

Revenue Navigator Collective

Strong together in B2B tech sales

swiss
startup
association+



Patterns in B2B sales and venturing

Why do patterns in outbound outreach and closing matter?



David Schiller
Opportunity Maker
VP Revenue



Matthias Erhart
Strategic Revenue Captain
Entrepreneur & Revenue Coach



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Strategy Ninja
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Enterprise Sales



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Deep-tech Sales Wizard
Enterprise Sales & GTM PM

Questions?
Contact us!



Introducing our **Revenue Navigator Collective** with a unique approach to help scale your tech startup

Interdisciplinary sales expert network

- Our team consists of **professionally active senior experts**
- We focus on a **holistic approach** thanks to interdisciplinary excellence (Sales, Coaching, Consulting & Lecturing)
- We have an **excellent B2B sales track record** in the SME and enterprise segment, as well as in consulting

Competent project delivery

- We assign the **right Subject Matter Expert** to topic-specific work
- We aim for **long-term projects** with close expert exchange for maximum client impact
- We integrate **Sales & Venturing know-how**



Long-term collaboration

- We commit to a **trust-based collaboration** at eye level
- We see ourselves as a collective of experts with **interesting individuals** who you enjoy to have a beer with
- We set for ourselves, as for the client collaboration, a **high standard**

Tailored services

- We can address **ad-hoc issues** without problems
- We focus on non-scalable, **personalized project work** to achieve real results
- We engage in a few, **selective projects** for high quality and enjoyment of the collaboration

The **ONE message** you have to remember today!



“The first ability you got to master (in Sales), if you want to become great, is the **ability of recognizing patterns.**”

- (Big) Tony Robbins

Why **patterns** matter

According to a research at Cambridge University, it doesn't matter in what order the letters in a word are, the only important thing is that the first and last letter be at the right place. The rest can be a total mess and you can still read it without problem. This is because the human mind does not read every letter by itself, but the word as a whole.

Amznig huh?

- *Typoglycemic text that circulated on the Internet in September 2003*

Let us build a **mutual understanding** of what patterns are



Pattern:

A **particular way** in which something is done,
is organized, or happens

Let us build a **mutual understanding** of what patterns are



We have an **initiate desire to find structure**
in the information coming our way.

In other words: Everything happening to you
looks like **chaos until you recognize the
pattern**, the rule, or the principle governing
things.

Let us build a **mutual understanding** of what patterns are



Why does this matter?

- If one can turn information (data) coming at us into patterns, we can **deal well & fast with reality**.
- The need of remembering a mountain of data vanishes, we just need to **recall our rule of thumbs**.
- In fact, how well you are at recognizing, creating, and **using patterns is a great talent!**

Your RNC experts for today and a customer testimonial



David Schiller
Opportunity Maker
VP Revenue

- 8 years in Sales thereof 6 years in SaaS Sales
- Full Sales Cycle Pro
- From SDR to VP of Revenue

- German Champion in Thai-Boxing 2018
- Background in Business Psychology
- Yoga, meditation & reading



Matthias Erhart
Strategic Revenue Captain
Entrepreneur & Coach

- Closed 25% of the total Avrios ARR
- Closed strategic deals & drove product development
- 3 years of successful Coaching: Founders, Sales leaders & sellers

- Adventurer & travels to foreign countries
- Kite surfing & Snow kiting
- Foodie, hobby cook & bookworm



Lukas Morys
Digital Lean Native
CEO & Co-Founder @ Scable

- Founded Scable in 2017
- Bootstrapped Scable successfully
- Industrial Engineer
- Host of Factory21 Podcast

- Loves hiking and running
- Camping and traveling
- Dog lover, sound engineering

We present you **four topics** packed with insights to find your patterns, kick start sales and navigate your journey

GETTING STARTED

01 Why and which patterns are important in outbound sales

02 How to recognize patterns in B2B sales

STEPPING UP THE GAME

03 How to recognize patterns in venturing from a sales perspective

04 How Scable built a proper pipeline, grew sales and scaled



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Why understand and use **patterns in outbound sales?**

If you look for patterns and pick them up:

- you **get up to speed way faster**
- you set **free bandwidth** in your head
- you **save a lot of time** by e.g. only talking to real prospects, getting straight to the point in your conversations



What are **patterns in outbound sales**?

