

10 B2B Startup Sales mistakes to avoid

How to successfully scale 0-1M A(R)R

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11.10.2021

**swiss
startup
association** 





The next 60 minutes

01 Why you are here (5min)

Intro, Approach, Expectations

02 Basics + 10 Mistakes to avoid (25min)

Sales House Rules, Remote Sales Process

03 Ask me anything (30min)

Open Q&A, Case Studies, Implementation

Why you are here

This material shall help you with actionable advice to

- **Accelerate your market traction** by leveraging innovative sales tools & methods
- **Validate initiatives faster** by getting data on what works (and what doesn't)
- **Avoid trial & error** by following proven methods and templates

SalesPlaybook customers lately achieved these outcomes by working with us on the above

- **Go CHF 0-1M ARR in less than 12 months** with less than CHF 1M in funding
- **Regularly hit 5-15% meeting booking rates** on scalable outbound sales campaigns.
- **Close 6-digit ARR deals** & reduce sales cycles for 5-digit deals from quarters to months





Sales House Rules **Digital Sales Process**

Let's get the basics right first

Sales House Rules

1. **Ego Is The Enemy:** Leave your ego at the door, focus on the customer
2. **Listen Actively:** Genuinely care and be mentally 100% present
3. **Customer Problem First:** Take the solution off the plate
4. **Target, Tailor, Take Control:** Make it easy to understand, evaluate and buy
5. **Date In - Date Out:** Make sure you follow-up and stay in control
6. **Never Go Back:** Do your homework well, but then always advance
7. **Quid Pro Quo:** Do not give away your core offering for nothing in return
8. **Value Before Price:** Discuss costs only once the benefit is fully clear
9. **Be Helpful:** Help where you can - without expecting anything in return



Remote Sales Process

Connect

Enter the conversation

- Invest in prospecting
- Personal messaging
- Provide value up-front
- Use phone & letters

Prepare

Prepare for success

- Provide an agenda
- Discover & qualify
- Get a script
- Write an account plan

Execute

This is showtime...

- Listen >60%...
- ...but take control
- Turn on your video
- Use a script

Follow-Up

The money's here...

- Date-In, Date-Out
- Reduce to the max
- Give them a video
- Nail the call to action



10 mistakes to avoid

Save yourself some Trial & Error...



10 B2B Sales mistakes to avoid

10 Mistakes

1. **Not selling use cases:** Use relevant case studies, quotes, customer testimonials
2. **Not use “Novelty Chunking”:** Tech is intriguing, but people hate change. Make it “plain vanilla”
3. **“Investor Language”:** Customers don’t care about your TAM, CLV, ARR, IP etc.
4. **Patience without control:** Buyers don’t need to “get” your AI, but their buyer journey
5. **Fight wrong competitors:** Your biggest adversary is often the Status Quo, not other tech
6. **“Go Tech”:** Nobody buys solutions. People only buy transformations
7. **Spray & Pray:** “Our tech can be applied in 12 industries” is NOT a good pitch
8. **Use anglicisms:** Don’t use acronyms / English where industry / German works
9. **Overwhelm people:** 8-12-step cadences are OK in the US. They’re not in DACH
10. **Brag:** No “we are #1, 10x impact, you need this now” messaging

5 things to do instead

Save yourself some Trial & Error...



1. Frame the conversation

Frame Control: Stronger frames always absorb weaker frames.

Frame Awareness: Be aware of frames: Power, Intrigue, Time, Analyst, Prizing, Moral Authority

Status: Differentiate between global & local status and situational Alpha & Beta. Avoid "Beta Traps".

Frame Stacking:

1. **Intrigue:** People want to know how you faced obstacles and overcome them
2. **Prize:** Frame positions you like the most crucial party in the deal
3. **Time:** Add time pressure to a decision-making event reduces decision quality
4. **Authority:** Create a desire in the target's mind and to go on from the pitch to the hook point



2. Build MAPs - Mutual Action Plans

Establish Buyer Journey instead of a Sales Process by crafting a Mutual Action Plan:

- 1. Make it truly mutual:** Get prospect engagement, make sure Buyers are contributing
- 2. Think outcomes:** Focus on buyer needs, use the language your buyer uses
- 3. Add a buyer's dates:** Map and anchor the deal's target close date to an initiative
- 4. Work backwards:** Create urgency by working from go-live to milestones
- 5. Focus on ROI:** "Done" is when your buyer is hugely successful
- 6. Start early:** Get all key stakeholders on board early on
- 7. Keep the plan alive:** Share, discuss and update the plan regularly and transparently
- 8. Role before name:** Make it robust and be diligent by understanding the journey
- 9. Show delay impact:** Ensure urgency by highlighting negative consequences of delays
- 10. Share widely:** Be open and transparent at all times with your prospect



3. Use Video “everywhere”

1. **First Contact:** Establish rapport, build trust and put up a Call to Action immediately
2. **Pre-Discovery:** Control the frame, create intrigue, establish trust, hand back over
3. **Follow-Up:** Tell a story instead of sending a PDF. Keep it simple and engaging
4. **Walkthrough:** “Get a seat at a table” on stakeholders, even if you don’t know them
5. **24/7 VSL:** Put a VSL (Video Sales Letter) on your website / app / auto-responder



4. “No” is great

Any “No” provides a great opportunity for you and the other party to clarify.

People justify “No”, you learn 0 from a “Yes”.

Learn what a prospect really wants by eliminating what they do not want.



5. Be ready to walk away. Always





Book a free 1:1 Sales Success Call

<https://meetings.hubspot.com/manuel76/1one1-working-session>



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