

# Kari Jääskeläinen

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■ INNOPOLI  
Tekniikantie 12, 02150 ESPOO

## Tausta

- Koulutus, Tait tri, TaM, KTM, 30 vuotta, study the roots or pick up the fruits
- Sertifikaatit, CMC, LJK, PKT säätiö
- Yrittäjäkokemus
  - Pankki
  - EPIDEM
  - Espoo Enterprises, WWW, TV, ym
- Elämä konsulttina
  - TEKES, TULI, Myynti

## Agenda

- Myyntiprosessi
- Myyntikäynnin rakenne ja vaiheet
- Prospektien tunnistaminen
- Miltä ostajasta tuntuu
- Asiakkaan tilanne ja tarve
- Tarjouksen laatiminen
- Hinnoittelu

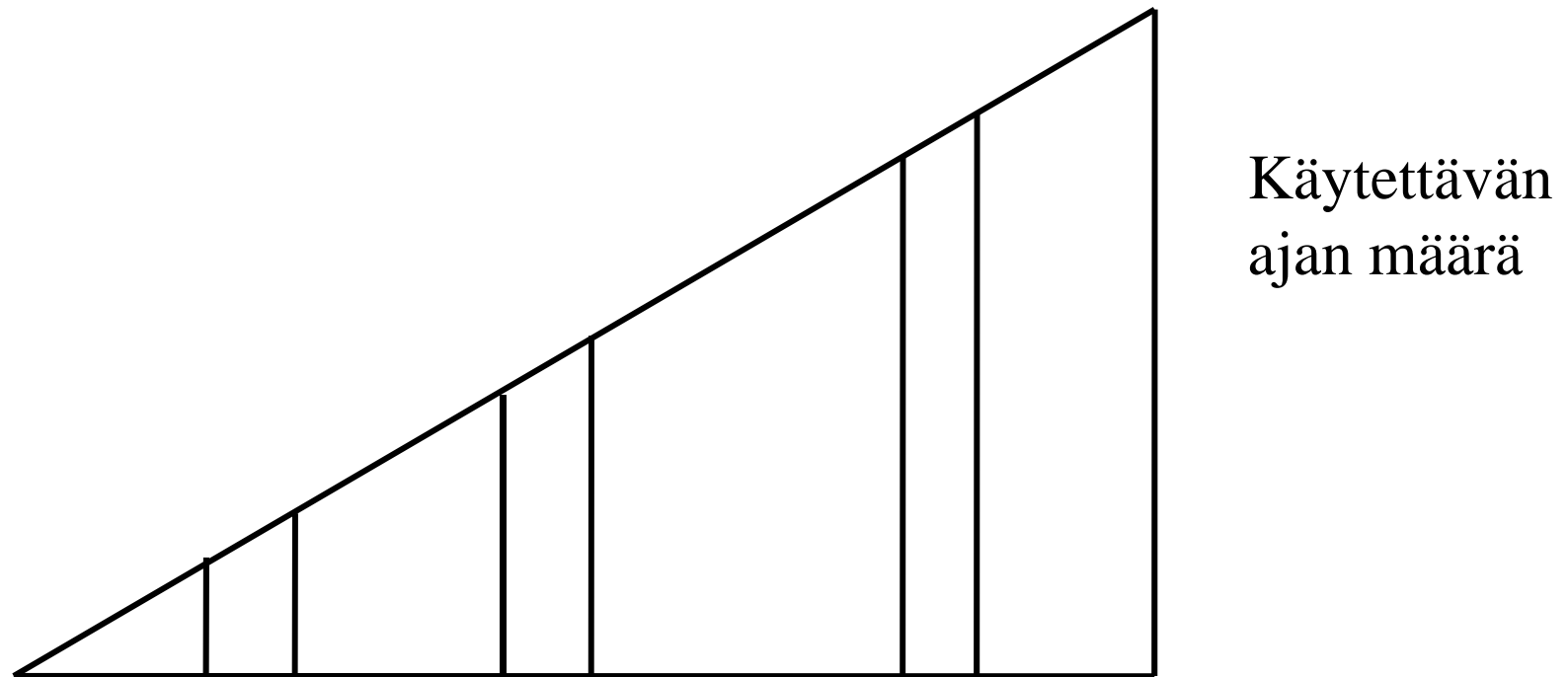
## Myyntiprosessi

- Asiakkaan löytäminen
- Käynnin sopiminen
- Myyntikäynti
- Clousaus
- Kaupan monistaminen

## Seven Stages in Meeting the Customer

- Getting your self accepted
- Opening prime desire statement
- Ask the questions
- Check and pre-close
- The marriage
- The Final Check
- The Close

## Ajankäyttö 7 vaiheen myyntikäynnillä



Myyntikäynnin eteneminen

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## Getting your self accepted

- This is the small talk part, the we Finns typically ignore.
- The point is getting your self accepted before customer is ready to talk about issues sensitive to him.
- USE the SOFTEN method.
- USE open questions: Why vs have you?

