working backwards from key milestones, identifying a POC for implementation, and confirming the final decision-makers and decision-making process.

We need to be extremely process-oriented and methodical in this stage of the process, working through a checklist in tandem with the buyer to make sure that the project stays on plan with the POC in the proof of concept /testing phase. Trust the value of your product and do not sell yourself short! If challenged, we can always circle back to the urgency and consequences that you uncovered during earlier conversations.

After the close, make sure that you groom every customer into a future customer success story aka references...these are Gold!! For inroads and expansion into the same vertical or in a separate Geo! Put the same amount of effort into onboarding as you did into selling, and the referrals will come naturally. These become our trusted champions in the industry and will vouch for us anyday!

In the end, its just one concept >> We solve for the customer. We all represent a company that is built to fill a much-needed gap in the market >> We have stacked our offering to feature solve this need and this is the key to guide us as we navigate to the first enterprise deal.

Another thing which works is seek out buyers who have already acknowledged a problem that you can help address; used our product/platform and have moved to a new org. spend time to understand their unique needs and aspirations in their new company and seek their advice to champion the same in their new firm.

And, most importantly, lets all stay human throughout your conversations which will help us forge a relationship that is built to last. Enterprise sales, is typically a different beast involving large organizations, long sales cycles, multiple decision-makers, and higher levels of risk to mitigate and win with >> (Meeting > Demo > Technicals > Commercials > Empanelment > Closure > Retention.

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Strategic Need:

Identifying the Importance of Customer Relationship Management (CRM)

CRM Customer Relationship Management

Abstract: The importance of Customer Relationship Management (CRM) in the dynamic and competitive environment of modern business cannot be overemphasized.

In this newsletter, we explore the manifold importance of CRM and explains its role in developing customer-centric strategies, fostering loyalty, and driving sustainable business success.

We look at the main benefits of CRM, its impact on organizational efficiency, and why implementing his CRM is strategically essential for companies of all sizes.

Introduction:

Customer Relationship Management (CRM) is more than just a technology solution; it represents a paradigm shift in how businesses approach customer interactions. By leveraging CRM, organizations can transform customer data into actionable insights, fostering meaningful connections and driving business growth.

Understanding Customer Needs:

One of the core functions of CRM is to provide a company with a comprehensive overview of its customers. By aggregating and analyzing customer data, businesses can gain valuable insights into preferences, behaviors, and trends, allowing them to adapt products and services to changing needs.

Building Lasting Relationships:

CRM makes it easy to build long-term, meaningful relationships with your customers. Through personalized interactions and targeted communications, businesses can build trust and loyalty. Satisfied customers not only buy more often, they also become brand advocates.

Improved operational efficiency:

CRM streamlines internal processes, leading to increased efficiency and collaboration within an organization. By centralizing customer information, teams can collaborate and collaborate to ensure a seamless customer experience across departments and touchpoints.

Data-Driven Decision Making:

In the data-driven era, CRM enables businesses to make informed decisions. Real-time analytics and reporting tools allow businesses to measure the success of marketing campaigns, track sales performance, and adjust strategies based on actionable insights.

Customer Retention and Acquisition:

CRM is a powerful tool for both customer retention and acquisition. By identifying and maintaining existing customer relationships, companies can maximize customer lifetime value. At the same time, CRM helps you respond to and acquire new customers through effective lead management and a personalized approach.

Adaptability in Dynamic Markets:

As markets evolve, companies must adapt quickly to remain competitive. CRM provides the agility needed to respond to changing customer expectations and market trends. Companies that use CRM are better able to overcome uncertainty and take advantage of new opportunities.

Conclusion:

In summary, the importance of customer relationship management goes far beyond managing customer data. This is a strategic imperative for companies that want to succeed in today's customer-centric environment. From understanding customer needs to increasing operational efficiency to increasing loyalty, CRM is a catalyst for sustained success and growth. As business continues to evolve, companies that prioritize CRM implementation will undoubtedly be at the forefront of innovation, customer satisfaction, and long-term profitability.

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Maximizing Sales Success

through Strategic Call Planning

Call Planning: -

In essence, call planning is a proactive approach that optimizes sales conversations, making them more meaningful, relevant, and impactful. It enables sales professionals to engage prospects in a more informed and strategic manner, increasing the likelihood of successful outcomes and long-term relationships with clients.

Here's a step-by-step guide:

Research and Understand the Prospect:

Gather information about the prospect company, their industry, challenges, and pain points.

Research the specific individual you'll be contacting – understand their role, responsibilities, and how your solution could benefit them.

