

Resetting the Stride: Embracing an Agile Sprint Selling Approach

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Session Outcomes

01

Understand what is driving sales complexity today

02

Learn how to embrace change and complexity with agile concepts

03

Get excited about the power of agile to transform your sales pursuits

04

Envision an experience for your customers where sellers are iterating and constantly bringing value

CHAT QUESTION

WHAT WAS THE FIRST CONCERT YOU
ATTENDED?

ER



Disruption

is the primary strategic challenge

According to Alix Partners 2021 Disruption Index, 85% of survey respondents agree that disruption is the primary strategic challenge confronting business and society as a whole.

A space shuttle is shown launching vertically against a backdrop of a sunset or sunrise sky with orange and blue hues. The shuttle is white with a black nose cone and is surrounded by two solid rocket boosters. Bright flames and smoke are visible at the base of the shuttle.

90%

of executives believe that recent circumstances will alter the fundamentals of their business

- McKinsey

The Buying Experience

The buying journey is complex and iterative

Every dimension of the sale is in constant flux

The number of stakeholders involved in an average B2B purchase is up 70% in the past 10 years

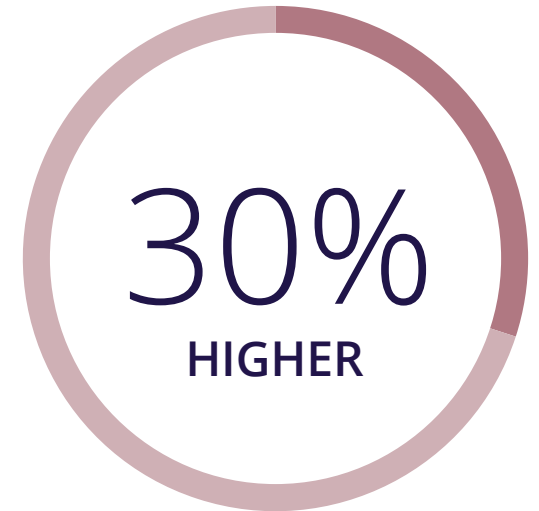
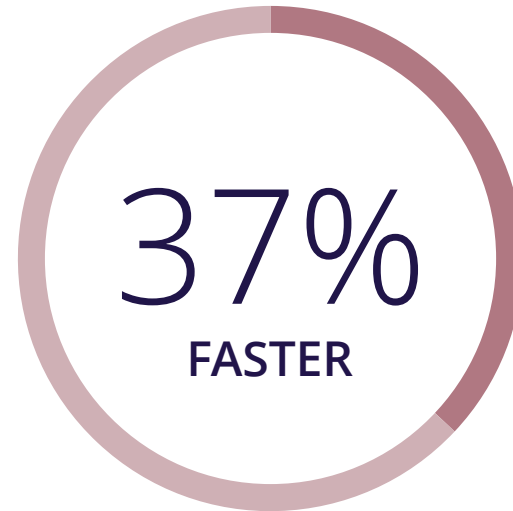
Buying has become more consensus-driven causing looping back, revisiting decisions, and misalignment during the purchasing process



Enterprise Agility

Responding to Disruption

Companies embracing agile principles grow revenue **37% faster** and generate **30% higher profits** than non-agile companies.



Enterprise Agility – Buzz or Impact

FORTUNE[®]
500

71% of Fortune 500 are using Agile approaches in their businesses

**Harvard
Business
Review**

According to HBR, to create a truly agile enterprise, C-suite must **embrace agile principles**.



In Today's era of volatility, there is no other way but to re-invent. the only **sustainable advantage** you can have over others is **agility**, that's it. Because nothing else is sustainable, everything else you create, somebody else will replicate. —Jeff Bezos

CSO Insights - Sales & Marketing Management - American Marketing Association - B-to-B Marketing - Escaping The Black Hole - SPI International - Value Mapping Consortium

CHAT QUESTION

What words come to mind when you think of applying agile to selling?