Patterns are everywhere

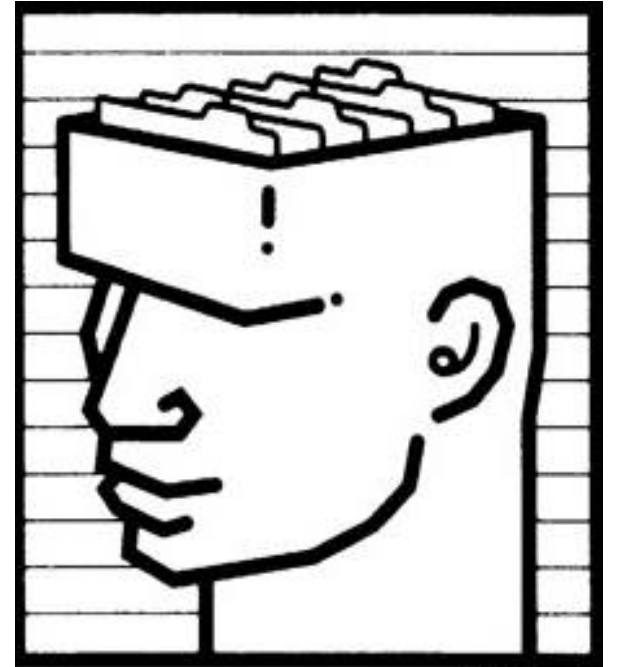
The most important ones from the outbound point of view are:

- **conversational** patterns
- **emotional** patterns
- Patterns **in the market** (e.g. pains/problems in certain verticals/industries)
- Patterns in what **different types of stakeholders** are interested in (e.g., I don't need to make a deep dive about User Experience to the CFO of a company because he is looking at my product from the economic perspective)



Why are **conversational patterns** important to see?

- **90% of objections and topics** coming up in an outbound conversation **are the same**
- if you **know how to react and handle those by heart**, you have more bandwidth in your head for the remaining 10% of topics that are individual and can shine in these as well



An example for objection handling

Objection: Send me some information via email

Natural pattern: Where should I send it?

Better pattern: I would love to do that. In order to send something that's truly relevant for you, would it be a bad idea to ask a few questions?

→ High chance to continue your prospecting and qualification, chance to build up a relationship, increased conversion rate



Why are **emotional patterns** important to recognize?

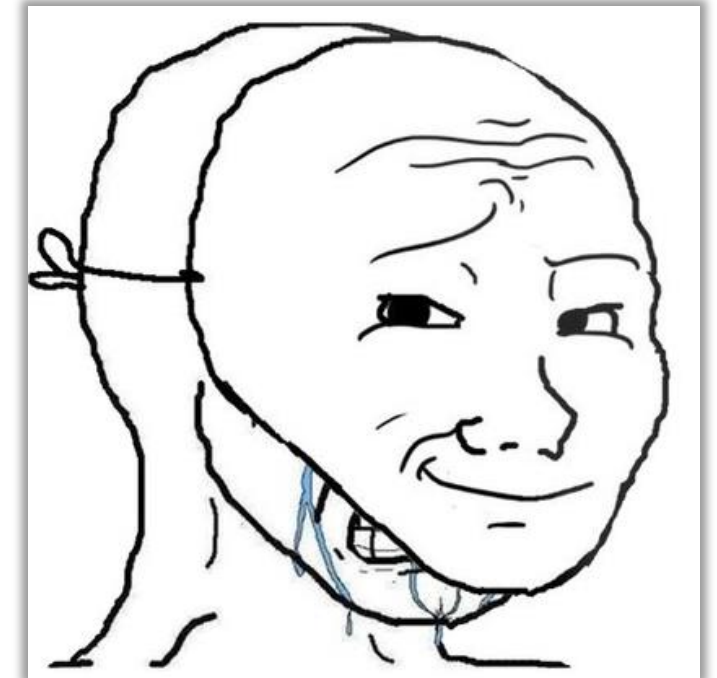
Emotions are involved in every conversation