# Opening Prime Desire Statement

- The point is to make the customer to think: "I want to hear what he has to say."
- *"Mr Prospect, we have a new product that I believe will almost certainly increase your sales, but may I ask you a few questions about your current way of operating?"*

## Ask the Questions

- Ask open questions that could reveal problems in which your product helps.
- What kind of games are you running currently? What do you think of them? What kind of problems have you encountered? What new features would you hope to have in the games? Up on which criteria do you make your buying decisions?

## Check and pre-close

- The purpose is to make sure we know now what issues are important to the client and that we can emphasize the features that solve these problems.
- *“Mr Prospect, is there anything else you might be looking for?”*

## The Marriage

- Tell only about those features the client wants to hear. (You found them out asking the questions.)
- Link the features to benefits.
- Sell the results, sell the unique selling points.
- If you are given a buying signal, stop selling and go to close.

## The Final Check

- In the marriage, we tried to cover all the points that we found important to the client. This is the time to check if we succeeded in it.
- *“Mr Prospect, we seem to have covered all the points. Is there anything we have not looked at?”*
- If the client raises objections, its either because we did not find all the important issues in the question part or because we did not convince him of the benefits during the marriage. Go back to either stage.

## Buying signals

- What does this cost?
- When can you deliver it?
- Can I have it in blue?
- When you hear this signal, proceed to close:  
Yes, you can have it in blue, how many would you like?
- Many salespeople keep going on with their presentation and destroy the sale.

## The Close

- Many salespeople are afraid of closing
- No is a better then get jammed with maybes. You need to get 5-6 NO s to get a YES.
- Once you have asked for the close, shut up.
- The longer the silence the more certain is the yes.

## Different closes

- Fine, lets complete the paperwork.
- Shall we sign the agreement now.
- Do you prefer red or green.

## Not closing

- “This is very interesting, leave me a brochure.” = NO
- At least make the next appointment.

## Persistence is everything

- 48% of salesmen give up after first contact
- additional 25% give up after the second contact
- 12 more percent give up after the third contact
- additional 5 % give up after the fourth contact
- only 10% of the salesmen make 5 contacts
- 80% of the buyers buy only after they have been contacted 5 times

## Miltä palvelun ostajasta tuntuu

- Epävarmalta: Miten valitsen oikean palveluntarjoajan?
- Uhatulta: Vaikka älytasolla tietää, että tarvitsee ulkopuolista apua, tunnetasolla tilanne ei alussa tunnu hyvältä.
- Riskin ottamiselta: Annan päätösvaltaa muille.
- Kärsimättömältä: Minun olisi pitänyt tehdä tämä jo aiemmin.
- Huolestuneelta: Tarkoittaako konsultin käyttö sitä, että en osaa omia hommiani.

# Miltä palvelun ostajasta tuntuu

- Paljastetulta: Joudun kertomaan liikesalaisuuksia, joista kaikki eivät sisällä myönteisiä asioita minusta.
- Ylenkatsotulta: En tiedä onko ongelmani yksinkertainen vai monimutkainen. Onko palvelun myyjällä intressi pitkittää prosessia lisätuottojen toivossa?
- Olen skeptinen: Olen saanut sormille tällaisilta tyypeiltä aiemmin.
- Olen huolissani siitä, että myyjä ei tarjoa sitä, mitä tarvitsen, vaan sitä mitä hänellä sattuu olemaan.
- Olen epäileväinen, hämäävätkö he vain termeillään ja pitävät minut pimennossa?