Improved Preparation:

Call planning allows sales professionals to thoroughly research prospects, their needs, pain points, and current technology infrastructure. This preparation ensures that sales reps enter the conversation well-informed and ready to address specific challenges or interests of the prospect.

Enhanced Relevance and Personalization:

Understanding the prospect's business and industry enables sales reps to tailor their message and solutions directly to the prospect's needs. Personalized approaches tend to resonate better with potential clients and increase the chances of a positive response.

Set Clear Objectives:

Define the purpose of your call. Is it to introduce your solution, address a specific pain point, or schedule a demo?

Establish clear, realistic goals for the call – whether it's to gather information, qualify the lead, or move them further down the sales funnel.

Craft a Compelling Pitch:

Tailor your message to resonate with the prospect's needs and challenges. Highlight the unique value proposition of your IT solution and how it addresses their pain points or improves their operations.

Prepare Questions and Talking Points:

Develop a list of open-ended questions to engage the prospect and uncover their specific needs.

Prepare talking points to guide the conversation and ensure you cover essential aspects of your solution.

Anticipate Objections and Responses:

Anticipate potential objections the prospect might raise and prepare persuasive responses. Focus on addressing concerns while highlighting the benefits and value of your solution.

Schedule the Call Appropriately:

Choose a suitable time for the call, considering the prospect's availability and the best times for successful connections. Confirm the appointment via email or calendar invites to ensure both parties are prepared.

Have Necessary Materials Ready:

Ensure you have access to relevant materials like presentations, case studies, or demos that might be helpful during the call. Have your CRM system or notes handy to reference previous interactions or notes about the prospect.

Practice and Rehearse:

Rehearse your pitch and responses to potential questions or objections to build confidence and clarity. Practice active listening to ensure a smooth flow of conversation during the call.

Increased Confidence:

When sales representatives are well-prepared, armed with knowledge, and have a clear plan of action, it boosts their confidence during sales calls. This confidence translates into better communication, clarity in presenting solutions, and effective handling of objections.

Efficient Use of Time:

Planning calls in advance helps sales professionals stay focused and make the most out of every conversation. With a clear agenda and objectives, there is less room for irrelevant discussions, making each call more purposeful and productive.

Better Handling of Objections:

Anticipating potential objections and having planned responses in advance equips sales reps to address concerns more effectively. This preparedness allows them to pivot the conversation back to the value proposition and benefits of the IT solution.

Facilitates Follow-Up and Next Steps:

Effective call planning includes setting clear action items and follow-up steps. Plan your follow-up strategy in case the call results in action items or further steps.

Take notes during the call to document key points and action steps for follow-up. This ensures that after the call, there's a structured plan for continued engagement, nurturing the relationship and moving the sales process forward.

Post-Call Evaluation:

After the call, evaluate what went well and areas for improvement. Update your CRM with any new information gathered during the call and plan the next steps in your sales process.

Remember, flexibility is key in sales. While planning is essential, being adaptable during the call to address the prospect's specific needs or changes in conversation is equally important for successful IT sales. Call planning in IT sales offers several significant benefits that contribute to the overall success of sales efforts:

Higher Conversion Rates:

Well-planned calls tend to yield higher conversion rates. Tailoring the message to align with the prospect's needs and pain points increases the likelihood of generating interest and moving prospects further down the sales funnel.

Establishing Credibility and Trust:

When sales reps demonstrate a clear understanding of the prospect's business and challenges, it helps build credibility. This understanding showcases a genuine interest in helping the prospect and lays the groundwork for trust in the relationship.

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NUTS AND BOLTS OF SELLING



According to an ordinary man, Sales is just the exchange of service/ goods for money. Be in the shoes of a salesperson, it is everything for him and everything is related to sales for him. Right from the marketing platform that generates leads to the after-sales customer service is SALES.

But exactly what makes the word SALES fulfilled is the action of making someone buy your product/ service. Now, let's talk about how we persuade someone to decide to buy. Marketing just introduces your product or sometimes creates an interest in the minds of people to buy, but not sell it. Then what is the answer? QUESTION

The questions you ask point out someone must lead them to a conclusion to decide positively. The great philosopher Socrates said this 3000 years ago – “ if you make a statement to which your prospect will readily agree, then ask a series of questions based on that agreement, and then ask a concluding question based on those agreements”. He says that we will get the desired response.

So, do not think that Sales is just saying something about a product/ explaining more about the feature. A big NO. It is all about ASKING. It is not only asking questions to your prospects but all to yourselves.

Beforehand, it would be best if you learned the art of emphasizing more on the intangible features to close the sales. We always talk more about the reasons for buying something, but we must also talk about the excuses for buying.

