



America's   
Newspapers

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## Executing Digital 1<sup>st</sup> Time Meetings

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THE CENTER FOR  
**SALES STRATEGY**







**Give me six hours to chop down a  
tree and I will spend the first four  
sharpening the axe.**

Abraham Lincoln



# Prepare Yourself



RESEARCH THE PROSPECT



DEVELOP NEEDS ANALYSIS  
TOPICS & QUESTIONS



# Research the Prospect

## Research the Person

LinkedIn  
Google

## Research the Company

Company Website  
Blog  
Social Media

## Research the Industry

Identify Trends  
Opportunities  
Challenges





Identify  
Competitors

Sample the  
Product





Essential Questions and Topics



Industry Terminology



Prepare to Discuss Trouble Areas

Develop Needs Analysis  
Topics and Questions



# Prepare Your Prospect



ESTABLISH YOUR CREDIBILITY



ALIGN EXPECTATIONS



# Establish Credibility

- ❑ Demonstrate Value

- ❑ Share Insights

- ❑ Focus on Your Process

- ❑ Ask them to Connect on LinkedIn





# Contract and Align Expectations

Date, Time & Location

Who is Attending

Purpose of the Meeting

Explain Needs Analysis

Discuss Desired Outcomes

Partner with Prospect



# Discover Meeting





# Discover Meeting Outline



Open With Agenda



Elevator Speech



Lead With Insights



Secure An Assignment



Confirm Next Steps

# Open with Agenda



# Elevator Speech



- ❑ Who I Am
- ❑ What We Do
- ❑ Why It Matters



# Lead with Insights

- ❖ Yelp Reviews + Your Observations
- ❖ Impact of Social Media During Consumer Journey
- ❖ Observations about their Facebook site





# 4A's Needs Analysis





# Secure an Assignment



# THE ART OF ASKING QUESTIONS





# Questions From Insights





# From Wide



# To Narrow

“Is there an area of the business you expected stronger growth than you are seeing this year?”



“Have you identified the top 2-3 things holding you back?”