Most decisions are taken based on emotions and we **rationalize** them **afterwards**

When you **label people's emotions proactively**, you can for example:

- **Open up people** that don't want to talk to you
- Help people give you **more information** on where they are standing at the moment
- **de-escalate** angry confrontations

→ **Conversion rates from outbound conversations increase massively and you become way more efficient**



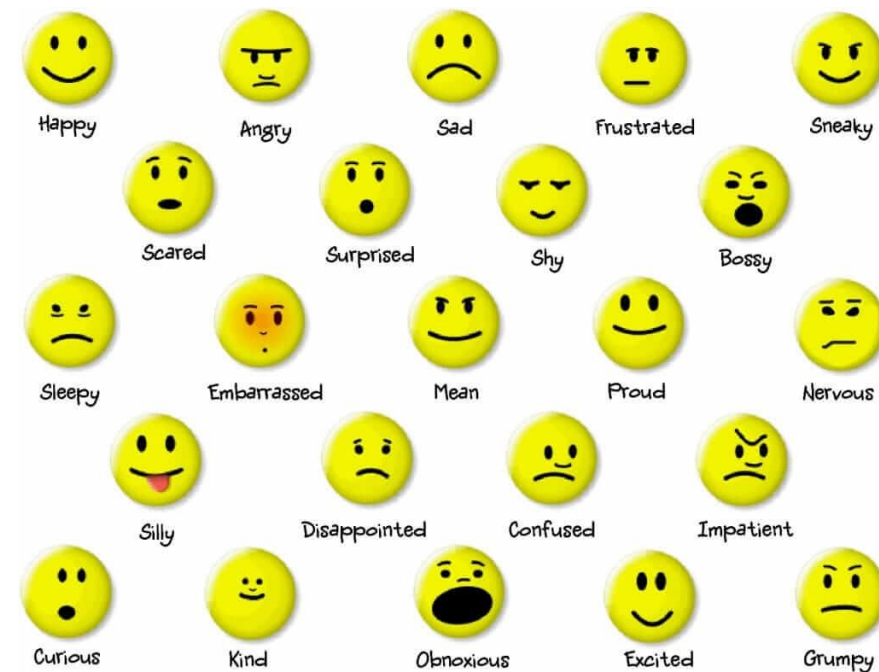
Emotional labeling

Label your counterpart's emotions and/or the situation.

- "It seems like you feel ...",
- "It seems like you are really passionate about ..."
- "It sounds like there's something missing."
- "It seems like you are happy/angry/unsure..."

Make sure to keep it neutral! Don't say: "I think that..." or "You look like..."

Don't worry if you get the situation wrong, this also opens up the conversation and you get closer to what's actually going on when the person corrects you.



How to start in outbound sales?

Outbound starts even before you have something to sell:

- **Use the skills** during the venturing process, interviewing potential users, buyers, prospects, ...
- Start with **cold calling** (nearly everybody is afraid of it or has some kind of reason why not to do it)
- **Most efficient channel** to build a highly qualified pipeline

→ Eat that frog first!



First steps in cold calling

- Have a basic **opening script**
- Figure out your **qualification questions**
- Create a solid **list with ICP contacts**
- On every call, train the **basic conversational skills** (building rapport, objection handling, labeling,...)

