

How to Rapidly Improve Sustainable Sales Profits with **5** Proven Strategies

Your Profit Playbook

"I believe that in sales - when you come with worthy intent, where you truly want to serve and help others, and you want to make sure there's a good fit - you have an impact."

- Lynn Whitbeck

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ABOUT LYNN



My career began in sales, and soon I was closing multi-million dollar deals with Fortune 1,000 companies. Using my sales and leadership success, I moved into executive positions and eventually the C-suite.

To be frank, I have witnessed far too many businesses wasting time, money, and energy on “trendy” sales tactics that simply are not right for their sales goals. Truth be told, there are too many unscrupulous or clueless people in the sales industry who focus on selling tactics instead of strategy and emphasize platforms instead of solving problems.

B2B business owners hire me to ignite winning sales teams because most are chasing down clients, stuck in a chaotic sales cycle, and lacking client retention, conversions, and profits. So, I help transform thinking to the client’s perspective, ending sales chaos with a robust strategic plan to harvest the hidden profits. Bottomline: I help ignite your sales and unleash lasting profits.

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As a thought leader in sales, it is important to share the context of how I have come to know this topic and own this wheelhouse.

My sales career began in the small B2B business arena in outside sales. For the first few weeks, I shadowed the senior partner on all of his sales calls. That experience was invaluable. I saw how he genuinely connected with his clients. He listened carefully and asked questions to learn more. He uncovered what was most important to his clients so he could give them what they wanted and, more importantly, what they needed.

Soon I was on my own and began cold calling. It was slow going at first. However, by the end of the year, something extraordinary had occurred: In only nine months I had outsold the junior partner – a 25-year sales veteran. And I had sold at a higher profit margin. The following year, I outsold the senior partner.

Fast forward to my corporate sales career when I was flying all over the world closing multi-million-dollar deals. And as I moved my future forward, it translated into executive positions and eventually the C-suite.

COMPETITIVE EDGE

There are three common themes I have encountered and continue to see, from solopreneurs to small B2B organizations to corporate giants: complacency, overload, and wherewithal. All too often, sales people are unleashed without a strategic plan, methodology, or systematic processes. There are literally no guardrails, resulting in wasted time, energy, and resources.



Complacency holds you back from responding to shifting market dynamics while missing opportunities to optimize and expand your sales efforts. It's the blinders that keep you from looking outside your comfortable paradigm and seeking outside insights to drive continuous improvement.



Overload is ubiquitous. From business owners, to sales directors, to solopreneurs, the constant demands, firefighting, and decision-fatigue take their toll. Some days are a maelstrom of sales chaos. Your hands are full and it is hard to take a step back and look at how your sales value could be maximized for expanded growth.

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Wherewithal is literally not knowing where or how to start. And what if you go down one sales path only to discover a dead end? What then? Your time, resources, and money need to be leveraged in the most effective and efficient means possible. You need rapid results, with mid- and long-term sales growth. Yet you feel frozen by overwhelm and uncertainty.

I am Lynn Whitbeck of Petite2Queen. A person who owns this wheelhouse. This is my expertise. And this is what I contribute: a Competitive Edge Sales Framework to rapidly optimize your sales growth, processes, and profits. Our 5-stage programs are implemented on the fly, delivering immediate results and helping you transform from where you are to where you need to be. We put your business on the fast track to end sales chaos with a robust strategic roadmap to harvest the hidden profits.

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INTRODUCTION

The five spokes of the wheel, the proven strategies:

Referrals

Quarterly Business Reviews

Follow-up

Client Thinking

and Client Journey Map

Regarding referrals, while 30% of B2B companies have some sort of formal referral program in place, less than 10% provide referral training to their sales team. So over 90% of B2B organizations are missing out on the shorter sales cycles and higher profit that come with referrals.

Quarterly Business Reviews are a powerful tool to reconnect with your client's executives and decision makers. They improve client retention and provide opportunities to get in on the ground floor of new initiatives.