Bringing Agility to Selling

Agile Selling Principles:

- 01 Work from facts, not assumptions
- 02 Visualize progress
- 03 Welcome change and use it to reflect and deliver continuous value
- 04 Prioritize live customer conversations

01

Work from facts, not assumptions

SALES FORMULA

02

Visualize progress

STRENGTH OF SALE

03

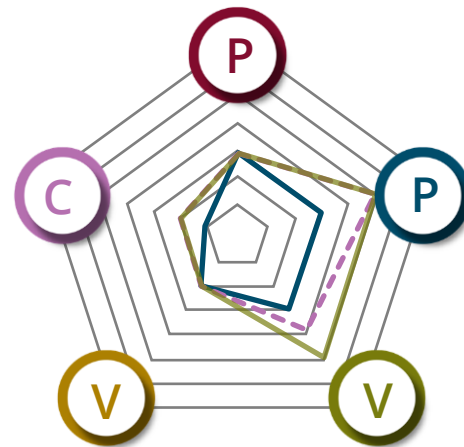
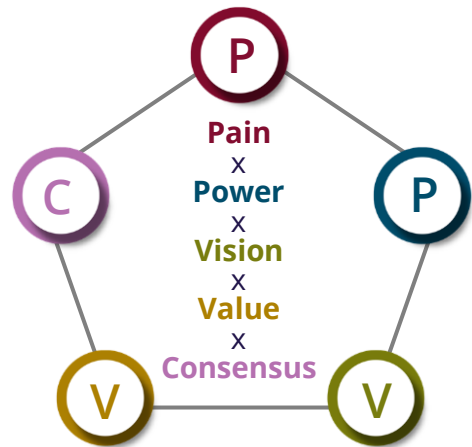
Welcome change and use it to reflect and deliver continuous value

SELLING SPRINTS

04

Prioritize live customer conversations

FOUR DRIVERS & SIX CRITICAL SKILLS





Bringing Agility to Selling

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Sales Formula

01 Work from facts, not assumptions

The Sales Formula is a universal method for planning and evaluating the progress of an opportunity.



PAIN



A critical business issue or missed opportunity.

Has the buyer admitted that one of these needs to be addressed? Do we understand reasons for the pain and cost of the pain? Add these questions to each element - after the definition in the slide

POWER



A person or group of people who have the influence and/or authority to determine the outcome of the sale.

Do we know these people? Can we access them? Can we influence them? Will they support us?

VISION



How the customer sees themselves using capabilities of a solution.

Have we aligned on a buying vision around capabilities needed with the customer? Does that vision incorporate our differentiators?

VALUE



The economic and intangible benefits explored, positioned, and/or delivered.

Are we creating value in the buying experience? Have we positioned the value of our solutions, products, and services in a relevant and compelling way? Have we quantified value? Does it sufficiently outweigh the pain? Does the buyer agree?

CONSENSUS



The act of establishing broad agreement while mutually progressing through a buying journey.

Do we have an agreed upon Collaboration Plan? Are we progressing to a decision?

×

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POLL QUESTION

In which of these areas do you think your sales teams struggle?

- Pain
- Power
- Vision
- Value
- Consensus



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Advancing Your Strength of Sale

02 Visualize progress



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-
- 0 No identification of need or Pain
 - 1 Customer admitted need
 - 2 Sponsor confirms documented Pain and reasons
 - 3 Pain discussion started with Power
 - 4 Impact of Pain across organization explored with Power
 - 5 Power admitted (time-based) CRTA relating to Pain
 - 6 Power confirmed Pain link to business initiatives or strategy

-
- 0 Power not known
 - 1 Power identified by Sponsor
 - 2 Access to Power documented and agreed
 - 3 Diagnostic conversation started with Power
 - 4 Power structure & roles confirmed with Power
 - 5 Evaluation and decision process shared by Power
 - 6 Power approved contract signature

-
- 0 No vision
 - 1 Potential differentiators identified
 - 2 Documented Vision confirmed with Sponsor
 - 3 Vision discussion started with Power
 - 4 Implementation feasibility agreed by Power
 - 5 Proof of vision approved by Power
 - 6 Proof of implementation approved by Power

-
- 0 No value established
 - 1 Documented Value confirmed with Sponsor
 - 2 Quantified Value discussion started with Power
 - 3 Value linked to business initiatives/strategy
 - 4 Buying process confirmed with Procurement
 - 5 Success criteria agreed with Power
 - 6 Business case jointly developed