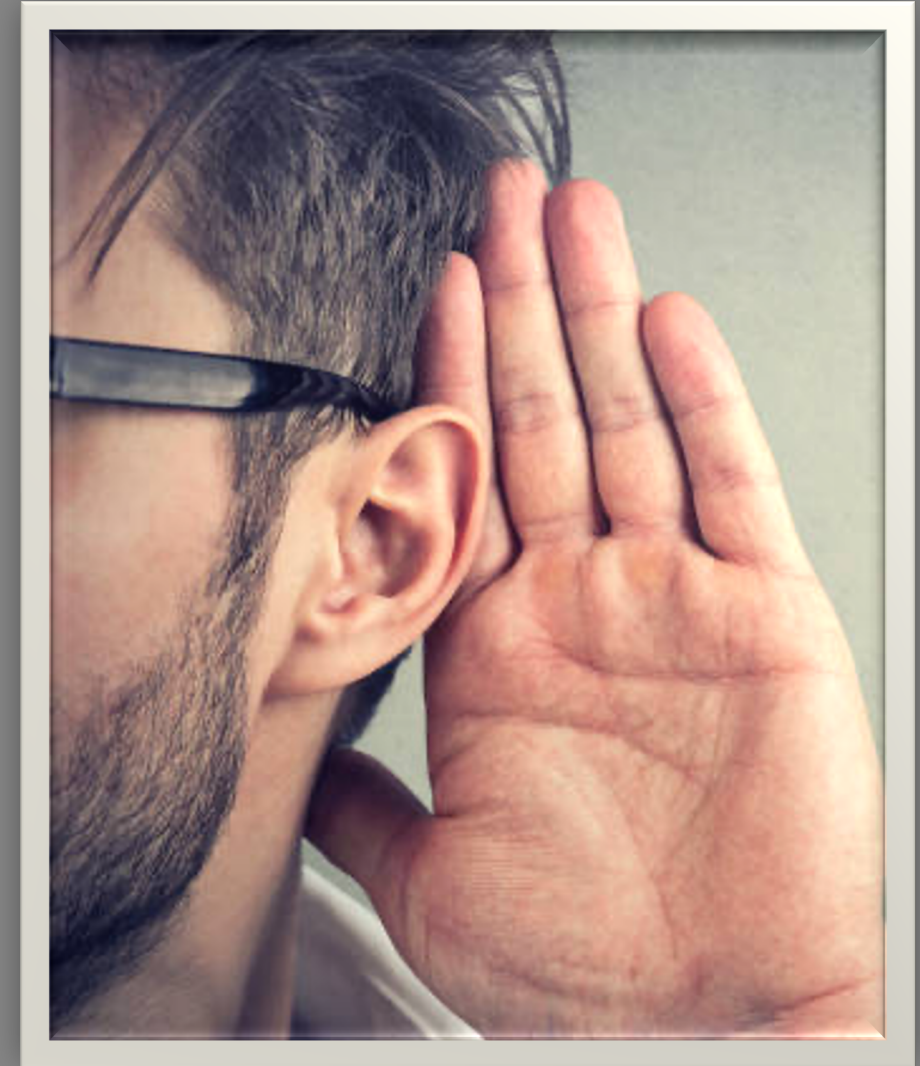
# Ask One Question At a Time

Break Down  
Complicated  
Questions

Keep  
Conversation  
Focused

# Listen Actively- Take Notes

- ❑ Be Comfortable with Silence
- ❑ Make Good Eye Contact
- ❑ Take Brief Notes







# Open-Ended Questions

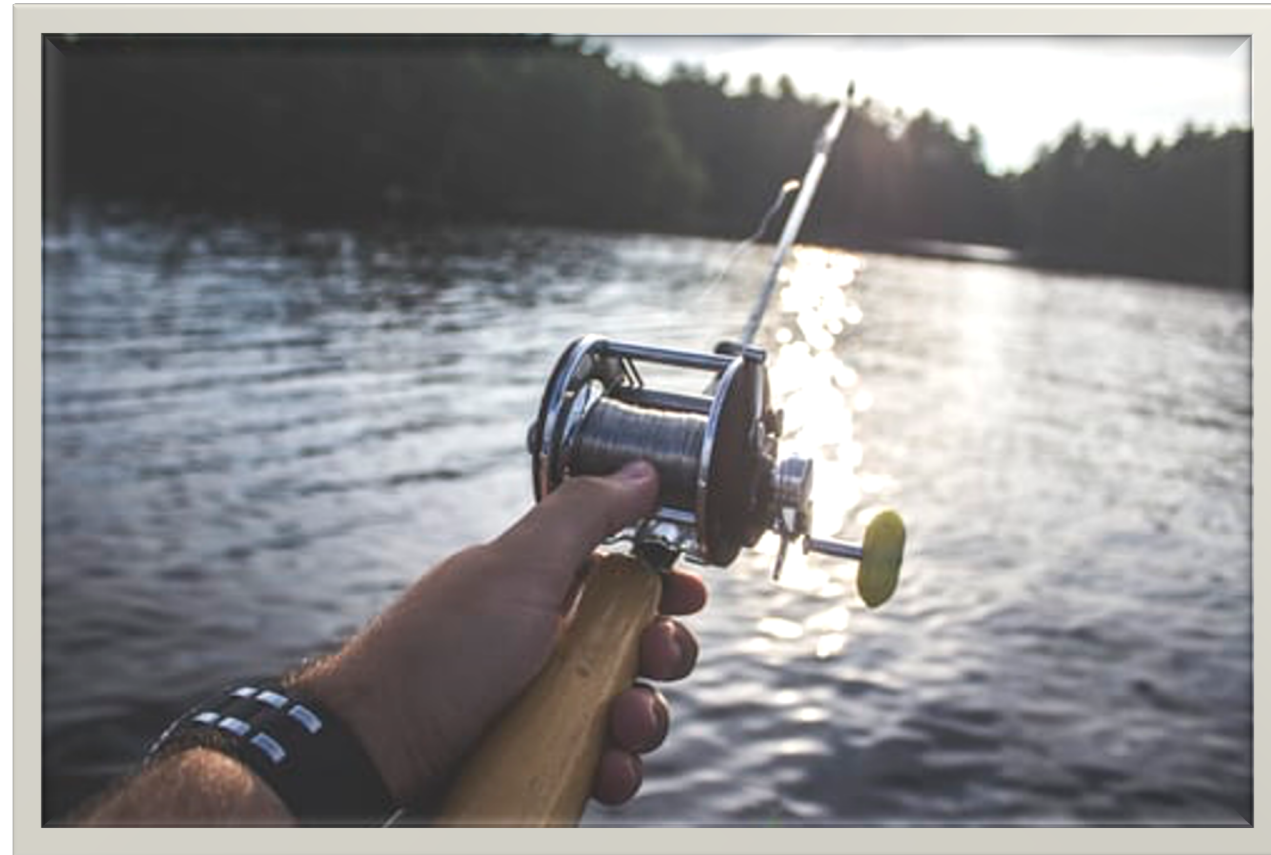


# Closed-Ended Questions

# “Fish for Trouble”

- As Manager of this department, what key areas are you responsible for?
- How does your company measure performance?
- What's the biggest obstacle to reaching your revenue goals?

Go Deeper



- Is there a segment of your industry that is expanding, and you're not getting your fair share of that growth?





# Set Up + Follow Up Sensitive Topics

“If your energy drink sales go well, how could that enhance your retail relationships?”



“And if energy drink sales were to fall below expectations, what impact would that have on your retail relationships?”



# Ask. Listen. Ask



“Tell Me More...”



# What are the Desired Business Results?

What key business results are you focused on achieving this year?

What opportunities do you want to capitalize on in the future?

Which results are you having trouble achieving?

## ASSESSMENT



# Digital Discovery Questions

- What is the goal of your website? What do you want people to do once they get there?
- Is there a section of your website you wish more people would visit? Why aren't they visiting now?
- How are users currently finding your website? How do potential and existing customers use your website along their path to purchase?
- Does someone measure traffic and activity on your site? Does that activity match the goals and purpose for your site?
- How relevant do you find Social Media in attracting new customers?





- Are you more concerned with attracting new potential customers or actively engaging your existing fans/followers through social media?
- What are some examples of how your traditional advertising works in sync with your digital, social, mobile and search?
- Are there different people involved in placing your various media?
  - Traditional
  - Digital
  - Social
  - Mobile



# Summarize Desired Business Results- Select One

- Summarize
- Ask if anything is missing
- Prioritize
- Test the emerging Assignment
- Agree on one (or more) Assignments

## ASSIGNMENT

# What is the Problem to Solve?

Focus on the Consumer Journey



Who is the Target consumer?



What benefits do they seek?



What consumer behavior will need to be influenced to achieve this result?

## ANALYSIS

# What are the best ways to measure success?

- ❑ How would you describe the ultimate measure of success here?
- ❑ Given our conversation about the consumer journey, what are some ways we can measure along the purchase path?

## AGREEMENT





Thanks for joining us today!

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**Next Week's Topic:**  
Close & Grow  
Digital Revenue

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