

Professional Sales Program

The Department of Marketing in the Sam M. Walton College of Business empowers students with a collaborative network, equipping students with essential business, negotiation, and problem-solving skills for success in solution-oriented careers.

“The will to win is important, but the will to prepare is vital.” - Joe Paterno

The common denominator of success – is the habit of DOING THINGS THAT FAILURES DON'T LIKE TO DO. - Albert N. Grey

“I never learned anything talking. I only learn things when I ask questions.” - Lou Holtz

“In preparing for battle I have always found that plans are useless, but planning is indispensable.” – General Dwight Eisenhower

The most important secret of salesmanship is to find out what the other fellow wants, then help him find the best way to get it. - Frank Bettger



SALES

STUDENTS ACHIEVING LEADERSHIP EXCELLENCE IN SALES

Outline

- Part 1
 - Bio
 - Selling-an honorable profession
 - Options in a sales career
 - Qualities of a salesperson that leads to credibility
- Discovery
 - Most important part of the sales process
 - What is Discovery
 - Value of Discovery
 - Ways to do Discovery
- Parting thoughts

Who the heck is this guy?

- Personal
 - Raised in Marvell Arkansas
 - MBA/BSBA University of Arkansas
 - Lives in Houston
 - Married college sweetheart
 - Three sons, one grandson
- Professional Sales
 - Sales trainee
 - Individual contributor
 - Global Accounts
 - First line manager
 - Vice President
 - General Manager
 - Executive Vice President
 - Product specialist



An Honorable, Noble and Mobile Profession

Honorable and Noble Professions

Chief Executive

Clergy

Doctor

Engineer

Financial

Lawyer

Police

Politician

Sales



Sales - Honorable and Noble

More than transactional

Problem Solving

Deliver Value

Build Relationships and Trust

Drive Growth

Face of the company



Local

National

Regional

Global



The **QUALITIES** of a GREAT SALES PROFESSIONAL



1

MINDSET

Can take rejection after rejection and instead of getting discouraged, focuses on how to get the next one to say yes.

2

GOOD LISTENER

Listens to the customers' needs and uses it to propose a solution that works the best for them.

3

PREPARED

Comes to meetings prepared with sales materials, answers to anticipated objections and background information on the client.

4

CONFIDENT

A level of arrogance allows a salesperson to assume they'll make a sale before ever meeting with a prospect.

5

SELF-MOTIVATED

Has their own goals in mind and does whatever it takes to meet or exceed them.

Industry & PRODUCT KNOWLEDGE

6

Knows everything about their product or service and how it compares to the competition.

FRIENDLY

7

Can easily build rapport with all types of people whether it's on the phone or in-person.

FOLLOWS UP

8

Doesn't wait for a prospect to get back to them, instead checks in to see what else they can do to help the customer move forward.

ORGANISED

9

Keeps track of all working opportunities, past clients and lost sales in a CRM so they know when to follow up.

QUICK ON FEET

10

Can adjust their pitch based on the current situation and doesn't get caught off guard by questions.

Sales Professional Mindset

- Nothing happens until something is sold
- Salespeople sell cars
- You are the CEO of your Book of Business, Geography, vertical market
- Basic Requirements to becoming a Professional Salesperson
 - Have a passion for success – your, your company and your customers success
 - Credibility
 - Common Sense
 - Intelligence
 - Appreciation of your own importance
 - Confidence to say I don't know
 - Transparency
 - Curiosity
 - Don't be afraid to fail-just fail fast
 - Competitive
 - Be on time but don't watch the clock

Most Famous Salesperson from Arkansas

Herb Tarlek

**WKRP in Cincinnati
Advertising Sales**

Frank Bonner

Malvern AR

(February 28, 1942 – June 16, 2021)



Discovery

Most Important part of a Sales Process



Sales Methodology/Sales Process/Sales Training



Sales Micro-Certificate

The Professional Sales Micro-Certificate aims to equip future graduates with advanced skills and knowledge in the art and science of selling. Students will learn and practice these skills through classroom instruction, role play, and actual selling, preparing them for a career in the noble and prestigious profession of sales. Graduates will enter the workforce capable of independently generating revenue and adding value to clients and employers.