-
- 0 No client consensus
 - 1 Consensus for documented Pain from Power
 - 2 Consensus for documented Vision from Power
 - 3 Co-created Collaboration Plan confirmed with Power
 - 4 Mutual agreement to proceed at first collaboration plan checkpoint
 - 5 Consensus for Business Case from Power
 - 6 Consensus for proposal content from Power

Opportunity Client Maintenance Project

+ Follow Edit Delete Product Select

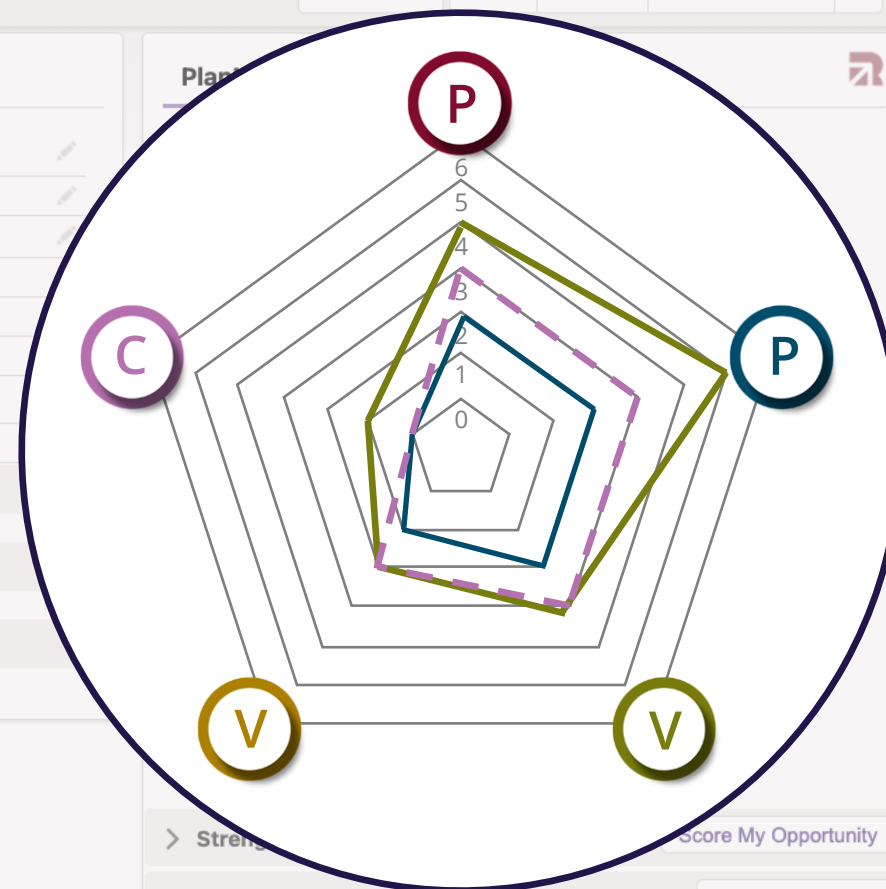
Details Products Related Sales Guidance SPI-1 Sales Tools

Opportunity Owner	Louis Rodriguez - Seller	Close Date	7/30/2021
Opportunity Name	Client Maintenance Project	Amount	USD 26,000.00
Account Name	People Movers Inc.	Stage	4 - Position
Opportunity Currency	USD - U.S. Dollar	Last Stage	
Type	New Customer (NC)	Forecast Category	Upside
Lead Source	Contact Us: Website	Executive Forecast	Upside
Referred by		Key Opportunity	<input type="checkbox"/>
Referred by Internal		Contracting Memo	

> Additional Information

> Success Factor Inspection

> System Information



> Strength Score My Opportunity

What Are My Next Best Moves? Plan My Next Call

Target

PAIN	POWER	VISION	VALUE	CONSEN
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02 Visualize Progress



Bringing Agility to Selling

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Putting the mindset into practice through sprints

[sprint]

