

**swiss  
startup  
association+**

# **B2B Sales Myths Debunked**

**How to get from 0 to 10 million without trial & error**

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# The next 60 minutes

- 01 Why you are here (5min)**  
Intro, Approach, Expectations
- 02 Sales Psychology (20min)**  
The psychology behind value selling
- 03 Empower Your Team (20min)**  
Pricing for Marketing, Sales & Customer Success
- 04 Q&A (15min)**  
Ask me anything!

# I always forget the intro...so here it is

200+ customers  
25+ Sales Masterminds  
7-figure company revenue  
3+ years on the market  
....  
10M ARR 2025 target

**Kyan Heath**  
0-7 figure ARR in less than 12 months  
#coaching  
[Read More](#)

**Archit**  
0-7 figure ARR in less than 18 months  
#procurement #coaching #bdr-ramping  
[Read More](#)

**Ralph Hartmaster, Co-Founder & Chief Growth Officer, ready**  
0-2M+ ARR in 1.5 years while building a sales team from scratch  
#sdr-ramping  
[Read More](#)

**Pascal Uffer, Co-Founder & CEO, Boostbar**  
0-1M+ ARR in less than 10 months  
[Read More](#)

**Jani Rihak, Co-Founder & CEO, Classtime**  
3x ARR in less than 12 months by closing 6-figure-deals, increasing ACV by 10x  
[Read More](#)

**Darragh Grealish, Co-Founder & CEO, 56k.Cloud**  
56k.Cloud closing a 370k deal through leads in support  
#buildsalesteam #crm #gotomarket #leadgeneration  
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**Drazen Ivanik, Founder & CEO, wowflow**  
5x MRR in 18 months by closing 150k TCV & hitting 30% booking rates from cold email  
[Read More](#)

**Neil Lonergan, Co-Founder, Linimex**  
Closing 250k ARR by changing their positioning & negotiation approach  
#leadgeneration #procurement  
[Read More](#)

**Claire Houston, CEO, Houston & Ko**  
2-3x increase in MRR in 6 months  
#knowledge transfer #coaching  
[Read More](#)



# **Master The Fundamentals**

Basics Done Right

# 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

# 10 AI Sales mistakes to avoid

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

# Value-based pricing it is!

## Cost-based pricing

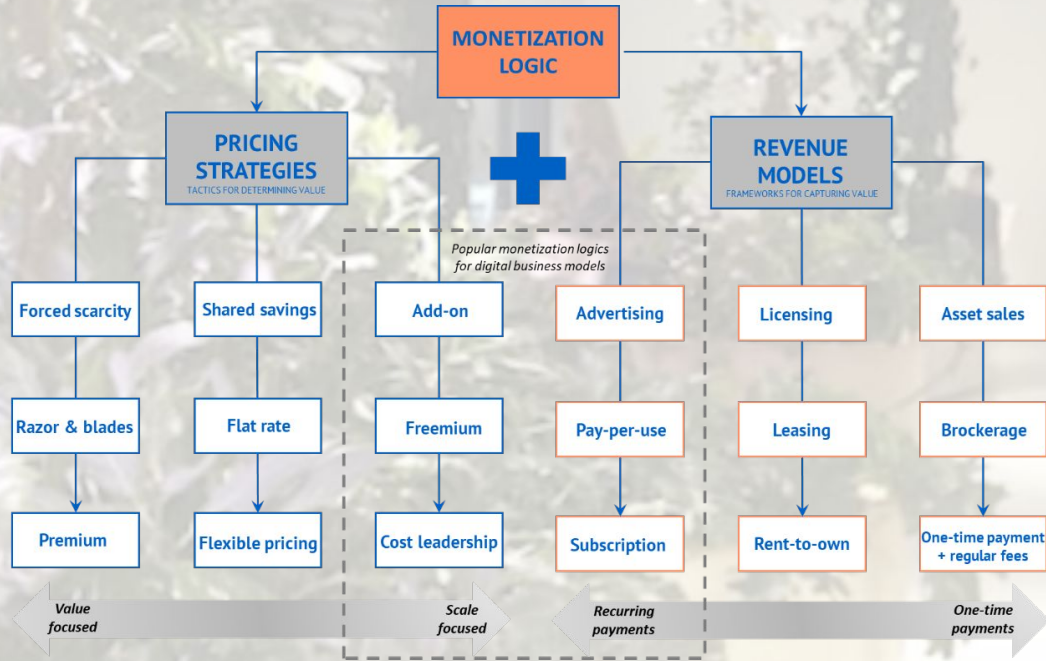


## Value-based pricing



Source: <https://buildfire.com/value-based-pricing/>

# Don't overcomplicate things



Source: <https://smartbusinessmodeler.com/business-model-brain-snack-revenue-models-and-pricing-strategies/>



# Review benchmarks for SaaS Pricing



## The study's highlights

Here's a quick overview of the main findings for my set of data from 386 AngelList trending startups:

- 39% have pricing publicly available
- The average number of packages is 3.5
- 44% sell the benefits on-page
- 84% organize prices low to high
- 9% organize prices high to low
- 59% list their enterprise package's price as 'Contact us'
- 49% highlight a package with a contrasting CTA color
- The most common CTA is 'Start free trial'
- 63% offer a free trial
- 11% offer pricing on a sliding scale
- 85% of packages are named ('Growth', 'Pro', etc.)
- 6% offer a money-back guarantee
- 30% operate on a freemium model

Source: <https://www.onstartups.com/learn-by-example-38-saas-startup-pricing-pages-analyzed>



# **Pricing Psychology Initiatives**

5 initiatives you can implement  
without trial & error in days

# 1. Control the Frame

**Stronger frames always absorb weaker frames.**

**Be aware which frames are and should be used:**

- **Power Frame:** “My company is 10x larger and has 10x more money than yours.”
- **Intrigue Frame:** “Working with us would be life changing for you. It was for others.”
- **Time Frame:** “I need and will decide on this within 48 hours. It is now or never.”
- **Analyst Frame:** “I am not yet 100% sure if there is really a 3.2x financial ROI here.”
- **Prizing Frame:** “We are the #1 player in the market. Working with us is a privilege.”
- **Moral Frame:** “This is the right thing to do, it is only fair, we both know that.”
- **Authority Frame:** “I am in this business for 20 years and know what is right and wrong.”