→ Sales wise you'll be ahead of half the start-ups within a short time



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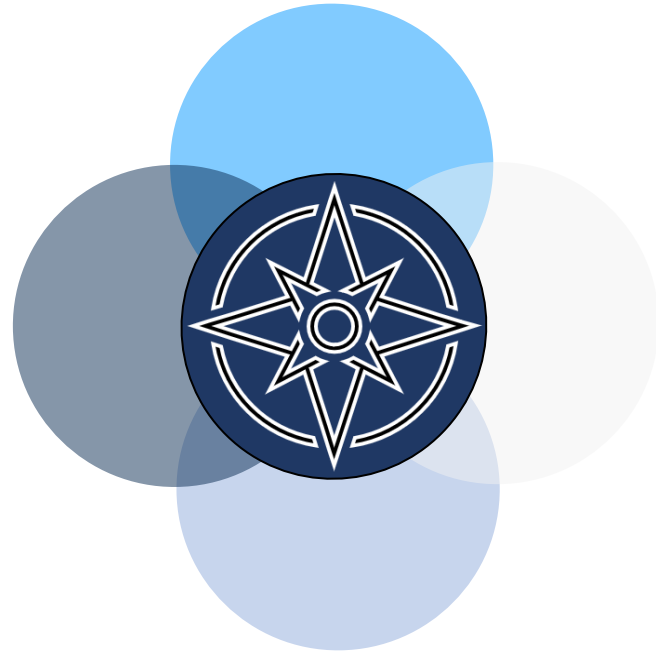
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Advocate of patterns





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Most of the entrepreneurial sales folks do this...



- **Winging meetings** is the **default** in our busy attention economy

...but I've learnt the hard way: **this is more promising**



- **Prepare** & do your **desk research**
- Have a clear **agenda**
- Have clear **outcomes** & **next steps** in mind

Most of the entrepreneurial sales folks do this...



- We in **sales are needy**
- Gotta meet quota
- We **tend to give in to mostly all** client demands
- **Follow** the client's journey

...but I've learnt the hard way: **this is more promising**



- Practice **not** to be **needy**
- **Validate** client **demands**
- **Push back** & use “no” as a discussion starter
- Have an **archetypical buying journey** & important purchasing milestones in mind



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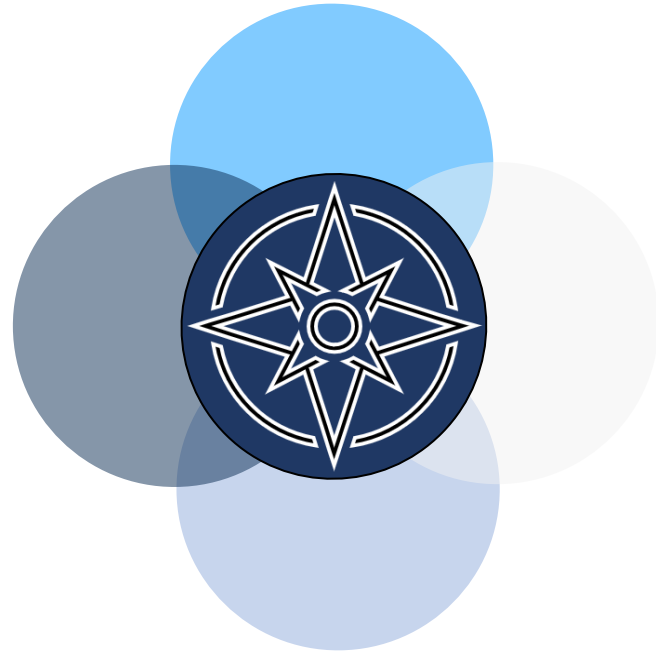


- Use no system to qualify deals – «**Just close 'em!**»

...but I've learnt the hard way: **this is more promising**



- Use an **up-to-date sales qualification** framework e.g., **MEDDPICC** (not BANT)
- Quick & Dirty – **3x Why?**: «Why anything? Why now? Why us?»