Noun

01 an act or short spell of running at full speed

02 a set period of time during which specific tasks must be completed

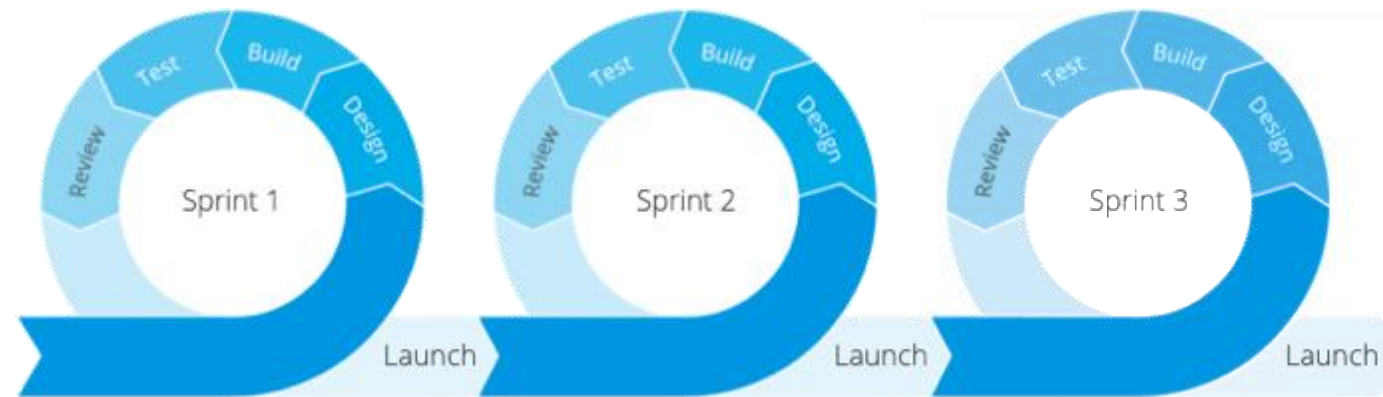


Agile Sprints

Iterative, Responsive, Collaborative

The nature of agile sprints:

- Break complex tasks into short bursts of work
- The work changes based on the feedback you get between each sprint, which enables you to be more responsive to changing needs
- Doing the work is paired with Planning and Reflecting on the work
- They are measured at the beginning and the end
- There is never just one! It's a whole way of working by linking sprints together