Please understand that the product is not intangible here but the reasons that make someone excused for buying. Talk about integrity, assurance, future, value, confidence etc., and talk more about the intangible advantages that he gets out of the purchase – fulfilment, happiness, peace, joy, no stress etc.,

The other way around is that every salesperson will face numerous questions from the buyers which is obvious. Here, the salesperson should understand the difference between the questions and objections. Parade your strengths and remove the barriers one by one. The questions can be answered if you have enough product knowledge but how about the objections?

It's simple: firstly, rephrase and soften the objection as an acknowledgement. This shows them that you were actively listening, and you are trying to rephrase the objection to make it lighter. But never confront it; we are in the business of answering now and not objecting to the objection.

If logic doesn't help, then end it emotionally. Secondly, when answering any of the objections, try to anticipate the related objections and answer them proactively. The last important point is that do not try to see when you are handling objections; you must only try to move them closer to the decision. Please ensure you maintain a comfortable relationship during the entire conversation.



Sales isn't just a transactional journey; it's a symphony of understanding, guiding, and nurturing relationships—a holistic venture built on trust, understanding, and mutual value. It's about fostering connections that extend beyond transactions, creating a lasting impact.

Ultimately, sales isn't confined to conventional boundaries—it's about cultivating an environment where answering clients' needs and managing challenging situations are just as integral as generating leads or closing deals. It's about nurturing relationships that evolve beyond transactions and contribute to lasting partnerships.

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Objection Handling:

Value vs. Pricing"Can selling value and asking the right questions overcome this objection?"

As the quote goes "An objection is not a rejection; it is simply a request for more Information."

There is no sale without a pricing objection, because when monetary angle comes to the purchase, every buyer wants to win the deal with negotiation, even if the value of the product or service is meeting the needs of the buyer.

Most sales guys tremble and lose the deal.

It is all the sales guys magic spell that can help in winning the deal, and it is only possible if you have created enough value to the solution that made the change in client decision.

We have been going through a lot of content and reading from many blogs about how to handle the pricing objection, and you would have encountered many in your sales experience.

But let's know this fact, which all sales guys must keep in mind. "Pricing is a myth." If you offer a \$100 product, prospects will complain about the price. You offer \$99, but they still have a problem.

You offer a straight \$50 deal; he still needs some more price negotiation. This is never-ending, and prospects are still not convinced.

Did any prospects in your entire sales career accept that the prices you offered are very affordable?

I hope you get where I am coming from. The answer is that your preparation and taking control of the whole journey will put you in a better position to navigate smoothly with the objection raised.

Value-driven analysis:

Have you done enough need analysis to know if the interested prospects who are trying to evaluate your product solution are price-conscious or looking at value-driven decision-making?

Did we discuss it? How important is it to buy the product, and how soon? Are you replacing something already available, or do you need this now? If you take the solution, what is it solving in the organization, who is benefiting, how much revenue will the company make if this is ready, and what deals in the business add value?

What is your existing practice? What are the flaws and pain areas? Are they evaluating your competitors?

Is any budget or Price kept in Mind? Be careful when you are making this statement and keep this optional and out when required.

This exhaustive probing question should give you the idea, if the prospect you are talking to is a right decision maker or not, how serious are they, and if this deal is going to be price sensitive.

Foremost, now it is the time to take the tour of some of your happy customers, testimonials, or some videos that you can show.

Then comes Your feature and benefits, align your benefits to all the questions you have asked in your discovery.

Ex: Our AI allows you to have an eagle view of all in-house operations, even for multiple operations, and delegate various tasks to your operations leads and executives to validate your client tickets and resolve them within the agreed TAT.

This will solve your real-time client query ques, and eliminate human error from what you have been currently solving manually.

Your X% rate of escalations can be reduced from minimal to 0, and you need to get this tool implemented to address the pending escalations immediately.

Emphasize strongly in the mind of the prospect the bigger picture of how much you are solving the issue.

Create a brief proposal. I always ask my team to prepare a well-documented proposal. Every suite of services should be clear to the prospect, and pricing and scope should be added as per what you think is right for the customer's current needs.

Either package it or separate out each offering; this will help in your negotiation and price point discussions later.

Ex: I created a proposal for a prospect. The prospect was looking for a data centre for migrating all his workloads and client data. I proposed pricing for workloads separately and client data separately. Explain that you want to safeguard the sensitive data of their clients, and keeping it separate from internal workloads always helps.

I shared other allied services offering pricing separately, for instance, line-item-wise pricing. management fees, annual maintenance, dedicated customer service, and multiple or sub-data centers as well.

I had a lot to play when the action of objection began.