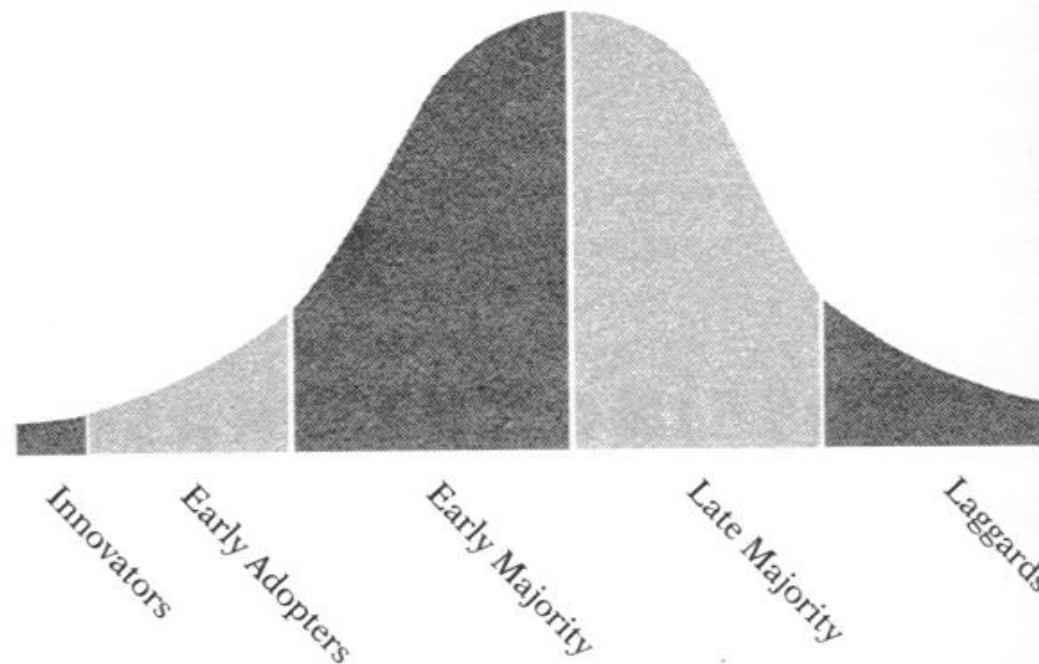
## Oikean ostajan löytäminen

- Oikea henkilö riippuu toiminnan kypsyydestä
- Nokialla on 50.000 "ostajaa"
- Yhteystiedot voivat löytyä yllättävistäkin lähteistä

## Ensimmäistä prospektia ei kannata uskoa

Graphically, the model is represented as a bell curve:

The Technology Adoption Life Cycle



## Asiakkaan tarve

- Näkemys
- Suunnitelma
- Vai toteutus

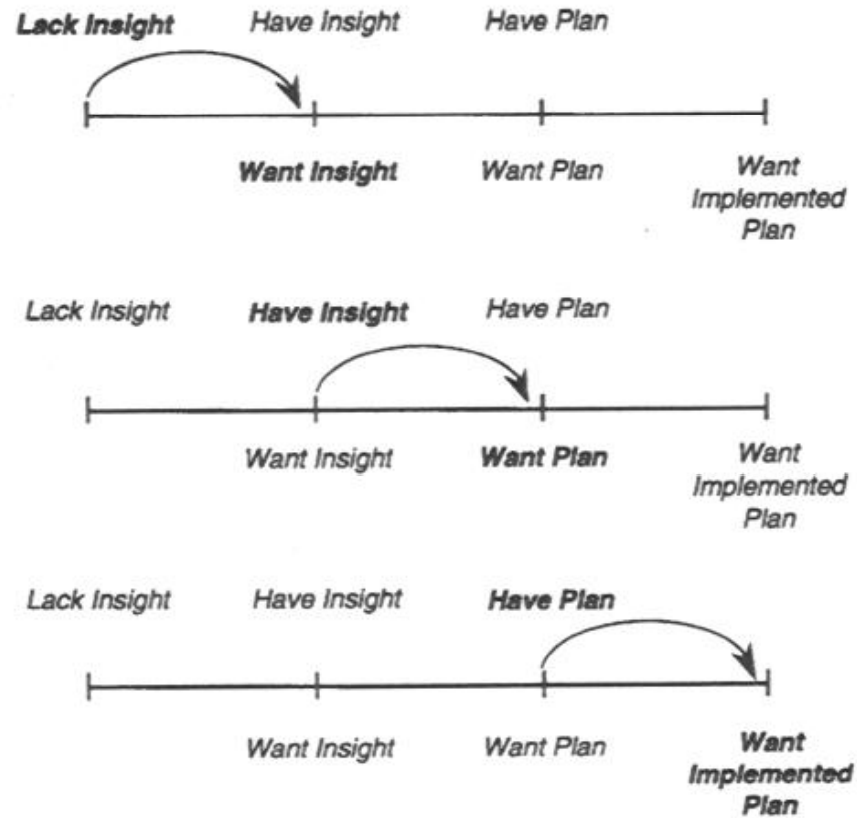


Exhibit 2.7. Projects with one objective.