Upon Completing the Professional Sales Micro Certificate, holders will:

- Masters the 8-step sales process, articulating the critical steps in the process and navigating clients through the process.
- Develop effective discovery questioning techniques to uncover client needs.
- Formulate and present clear, concise value propositions that solve client needs.
- Skillfully handle and resolve client objections to proposed solutions.
- Demonstrate proficiency in closing a sale.
- Exhibit personal and professional skills essential for a successful career as a Sales Professional.

Please reach out to John Ballentine, Sales Program Director, at JBallentine@walton.uark.edu with any questions.

MEDDPICC

Outcome Selling

Miller Heiman

Listener Train of Thought

Bosworth Solution Selling

Target Account Selling

Holden Power Base Selling

Karrass Effective Negotiation

Partnership Selling

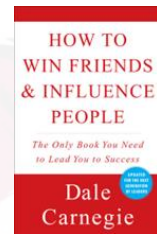
Complex Sale

Oracle Scoop Selling

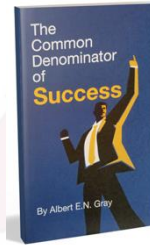
Why Sales Training



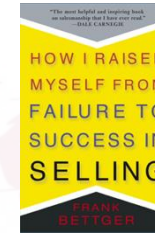
The more things Change – The more they stay the same



1931-1937



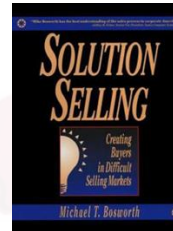
1938-1946



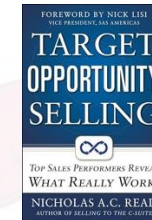
1947-1954



1955-1963



1967-2000



2001-2013



2014-PRESENT

Why do discovery

As a professional seller your time is valuable, use it wisely

Qualify Opportunity – Is this a real deal?

Define key outcomes

Powerful 1-on-1 selling opportunity. Have a plan!

Shorten the Sales Cycle

Identify your Champion

Identify detractors

Test your message

Details matter

When to do discovery

Every time you speak with a prospect – learn something

Value of Discovery

Understand and define specific value you can deliver

Build credibility by asking the right questions

Build Trust

Competition

Decision Process

Basis to build the Sales strategy

Personalize your message and proposal

What Discovery is **NOT**

An inquisition
An Interrogation
Cross Examination
Test



Value of Discovery

Understand and define specific value you can deliver

**Increased value to the
customer
\$\$\$\$\$
Increases contact
value!**

MEDDPICC – During the Identify phase, you will...

Identify, Indicate and Implicate Pain

Business Pain: identify the business problem or need the client is trying to address.

Technical Pain: identify the technical problem or need the client is trying to address.

Define Metrics

Define and document metrics that define the success of the Project: Business outcome metrics, Operation outcome metrics and Personal metrics.

Value of Discovery

Build credibility by asking the right questions

Research Industry challenges, company challenges, their competitors, personal goals, etc.

Build Trust

Be yourself, be conversational, find common interests, use success stories on value you have delivered, don't oversell, etc.

Competition

Understand competitive landscape, who it is, their perception, past experiences, etc.

