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www.salesdirectorcentral.com

SDC RE:CAP

SALES DIRECTOR CENTRAL'S MONTHLY NEWSLETTER



Post of the Month

**This month,
our focus is on:**

POSTED BY JD ON LINKEDIN JULY 2019

BUILDING YOUR PIPELINE

JD's post on LinkedIn on "Is Cold Calling Dead" had a tremendous response last month. Over 5000 people saw the post.

We love JD's opening statement "If you think cold calling doesn't work, you're right. If you think cold calling does work, you're also right." Self-fulfilling prophecy says a lot about your state of mind and desire to overcome obstacles. We all hate cold calling but some of us overcome that obstacle and make it work.

JD also gives you the answer to cold calling "If you want to get the attention of a 'C level' executive, talk about what they are concerned about. Don't talk about what you are concerned about, like your product."

We discuss Value a lot at Sales Director Central. This is another area where Value trumps Product.

The original post is [here](#).

Don't miss SDC posts and events. Register at www.salesdirectorcentral.com



**SALES
DIRECTOR**

CENTRAL

BUILD YOUR PIPELINE MASTERCLASS

TIPS FROM JD

We had a great turn out for the Build Your Pipeline Masterclass in late July. JD took everyone through the four key steps:

1. Marketing Test - understand & convey value
2. COCO - Come Out, Come Out wherever you are. There are leads in your old pipeline.
3. WWW - Referral Selling. Talk to your customers about What outcomes you delivered for them (business outcomes), Will they refer you to someone they know in a similar position, & When will they do that referral?
4. VBP - Value Based Prospecting. Take the output from you marketing test & reflect that in a value driven call to potential new customers.

If you missed out the link is [here](#) .

More content can be found at www.salesdirectorcentral.com/blog

Member Corner

Members often face similar situations.

Member Corner will highlight a member situation that you may all relate to, and can therefore learn from.

One of our members have a complex and innovative solution. All sales situations are complex. We had a situation recently where the member flushed out a customer opportunity through the COCO process. The customer was quite political to add to the complexity. We stayed away from the product and focused as follows:

1. Understand the problem the customer is trying to solve.
2. Quantify the problem and the cost of doing nothing.
3. Paint a joint vision that the customer could understand and easily relay internally.
4. Tie the vision and value to a to the outcome for the client.

We went from the first meeting to a signed order in 2 months. Great job by the team.



We would not have thought to ask those type of questions

Mentor Corner

Bill Beedie



Bill Beedie is the latest mentor in the Sales Director Central family.

Bill is a proven sales leader and has built many high performance sales teams, particularly in #Tech2to20.

Our members (current and future) will benefit from Bill's experience and insights as an Insourced Sales Director and mentor.



I want to share a lifetime of lessons in sales leadership to help Sales Director Central members double their sales