Understanding the Baseline Logic

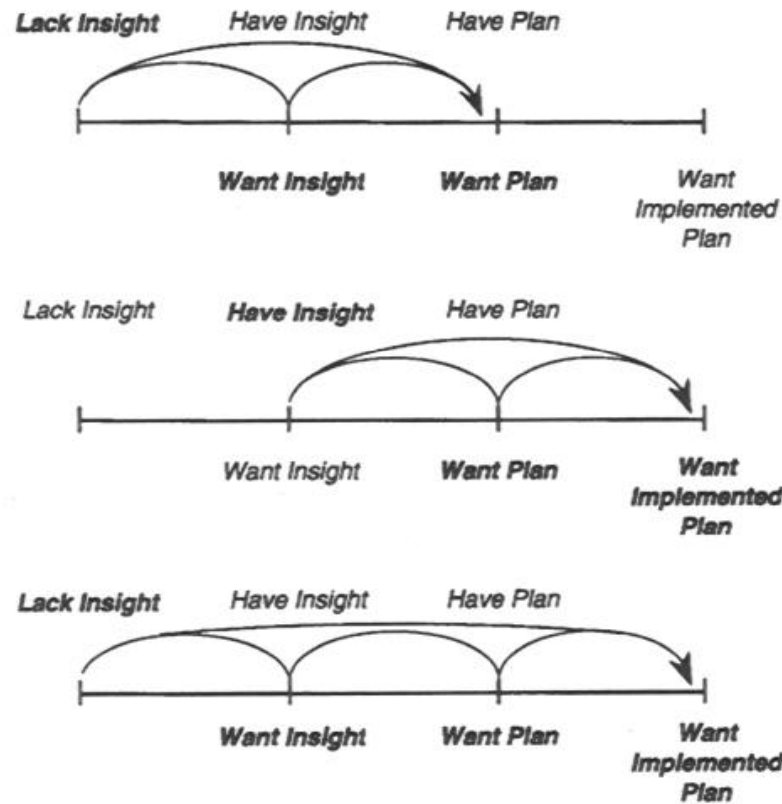


Exhibit 2.8. Projects with two or three objectives.

## Tarjouksen 6 osaa

Situation: This is our understanding of the problem

Objectives: Given that problem or opportunity, these are our objectives for solving or realizing it

Methods: Given those objectives, these are the methods we will use to achieve them.

## Slots continued....

Qualifications: Given those methods, these are our qualifications for performing them

Costs: Given those qualifications and methods, this is how much it will cost

Benefits: Given our efforts and their associated costs, these are the benefits or the value that you will receive

## Viisaita neuvoja lähinnä itselleni

- Peruslääke: Puhelin käteen ja asiakkaiden luo
- Paras tapa kaksinkertaistaa liikevaihto, on kaksinkertaistaa asiakkaiden parissa vietetty aika
- One of the biggest mistakes entrepreneurs make is to think too small.
- The chances of survival and success are lower in small, job-substitute businesses.

- The odds for survival change dramatically if the venture reaches a critical mass of at least 10-20 people with \$2 to \$3 million in revenues.
- The minimum **threshold** for success translates roughly to \$50,000 to \$100,000 of sales per employee annually.
- Menestysreseptiin kuuluvat: Tiimi, tilaisuus ja resurssit

## Viisaita neuvoja asiakkaille (ja itselleni)

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## Hinnoittelusta

- Yleensä aina liian halvalla
- Henkilökulu / vuosi?
- Korvaus yrittäjäriskistä
- Merkitseekö hinta asiakkaalle?
  - Myykö halvin automerkki eniten?
  - Tuttavalta ostetaan mielellään vaikka olisi vähän kalliimpaakin
  - Brains, Grey hair vai Procedure
  - Tinkiminen?

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