## 2. Always be Alpha

**Differentiate between global and local status and situational Alpha & Beta position.**

**Avoid "Beta Traps".**

**Such as a corporate framing their power by comparing their vast financial resources.**

**Or their global brand and decade-spanning experience.**

**Be confident about why you exist.**

**Challenge incumbents on why they then have not fixed a problem if they are so great.**



# 3. Ask for No

**“No” as an answer is great.**

**Because a “No” provides you with a great opportunity to increase the flow of information.**

**People rarely justify why they say “Yes”.**

**But they do so almost automatically if they say “No”.**



# 4. Avoid time pressure

Decision-making under significant time constraints typically reduces decision quality. Put prospects at ease that they can take all the time in the world to make up their mind.

But also challenge them on the raised concern of “We just need to think about it”. Ask them on what exactly they need to think about and how you can help them here.

A micro-script you can use here is along the lines of this:

“Let’s be honest with each other for a minute: We have both invested time, rigour and focus to evaluate if and how we can add value to each other’s businesses. This means we find ourselves now in one of these scenarios:

1. **The challenge is not worth solving:** Let’s all get back to work then & tackle more important things.
2. **You have specific open concerns** that we did not yet resolve together or even talked about.  
Let’s in this case have an open conversation on what these are resolve them
3. **There are 0 open points.** Then we should actually start to create operational value for you right away?



# 5. Avoid Neediness

**Neediness is (besides Ego) the enemy.**

**Neediness destroys trust because people feel your intent is inwards-oriented.**

**That you focus on solving your own problems instead of being 100% focused on the customer.**

**Neediness also destroys your Status Delta immediately.**



# 9 Actionable Negotiation Insights

- 1. Listen Actively:** Every Negotiation begins with listening & safety for a real conversation
- 2. Mirroring:** Use mirrors to increase empathy, trust & information flow
- 3. Tactical Empathy:** Dive deeper on “nuggets” that matter to all involved parties
- 4. Labeling:** Giving emotions a name without external factors you know nothing about
- 5. “No” is great:** Get the other party to clarify what they really want, not what they don’t want
- 6. “That is right”:** Stop “hunting for yes”, instead establish “neutral truth”
- 7. “Fair”:** Strive for a reputation of being fair. Your reputation precedes you
- 8. Calibrated Questions:** “How specifically could I help you best right now”? Instead of “What’s up?”
- 9. Ensure Execution:** “Yes” is nothing without “How.” Negotiators have to be “decision architects”







# Pricing Initiatives

Initiatives you can implement  
without trial & error in days

# How to enter pricing negotiations

Don't "spill the beans" too early.

1. **Quid pro Quo:** If asked to lower the price, ask what's in for you.
2. **Value before price:** If the value is 0 / unclear, even EUR 1 is too much.
3. **Mutual Commitment:** If asked to provide an offer, get commitment it gets signed.
4. **Looping:** If asked to share more details, clarify what exactly is required.
5. **Framing:** Leverage social proof "what other customers invest"

# How to price Pilot Projects

**One-time revenue is useful - if it converts at high rates to MRR -> ARR.**

- 1. Manage friction:** Consciously make it easier/harder for prospects to commit.
- 2. There's no free lunch:** Don't do PoCs (Proof of Concepts) free of charge.
- 3. Paint the final picture:** Don't enter pilot projects without understanding the target state.
- 4. Credit upon Conversion:** Offer to credit the pilot investment to an ongoing collaboration.
- 5. Get Acceptance Criteria:** Get commitment what needs to be true to convert the pilot

# How to empower your sales reps

28	Negotiation Argument	Default	Negotiable	"Wiggle Room" / Action
29	Price	Pricing Calculator (see above)	No	<p>That's where you need to be crystal clear what your sales reps can &amp; should do in pricing negotiations</p>
30	Minimum Contract Duration	12 months	No	
31	Max Sales Calls		3 No	
32	Completed Quiz	Before Call	No	
33	Prospect ACV (Annual Contract Value) / Deal Size	4-digit	No	
34	Willingness to invest	CHF 5'000	No	
35	Payment Terms	14 days upon signature	Yes	
36	# of included Seats	2 for Booster / 5 for Accelerator	Yes	
37	# of Payments	1 payment upon signature / kick-off	Yes	
38	Collaboration Start Date	Start within 14 days	Yes	
39	Offering	2022 Offering (see rows 9-16)	Yes	
42				

Channels ▾ Testimonials ▾ Cold Email Script ▾ ROI Calculator ▾ 3 Pricing Calculator 2022 ▾ Unit Economics ▾ Alumni Offering



# **Ask Me Anything!**

PoCs, Enterprise Sales, Hiring, ...

 **Book your free 1:1 Sales Acceleration Call**

<https://thesalesplaybook.com/bookacall>



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