Acknowledgment and Action:

The most common questions asked by your prospects. Your prices are too high.

You are too expensive.

Remember this always: How does a prospect know you are expensive unless he or she is comparing you with the competitor?

Do not be defensive; acknowledge and showcase by differentiating that the best products always have a value and a cost.

Clear them up with your position in the industry and showcase some strong figures, which can be a big plus in this conversation.

You are too expensive. What makes the product or solution expensive? Perhaps raise the question in their minds. There are two possibilities: The prospect has never brought a product

before and has no idea how it works. They have purchased similar products in the past, or a salesperson like you from your competition would have given them the knowledge.

If your client is looking for discounts or has a budget constraint, they can be probed in the following ways:

Don't jump into offering discounts instantly; smartly tell them that you can offer slight discounts but will have to remove a few additional scopes from the services you offered in the proposal. And it will be difficult to offer.

If the prospect stresses you to keep all the scope, then it means that he is interested in a complete package, and you can probably ask him straight what price will be comfortable to close this deal immediately. Do not give him time to think.

If budget is a constraint, the prospect may ask you about other offers and solutions that you have or may ask you for a shorter duration. Do not be aggressive to make your point or push; you can rework and share a couple of solutions to fit in his budget. That way, you are not losing the deal and keeping the trust of the client.

Be honest and do not defend yourself against competitors. The biggest mistake most sales guys make is quickly jumping to talk wrong about competition or over-providing some information that is not relevant to the buyer.

How amazed your prospect will be if you appreciate what your competitor provides and then subtly say I have something unique that no one in my competition has. And to add, give a human touch to it by saying that you don't need a sale but a customer with whom you want long-term relationships.

A lot of objections can be avoided by better qualifying the opportunity at the start.

Happy Selling!!

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Lead Qualification

What is Lead Qualification?

Lead qualification is the process of shortlisting leads based on a few predefined parameters to achieve desired business goals (revenue/conversations/referrals).

Beyond definition, we get to ascertain if the prospective client is rich enough to buy the product, needy enough to use the product. During the process of lead qualification we can

- Understand our prospects better (Challenges faced, problems being solved, painpoint addressal, identify more opportunities)
- Save time spent on a prospect (the more time spent on qualification, lesser time consumed on meetings with stakeholders, boosts ability to jump guns as & when required)
- Helps you deliver better sales pitch

Now that we know the benefits, Let us try to learn how this is done with an example

Step 1 :

Define Ideal Customer Profile (Checklist to filter Companies/ People based on a predefined criterion)

We at Nuvepro, shortlist companies based on Employee Strength, Revenue, and Products/ Services Sold ex (For Enterprises (Product/ ITES/SMB). Higher Ed (Universities, Schools Colleges) Ed-Tech (Training Providers & Other Institutions) (These qualifications are done at a macro level

For convenience purposes let us say we shortlist Accenture from enterprises

Step 2

Get the intricacies right, define personas/ people/profiles who can help us win a sale/ demo/ referral

Who is the right person who will use our product labs/ assessments/ guided projects/ skill bundles

With in enterprises, we can target L&D teams & Delivery/ Practice folks for whom it is their KRA to be skilled at all times & deliver on client projects / deliver pocs for clients /internal appraisals etc. We can target HR folks to sell assessments for their resource recruitment drives

Step 3 Capture this information in excel/ Hubspot for easy reviews & rating of leads

Step 4 Nurture the leads with collaterals & messaging

What are some of the Methodologies used / Jargons you may come across, in the process of lead qualification

BANT & CHAMP

BANT – Abbreviation for Budget, Authority, Need & Timeline

Budget – decides if the client has a budget for purchasing the product or service Authority – If the person spoken to is the decision maker/ influencer

Need – Whether there is an actual requirement for the product/ service for the prospective client Time – Timeline for purchase of product or service

CHAMP – Revised edition

CH – Challenges prospective clients face that may lead them to discover your product

A– Authority if the stakeholder spoken to is a decision maker/ influencer

M – Money for purchasing the service / if this will actually translate to something of value this transaction the business is planning to undertake, can it use budgets & monies allocated for this purpose

P – Priority for placement of service or (want to buy/ need to buy, have to buy or in others words ok to have, must have, can do without it etc) these are some of the prominent questions this that are to be answered while qualifying a prospect

Conclusion:

Everyone consciously or subconsciously is constantly involved in qualifying something or the other to make a definitive choice based on a few negotiable & non negotiable parameters. This write up is an effort to throw some light on qualification of leads to achieve better business outcomes.

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Sales Team Trip





Thank
you

Sales Team for your
contribution

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