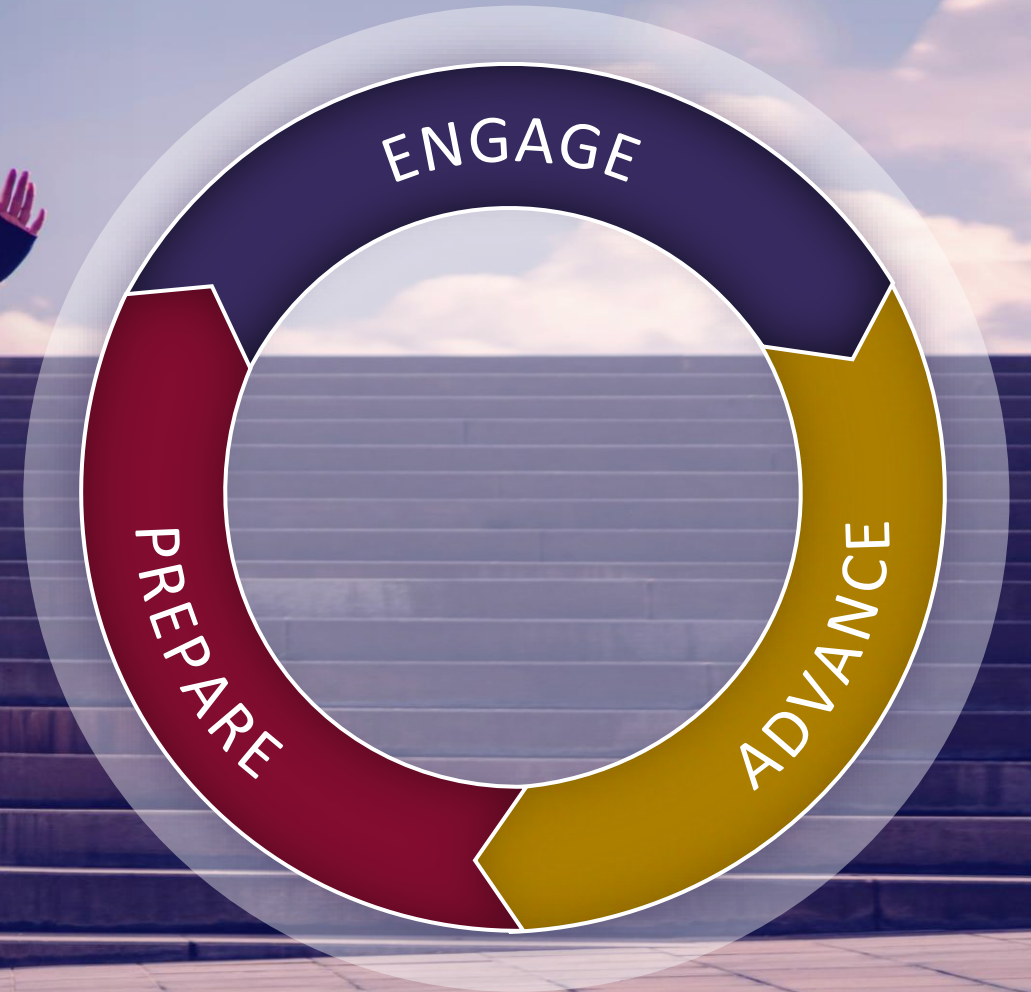
Selling Sprints

03 Welcome change and use it to reflect and deliver continuous value

PREPARE: Use tools to prepare for a customer interaction

ENGAGE: Apply dialogue models and skills to conduct the customer conversation

ADVANCE: Reflect and assess your next best move against the Sales Formula





Bringing Agility to Selling

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High-Priority Customer Conversations

04 Prioritize customer interactions

The Four Drivers guide WHAT you need to accomplish across your customer interactions to drive progress against the Sales Formula to win the deal.



Direct the Vision



P	DIAGNOSE PAIN
	Business Strategy (Understand Overarching Goals & Initiatives)
	Pain (Get Challenges, Objectives and Impact Admitted & Quantified)
	Reasons for Pain (Diagnose & Quantify Current Situation)
P	LINK KEY PLAYERS
	Personal Needs (Uncover Motivators & Concerns)
	Organizational Impact (Identify Who Else & Quantify)
V	ALIGN ON VISION
	Capabilities Needed (Uncover & Shape Capabilities Needed; Quantify Impact on Reducing Pain)
V	CONFIRM VALUE
	Value (Summarize Value and Check for Alignment)



POLL QUESTION

Of all these categories, which is the most variable?

- Business strategy
- Pain
- Personal needs
- Organizational impact
- Capabilities needed

Reaching Consensus to Buy

What Stakeholders Have to Agree Upon and Have Confidence In



STEPS TO COCREATE THE NEW REALITY

CONCEPTUAL SOLUTION ASPECTS

What's the scope of the issue or opportunity and underlying reasons?

What's the risk if we do nothing?

What are our requirements?

What's the best solution?

Who is the right partner?

Are we confident it will work as expected?

STEPS TO IMPLEMENT THE NEW REALITY

TRANSITIONAL ASPECTS

Are we confident we can implement it reasonably quickly?

Do we understand the risk, and can we mitigate it?

STEPS TO BUILD THE BUSINESS CASE

FINANCIAL ASPECTS

Does it provide superior return?

Does this warrant the investment over other priorities?

The customer-facing steps needed to complete a sale	Date for completion of the event	A way to track what has been completed	A means to show who is responsible - the customer and/or seller	People or resources needed to complete the event	Key events that serve as milestones for you and the customer to recommit to proceed	Events that incur a hard cost, such as a pilot or front-end design
EVENT	DATE	✓	RESPONSIBLE	RESOURCES	GO/NO GO	BILLABLE



Customer Experience

What do you want your customer to know or believe? How do you want your customer to feel about you or the interaction? What do you want your customer to do?

I BELIEVE

that you are genuinely curious, ask authentic questions, and are actively listening and respect and enhance my sense of autonomy, competence and relatedness.

I FEEL

you are highly self-aware and have a high level of self control to avoid seller-centric behaviors.

I WILL

be guided to self conclusion through collaborative conversation.

SCIENCE



SELF-DETERMINATION THEORY

Human beings have three fundamental needs sellers need to respect: Autonomy, Competence, and Relatedness.