Value of Discovery

Decision Process

Who writes the check, what is needed for a yes, other influencers

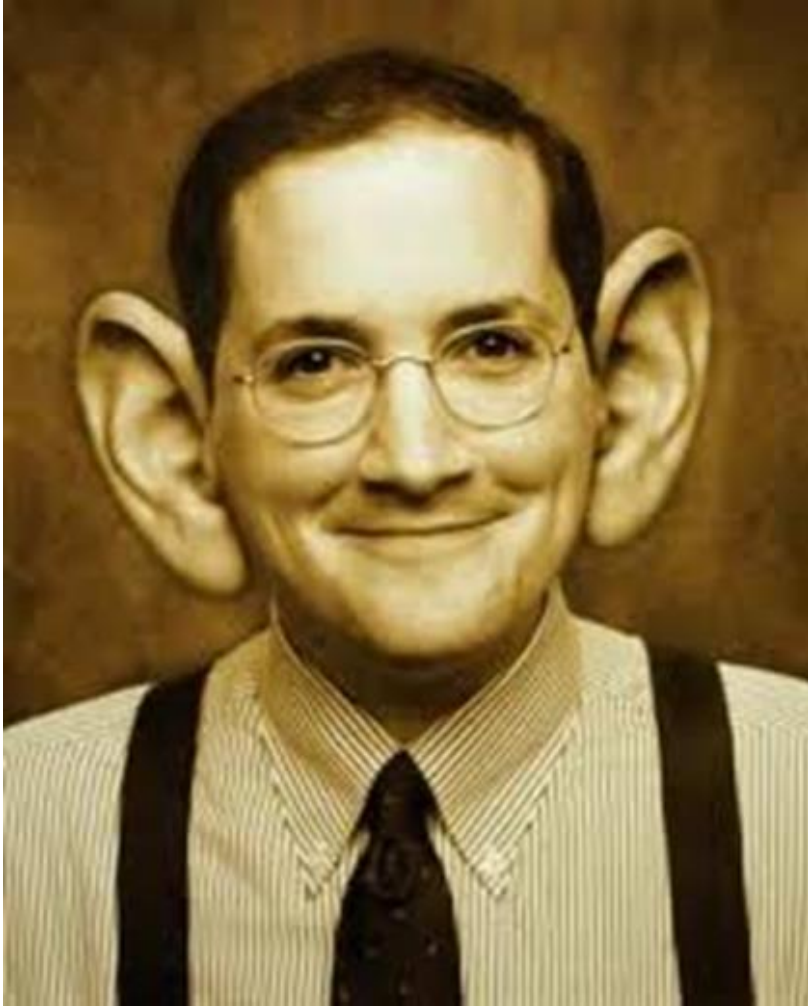
Are there impending events that create a sense of urgency

Basis to build the Sales strategy

Hope is not a strategy, giving the same sales pitch may not fit

Personalize your message and proposal

Discovery Essentials



**TURN KNOWLEDGE
INTO AN ADVANTAGE**

Discovery Preparation

Prospect Website, Google, LinkedIn, ChatGPT, +++

Who are you meeting & what they do
Company details
Goals, achievements, struggles
Customers
Competition
Industry Profile
Industry challenges



Discovery

Why have a discovery meeting?

Who is the best person to contact first for discovery?

When is the best time to do discovery?

What should be the main topics discussed?

Where should this take place?

How will you use this information?

Five W's- One H

Why have a discovery meeting?

Who is the best person to contact first for discovery?

When is the best time to do discovery?

What should be the main topics discussed?

Where should this take place?

How will you use this information?

Possible Objections to Discovery

- Send an email with your questions...
- We don't have time for another meeting...
- I speak for the Decision Maker-just ask me
- I want to see the product – Show me now!
- I just want a price!



Sydney McLaughlin-Levrone

Post Discovery Review

- What did you miss
- Are there any blind spots
- Are there any red flags
- Is it qualified
- Did you find a champion
- Document what was learned



Now what?