Follow-up is crucial for sales success. Over 50% of B2B sales occur after the 5th sales call, yet over 92% of sales people have given up by the 4th follow-up.

Client thinking sets you apart from your competitors by gaining an understanding of what your client's motivations, emotional triggers, and "why" are. In other words, what matters to them.

Finally, by mapping your client experience, you can identify gaps, areas of friction, and pain points along your client journey. This provides you with the ability to make immediate process improvements and enhance your client experience.

PROVEN STRATEGIES

1. Client Thinking

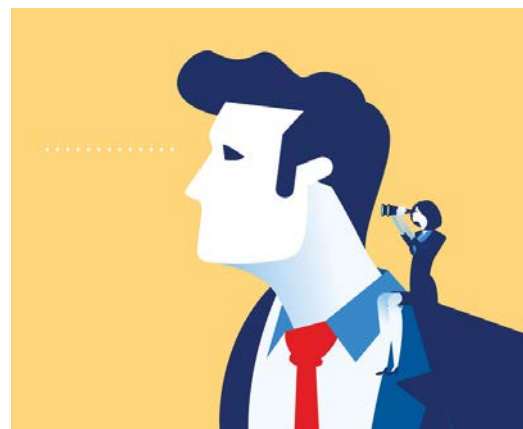
We need to start with the end in mind. Who makes the decisions?
The client. Therefore, we must learn to think like the client.

I believe that in sales - when you come with worthy intent, where you truly want to serve and help others, and you want to make sure there's a good fit - you have an impact. You are helping your clients with their mission and their company initiatives and are giving them a bit more balance in their life.

At the heart of this is thinking like the client: understanding what is important to them and why it matters. Even back in the beginning of my career, I was not selling a product or service, but confidence, security, and peace of mind. When I took on my clients' projects, they did not have to think about it. They had absolute trust that incredibly complex projects would be flawlessly executed. I would mitigate risk and I bring solutions when needed.

We have developed a proprietary methodology to guide our clients' sales teams to expand their viewpoint and embrace the client's perspective.

What they want, need, or lack.
Why it benefits them.
Why it matters to them.
So they can...



PROVEN STRATEGIES

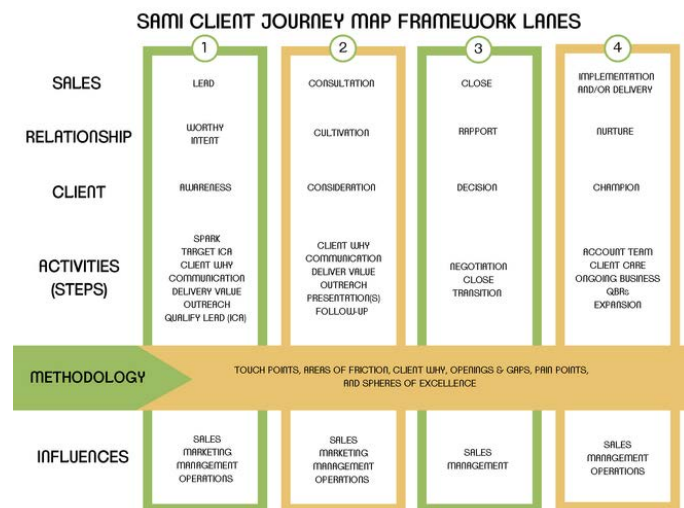
2. Client Journey Map

Once we have started getting in the shoes and the mind of the client to think like them, we need to map the client journey.

The client sales journey is the complete body of experiences that your clients go through when interacting with your organization. In our proprietary SAMI mapping system, we bring together team members from all over your business to ensure a rigorous and systematic approach.

Mapping your client journey requires methodically aligning the sales, relationship, and customer stages while also charting the associated activities with each stage. This includes determining existing relationship assets, reviewing market/industry reputation, evaluating networking effects, and assessing resources, knowledge, skills, and experience.

