

Getting your team ready for their first SME Sales

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New members; Guidance



Ramp up; Phase by phase



Ramp up new ODOO BE direct members

1. Ramp up Guidance

- Methodology → Odoo Philosophy
- Product → Demo's to follow
- Calls → Industries and countries
- Sales Mind → Sales pitch and quotation
- Team Support → Une internal knowledge
- Dedicated in-house Coach

TERRITORY

QUALIFY

DEMO

Quotation

SALE

W/L

Your Pipeline

Salesperson mfi x Stage x

CREATE IMPORT

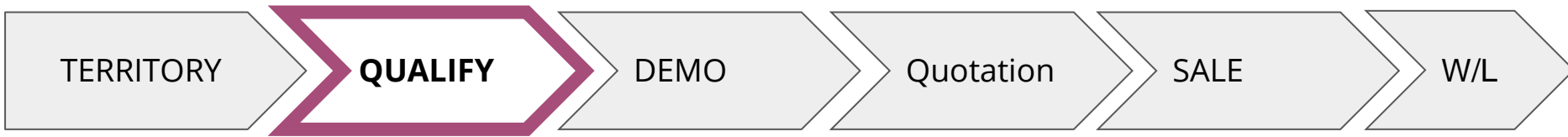
Filters Group By Favorites

Create Date Opportunity Customer Assigned Partner Country Next Activity Date Next Activity Summary

▶ Territory (1064)
▶ Qualified (149)
▶ Qualified Sponsor (43)
▶ Proposition (29)
▶ Negotiation (4)
▶ Won (12)
▶ Lost (550)

TERRITORY = CALLS

- Follow calls
- Introduce your company's style
- Trial = error with feedback



First step to a smooth sale.

- Who is the customer? Company activity, show interest.
- Business processes to cover; expectations of the solution
- Let the customer talk!
- Learn to ask questions
 - Pain - details in time
 - Budget
 - Decision maker
 - Timing
- Build trust, but don't talk too much about Odoo
- Make a next appointment (Demo)
- (!) Nobody knows they are new.





- Present your company and **ODOO**
- Prepare!
 - Visit demonstration of colleagues
 - Show the necessary - understand the customer (Qualification)
 - Organize a **flow** or **business case** - Structure
- Write down questions & come back.
- Feedback from a senior
- Update **ODOO**
- End with a next action

NEW QUOTATION | MARK WON | MARK LOST | LOG ACTIVITY | NEW | QUALIFIED | PROPOSITION | MORE

0 Meeting | 0 Quote(s)

Odoo Experience

\$0.00 at 10 %

Customer	Agrolait	Next Activity	Demonstration on 10/05/2016
Email	agrolait@yourcompany.example.com	Expected Closing	10/31/2016
Phone	+32 10 588 558		
Salesperson	Administrator	Rating	★ ★ ★
Sales Team	Direct Sales	Tags	Training

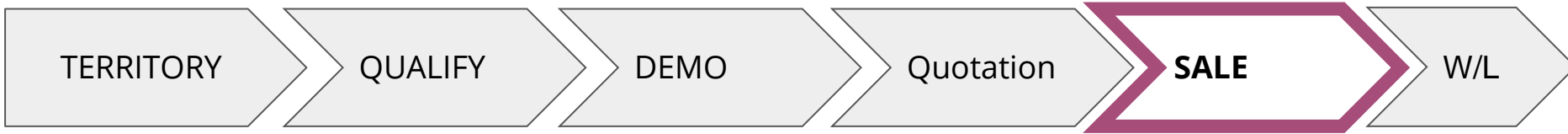
INTERNAL NOTES | CONTACT INFORMATION



No Questions = Quotation

- Clarify content after demo or in a call
- Follow up call
- Explain next-steps
- A no is an open point, back one step

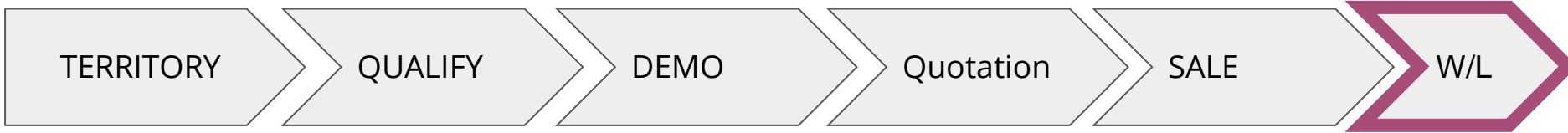




Negotiation; Follow different calls/ negotiations.

- Content of the quotation
 - Know the details and T&C
 - Stand behind your details (don't question them)
- What is your margin / options
 - Don't show the cards too fast.
 - Learn your new sales to be patient
- Dare to set limits
- Use the points from the Qualification
 - What will **Odoo** bring / save
 - Express in money - Time their pains





Numbers of ramp up Sales

<u>Activity</u>	<u>MFI (start 4 April)</u>	<u>FRL (start June 1st)</u>
Call	3 days 100 in first month	6 days 175 in the first month
Demo	8 Days 15 in first month	3 weeks 12 in first month
Quote	3 weeks 2 in the first month	3 weeks 2 in the first month
Sale	3 months	1 Month
New Contracts:	11	4

- ▶ Negotiation (4)
- ▶ Won (12)
- ▶ Lost (550)

Thank you.



#odooexperience

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