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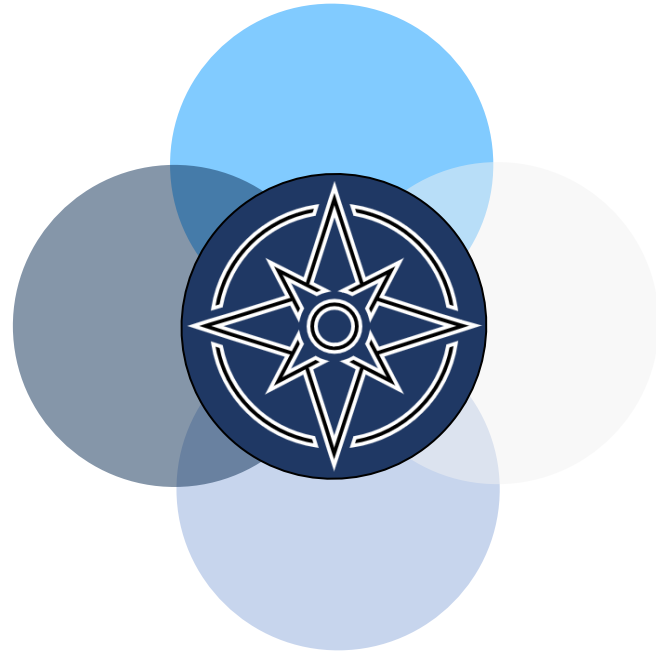
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Most of the entrepreneurial sales folks do this...



- **No market segmentation**
- **No target customer** defined
- **Mindset:** «We need to **sell to everybody** – Let's collect all the money on the table.»

...but I've learnt the hard way: **this is more promising**



- **Focused market segmentation**
- **Clear target customer** with its buyer personas defined
- **Focused value proposition** for the target customer
- Mindset: «If you build a product for everyone, you build a product for no one. **Don't do it!**»

Most of the entrepreneurial sales folks do this...

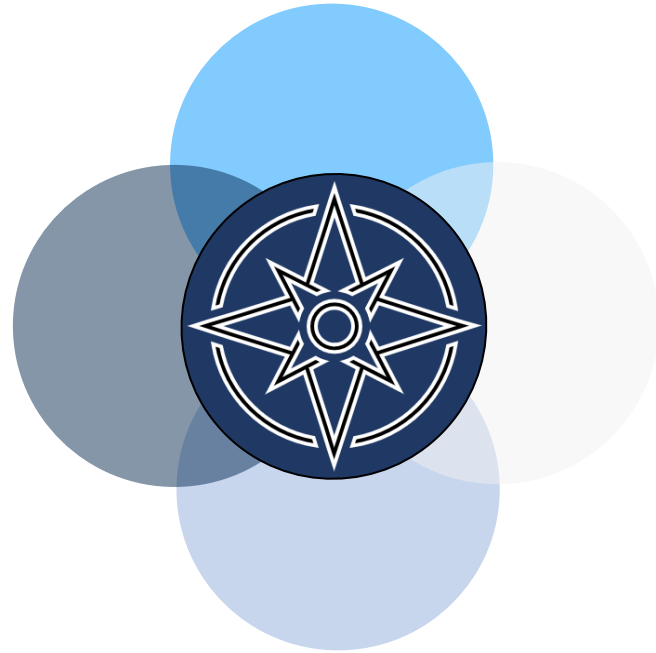


- Most startups **blame the sales team** or individual sales first **before anything else**
- What else could it be?

...but I've learnt the hard way: **this is more promising**



- **Product-Market Fit** is everything: If customers don't have their hair on fire, sales is extremely hard
- "Lousy salespeople can sell great product. **Great salespeople can't sell lousy product**" – Frank Slooman
- Don't blame sales, **find the root-cause**



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Is there a **map to navigate** the startup revenue journey?



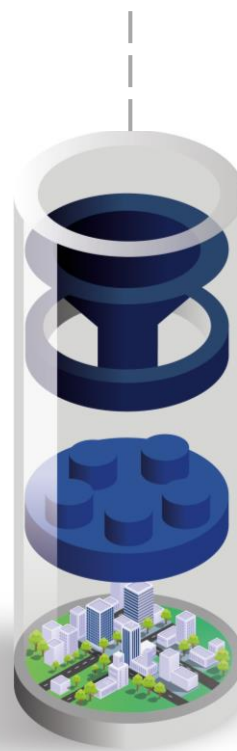
Is there a **map to navigate** the startup revenue journey?