Six Critical Skills

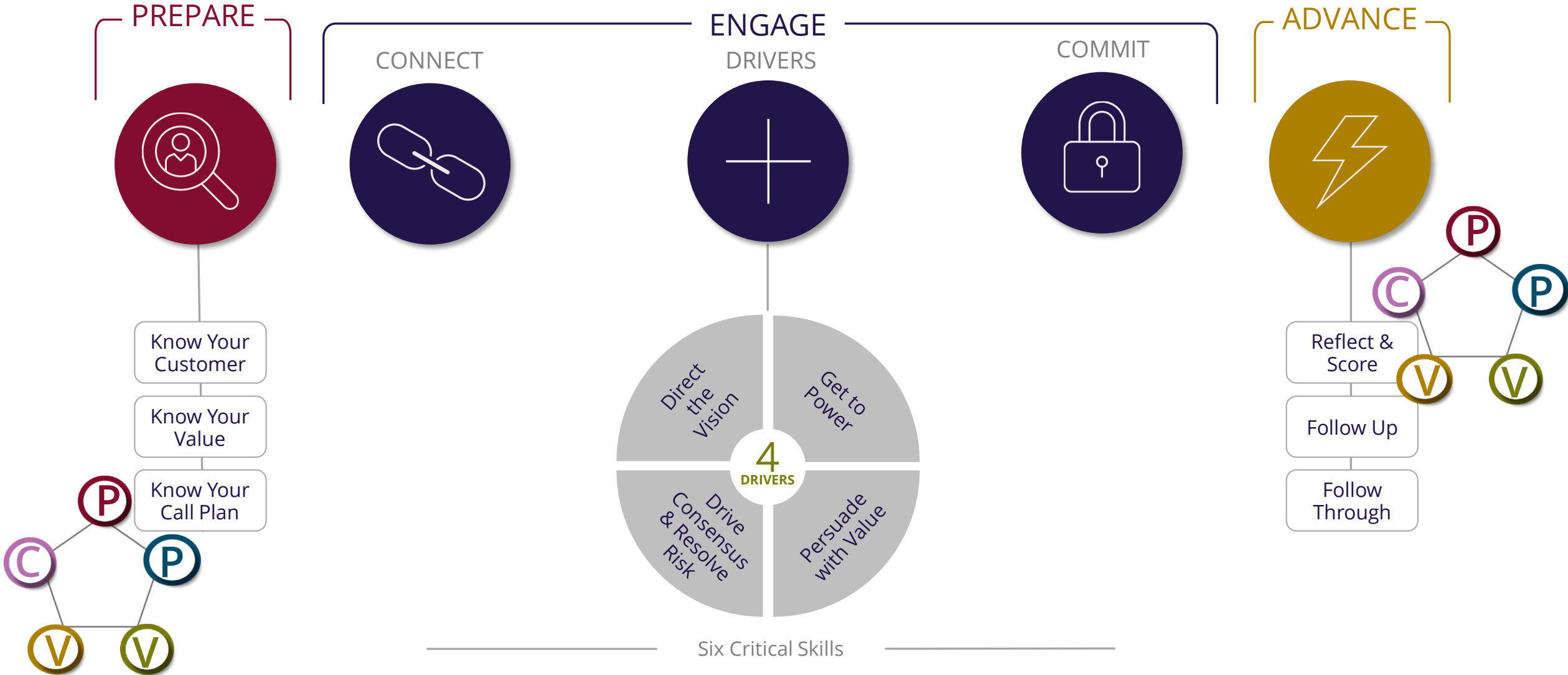


Today's challenging buying environment demands a high level of skill to navigate the conversation in an emotionally intelligent way



How It Comes Together

SPRINT SELLING



A woman in athletic wear is in a starting crouch on a track at night. The background is a blurred stadium with bright lights, creating a sense of motion and energy. The overall color palette is dark with highlights from the stadium lights.

Richardson Sales Performance's *new* Sprint Selling Program

is a blended offering:

- Available in virtual or in-person instructor-led sessions
- Richardson's Accelerate™ Sales Performance Platform for:
 - Pre-workshop learning
 - Post-workshop sustainment activities
 - Measurement tools and reporting
- CRM-enabled workflow tool to visualize progress

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Q&A



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