SAMI Client Journey Map:
Sales, Relationship, and Customer Stages
Activities
Methodology
Influences



PROVEN STRATEGIES

Utilizing proven assessment tools and exercises, we look for patterns, identify blockers, understand purpose, question usefulness and validity, and lay the groundwork to formulate a clearly defined roadmap.

Mapping your client journey is an essential building block of good sales strategy. Having a successful, thriving business is ultimately about the client experience. This is the true area where businesses compete with each other to attract, secure, and nurture customers, foster expansion, and boost profits. The key to delivering an excellent client experience lies in your approach to Sales Strategy, the essence of which is to engage, cultivate, close, and convert clients into champions.

3. Follow-Up

The journey map value is guidance showing where opportunity exists in the sales process. This enables the sales team to be decision guides for potential and current clients. Now we are ready to go a bit deeper about how the follow-up framework improves sales profits.

The stats around sales follow-up are dismal. Consider the math with 10 sales people:

5 out of the 10 **NEVER** make a single follow-up attempt.
Next, another 3 **GIVE UP** after a **SINGLE** follow-up.
This leaves 2 sales people until the 4th call or follow-up.
That's when 92% **GIVE UP**.

For a small business, that means zero – 0 out of the original 10.
Unless, of course, you can magically have a .18304% sales person.

Strategically planning for your sales follow-up, the cadence, value to be delivered, and your messaging focused on your client's thinking is a vital for your business. Follow-up is a super power and a competitive advantage. After all, 50% of B2B sales happen after the 5th sales call or follow-up.

The key point here is that you need a sales strategy plan in place to guide your sales team and provide them with the roadmap, knowledge, tools, and materials to effectively follow-up and move the sales forward.

4. Referrals

A powerful driver in the entire sales process is referrals, which are relationships. We have developed a science and art around the referral process.

Referrals are an area for improvement with every business to harvest hidden profits. By implementing a referral process and asking for referrals, you are able to:

Serve more people

Shorten the sales cycle

Increase sales profit

Make more \$

Referral leads convert 30% better than leads generated from other marketing channels. In addition to this immediate result, there is much more value generated across the lifetime of the relationship.

People who are referred to you already have an element of trust built in. Referral leads also have a better idea of your product or service. Further, they already have a good first impression before they talk to you.

Then there is the fact that people who were referred to you give you even more referrals. Data reveals they are 4 times more likely to provide you with fresh referrals. And you increase client retention 10 to 20% with those that become referrers.

Referral leads are not only easier to close; they also help your business long-term. If you don't already ask for referrals, then you are simply losing money every year.

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The key to receiving referrals is **EAR**.

To **Earn The Right** you need to create a “wow” experience. When you deliver a delightful experience for your clients, they are happy and eager to provide reciprocity in the form of referrals. And you have the confidence of knowing you have delivered great service, earning the right to ask for a referral.



You must **Ask For Referrals**. We will dig into this more, however, a choice tidbit is that data shows the best time to ask for a referral is 48 hours after your client has made the decision to work with you.

Bottom line: don't ask – don't get.

There are many ways to **Recognize & Reward** your clients for the referral. The key is to reward the behavior you want repeated and to provide something that's of value to the client. Offering a reward increases referral likelihood, but the size of the reward does not matter, as long as it is something the client perceives as desirable.

By incorporating a referral plan into your sales process, practicing, and nurturing, you will expand your business with this proven strategy. Regular referrals can double your profits and give you a significant competitive edge since 98% of companies do not have written/published and trained referral program.

5. Quarterly Business Reviews (QBRs)

Reviewing all we have covered - how does the client think, mapping to help the client and salesperson through a process of a journey, how follow-up guides relationship rapport to a decision, and why referrals need to be introduced throughout the sales process - leads us to our fifth proven strategy. You do this by leveraging quarterly business reviews with your clients to expand your business and increase profits.