Startup
growth phases

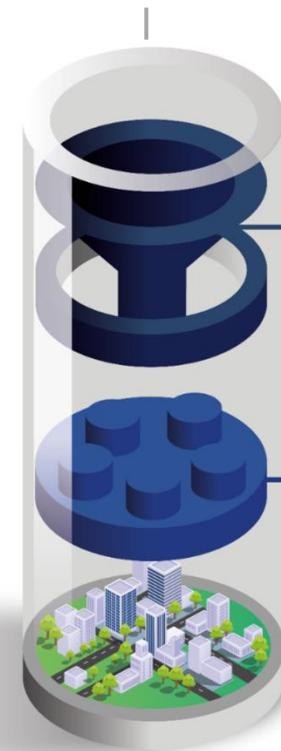
Explore
0 – 100K CHF



Learn
100K – 1M CHF



Standardize & Optimize
1M – 10M CHF

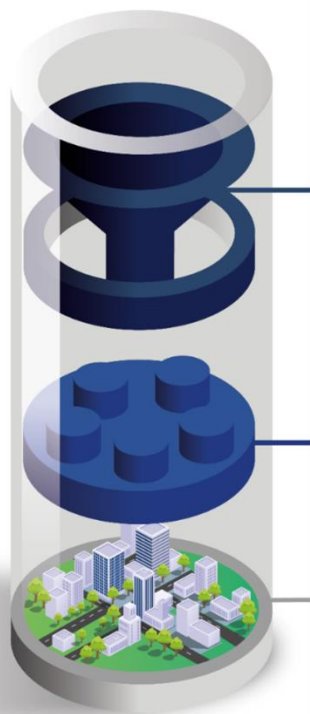


Operational Revenue Excellence

Strategic Revenue Excellence

Market Environment

Yes, there is: Our self-developed **St. Galler Revenue Navigator**



Operational Revenue Excellence



Strategic Revenue Excellence



Market Environment



So what can you do now with our Revenue Navigator?

How we use the Revenue Navigator

Do an audit with us and identify development areas from a sales perspective to fast track your startup's success:

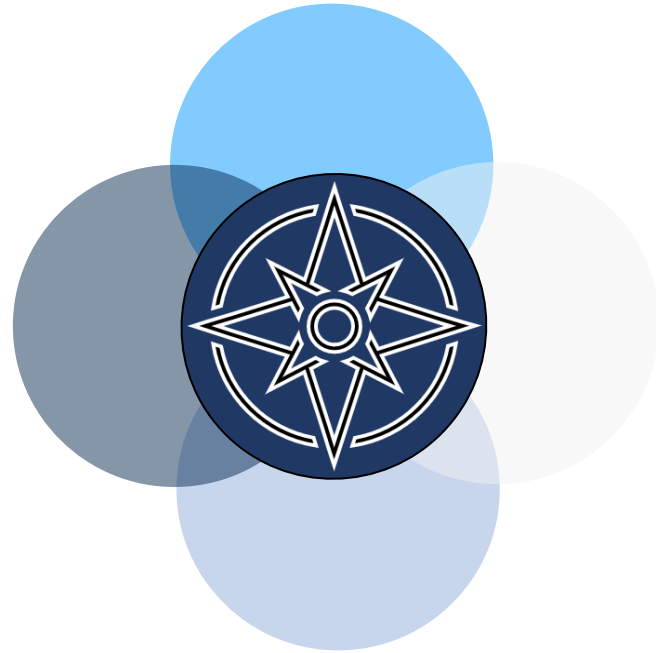
- Establish **revenue understanding**
- Answer **key questions**
- Show **challenges**
- Create **starting point** for cooperation
- Achieve first **quick wins** based on recommended actions

DM US

Get the Revenue Navigator for free

Benefits

- ✓ Get into the mindset of **seeing things holistically** – not isolated
- ✓ Easier way to **establish relations among topics**
- ✓ **Work on root-causes** – not symptoms
- ✓ **Prioritize topics** that matter
- ✓ Get **best-practices** from us
- ✓ All in all: **faster to success**



