

The art of persuading decision makers

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Introduction



What does a decision maker care about?



The power of a good qualification



Changing decision maker's perception



Conclusion



Introduction

Ensure & Maintain High Quality Standards...

Structure your activity

Ensure a perfect follow up

- You constantly know where you are, were & will be
- Define and agree what's next

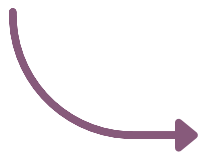
Reactivity & Proactivity

Lead your customer to take the right decision

Sales isn't an exact science...

But we all want to solve the same equation made of 4 unknown variables...

1. Needs = Solution provided
2. Timing is known and realistic
3. Budget is available and covers the solution provided
4. 1, 2 & 3 have been confirmed by the Decision Maker



Get quick access to power



2

What does a decision maker care about?

Decision Makers do not care about...

1. Usability
2. Stability of the system
3. Key features missing
4. Maintenance / Updates
5. Prevent bugs
6. Data storage / Servers location / Security
7. Performance loss
8. Integration with other systems
9. SLA

All interesting topics...

... But none will be crucial in the decision process!

Decision Makers are result oriented...

1. Cost reduction
2. Turn over
3. Market shares
4. Growth
5. Quality of services/products provided
6. Profits
7. Margins

What does a Decision Maker care about?...

→ **BENEFITS**

→ **ROI**



3

The power of a good
qualification

Listen... Understand... & Translate

Give interest to customer's Business

Understand his reasoning & speak in his terms

- Share your expertise to establish trust
- Advise your customer
- Manage his expectations

You can say NO...

...But propose alternatives

Excellence in DEMONSTRATIONS

Do not show all apps
Keep focus on the essentials

Understand his reasoning
& speak in his terms...

~~New Features~~

~~New Functionalities~~

Track and trace Figures
KPI's

Show Reports & BI



4

Changing decision
maker's perception


DM's needs may not be correctly identified...

Asking will lead you to
the main pain...

**But do not stop
there...**



Solving pains won't convince them...
Keep exploring & find cost, loss, waste,
erosion...



Benefits will...
How did/is/will Odoo help them...
killing costs, making profits, saving time,
increasing market shares...



Conclusion

Closing...

Design, Structure & Present A good QUOTATION

Manage expectations - Be Clear

No Surprises... refer to your qualification

Price vs Value

Negotiation is part of the game

We all negotiate

Be prepared and have a good head start

Closing starts with the 1st phone Call

All contacts, and information collected will help you closing the deal

Your customer may not have the correct picture of the situation he is in

Both parts have agreed on pains

Both parts have agreed that Odoo is the solution to those pains

Remind him the costs of not changing his actual processes/tools

Thank you.



#odooexperience