- Initial discovery is completed
- Document top outcomes, value, etc. Be Specific

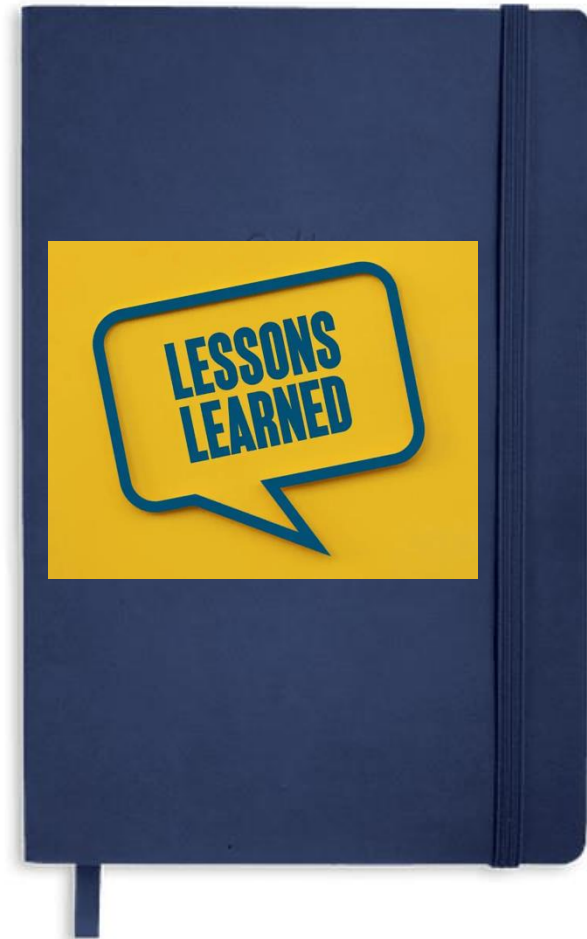
World Production Services (WPS) Key Outcomes

Outcome	Metrics
Reduce lost production by 10%	Cost of Downtime is ~ \$300,000 per hour
Shift unplanned maintenance to planned maintenance	Unplanned costs are 4x of planned
Reduce time to diagnose equipment problems	Currently it takes 1-2 hours to find the data needed for analysis
Monitor reducing Emissions	Reduce CO2e by 100 tons this year

Now what?

- Initial discovery is completed
- Document top outcomes, value, etc. Be Specific
- Confirm what you documented with the prospect
- Add what you've learned to your sales plan
- Execute
- Win!

Recommendations





SIGMA CHI SURPRISE PARTY

November 11, 1978

University of Arkansas



Sales Competition

- Have you done discovery in preparation
- Are there things you have missed

Good Selling



Member Volunteer Opportunities

Fall 2024 Walton Sales Competition

- When: November 12-14 – WJW 4th Floor
 - Watch top-performing finalists and network with sales leaders during luncheon (11:45am – 2:00pm)

SPECIAL COLLABORATION EVENT WITH BETA ALPHA PSI

SOFT SKILLS & SOFT SERVE WORKSHOP



WHERE: WJW 403

WHEN: NOV. 19TH AT 5:00 PM

WHAT: THIS WORKSHOP IS DESIGNED TO HELP YOU UNDERSTAND AND DEVELOP ESSENTIAL SOFT SKILLS, BOTH AS A STUDENT AND AS YOU TRANSITION INTO THE WORKFORCE.

WHO: WALMART ACCOUNTING PROFESSIONAL & PROFESSOR ERIN MOODY



Scan for sign-up sheet!



Member Volunteer Opportunities

Walton Fall Sales Competition

- November 12th, 13th, and 14th – WJW 4th floor

Great opportunity to:

- Help and serve others - as true sales professionals would
- Watch and learn from top performers during the finals
- Network with recruiters and get a job/internship!

Scan here for volunteer sign-up sheet:



Arena Activity!

- Here is the template we put together for the SALES RSO members to write on the thank you cards to the industry judges who are taking the time out of their day to help with the sales competition:

Dear Industry Professional,

Thank you for being generous with your time and participating in the Walton Sales Competition! Your involvement provides us with invaluable insights, feedback, and perspectives that we will carry with us into our future careers. The success of this competition would not be possible without your dedicated help and support. We truly appreciate your coaching and engagement in our education, as well as your willingness to help invest in the next generation of sales students. Thank you once again for partnering with us and for sharing your expertise. If there is anything we can do to help serve you or your company, please let us know.

-Your Name

SALES Club Member

LinkedIn



GroupMe