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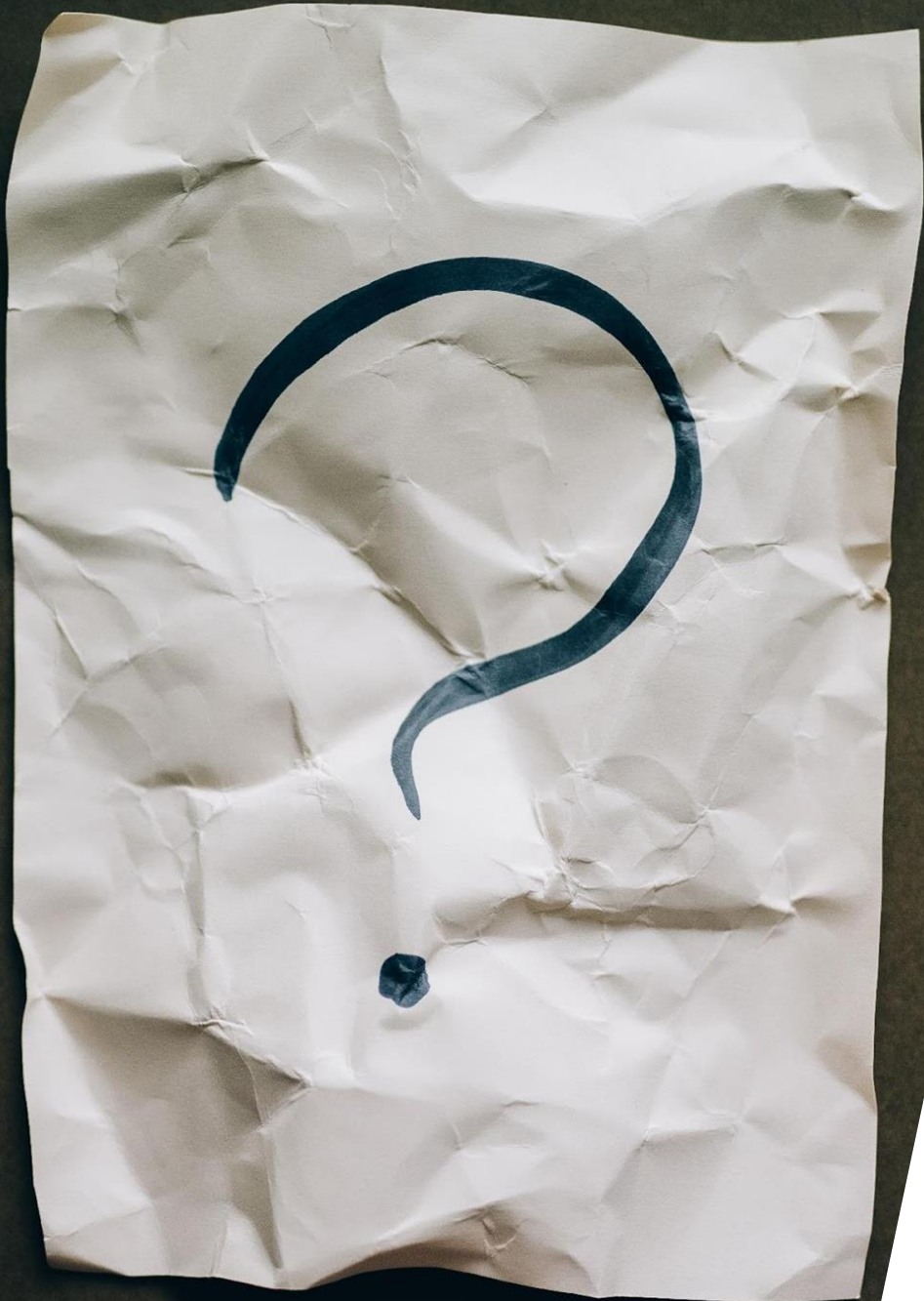
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Ask Anything – Q&A

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