Quarterly Business Reviews (QBRs) are an outstanding vehicle to communicate the value you deliver and the results the client has realized. They reinforce the reasons the customer hired you with easily digestible facts and figures. Always include management and executives in your QBRs. Leverage your experience and expertise of working with their organization to discuss emerging and important objectives.



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QBR Pointers:

- Get your client's buy-in for a pre-determined QBR schedule. Attain a commitment from the key decision-makers and executives to participate in the QBRs.
- QBRs can be quarterly, bi-annually, scheduled at the end of trial periods, or at specific program implementation milestones.
- Pre-determine the Key Performance Indicators (KPIs), or the results you will provide.
- Ask your client to provide you with specific data points to include in the QBRs. Note: be prepared if the client does not agree or fails to provide good data.
- Invite your primary contacts, their management team, the decision-makers and executives, and appropriate stakeholders within your client's organization.
- Spend at least half the allotted QBR meeting time focused on the client's emerging needs and goals. This provides you an opportunity to get in on the ground floor of any new initiatives as a trusted resource.

You are constantly being judged by what the customer feels ought to happen, so it's vital that you manage the experience. Plan your QBR presentation so that half of it is focused on the client's evolving needs and fresh objectives.



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QBR Format:

- New Results
- Comparisons and Trends
- Status of Ongoing Initiatives
- New Objectives

It is imperative to continue to foster your relationship with the decision-makers and executive team. QBRs enable you to get in on the ground floor. Your objective is to keep the door open as a trusted resource. This directly impacts your success to expand your business within the account and to maintain it over time.

Remember, it is significantly easier to sell more to an existing client than it is to find new business. You can sell to an existing customer 60-70% of the time.

CONCLUSION

This has been a full circle of strong information on the 5 proven strategies to rapidly improve sustainable sales profits. However, the question you may be wondering is: How does an individual or a team start to get this implemented on top of an already up-to-our-eyelashes busy schedule? How long does it take, and how does it work? What's the process?

How long does it take?

The Petite2Queen Sales Strategy System is our proprietary 5-Stage Design and Implementation Process to help businesses capture more revenue with less effort and at a lower overall cost. It is delivered over 6 to 12 months through weekly virtual sessions. Our program is built to deliver immediate, short-, mid-, and long-term results for your business. We consistently provide our clients tremendous value, which is why we guarantee results.

How does it work?

The Petite2Queen Sales Strategy System is delivered in 5 clearly defined stages and milestones.

Stage 1 – Client Thinking

Assessment of your client thinking and strategic alignment of your sales to the client's perspective. This delivers immediate impact to your client interactions.

Stage 2 – Sales Strategy Foundation

Completion of your sales strategy foundation includes our SAMI Client Journey Mapping methodology, ideal market and client clarity, USP discovery, 5-step client thinking system, and optimized relational rapport process.

CONCLUSION

Stage 3 – Sales Strategy Implementation

Completion of your sales strategy plan with the ability to rapidly and effectively expand your business with a repeatable and scalable model. Deliverables include building, implementing, and refining sales communication, outreach, follow-up, presentation, negotiation, and closing processes.

Stage 4 – Turnkey Sales Systems

Implement your key sales systems, processes, and materials with an optimal approach to scale your business with profitable sales. Key deliverables include referral and Quarterly Business Review systems.

Stage 5 – Leverage and Expansion

Executing on your strategic plan for profitable sales growth, while leveraging tactical tools to foster sustainable long-term scaling.

What's the process?

The Petite2Queen Sales Strategy System isn't for everyone. Our program requires a visionary approach to your business and a willingness to embrace change.

If you are ready to transform your business growth and income with a proven systematic approach to sales and retain the highest quality clients, we would enjoy the opportunity to speak with you.

Schedule Your Discovery Call: <https://p2q.link/QS>

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THANK
YOU

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COMPETITIVE EDGE SALES
PROGRAMS FOR B2B

