



# Secrets of Selling to BIG Companies!

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# Agenda

- How to get your foot in the door
- What big company buyers really want
- How to craft a winning value proposition
- Conduct a great first meeting
- Products that prospects and clients want now
- Free technology to put it all together



# The Challenge

- Frazzled Buyers- Time is their most precious commodity
- Elevated Buyer Suspicion- Who can they trust?
- Buyers working remotely
- Don't want to switch from the status quo



# The Good News

- The economy is picking up
- More jobs are being created
- Renewed optimism
- *More opportunities as big company sales pick up and new people are hired!*



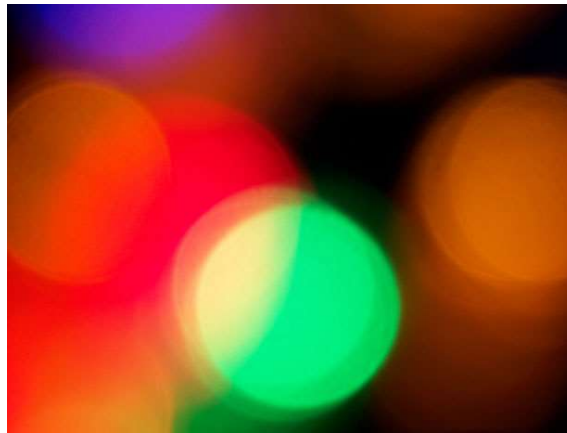
# Top Corporate Buyers

- Healthcare
- Education/Schools/Universities
- Financial/Banks/Insurance
- Who are your personal best?
- What sectors are growing?
  - Technology
  - Green energy: Solar, Wind
  - Senior Market: Baby Boomers
- Where do you have connections?



# #1 Narrow Your Focus

- Pick top 10 companies you want to pursue.
- Research those companies
- Craft messages that target what is important to them.



# Research to Gain Appointments

- What are their products?
- Who are their end users?
- What trends are important to them
- What are their goals for 2021 & beyond
- Research their website & annual report
- LinkedIn, Twitter, all social media platforms
- Who can share information with you?



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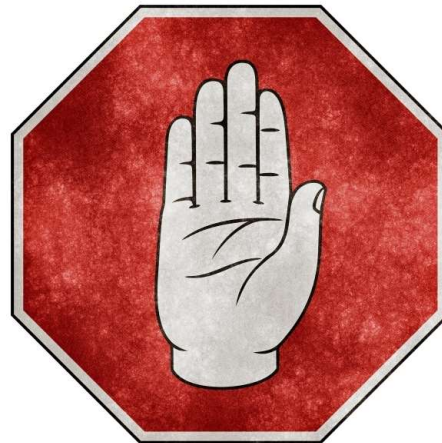
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## # 2 Take it Slowly

- Don't expect sales to happen quickly.
- Big companies take time to make decisions. They need to feel comfortable with you. Prove your value.



## # 3 Break Big Companies into Small Entities

- Start out solving a small problem first instead of going after a bigger one



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# # 4 Craft a Strong Value Proposition

- **It's not about you, it's about them**
  - What issues can you address that they are facing?
  - What results have you achieved for similar companies?
  - Who have you helped with similar challenges?
  - Use metrics or case histories, stories



# # 5 Start an Account Entry Campaign

- Referrals work best
- LinkedIn, Friends, Colleagues
- Know that it can frequently take 8-12 touches or more to get an appointment



# Create a Compelling Voice Mail, Email or Letter

- Be credible
- Use your value proposition
  - Reference a referral
  - Triggering event
  - Research you conducted
  - Pique curiosity in your voice mail or email
  - Don't ramble, get to the point.



# Pursue Multiple Entry Points

- Marketing manager
- Human resource director
- Safety director
- Event Planner
- National Sales Manager
- IT Manager
- Executive Assistant



# Use Direct Mail

- Start a multi-part mailing
- Send something unique and remarkable
  - What can you send that will get their attention?
  - Follow up with a phone call
  - Follow up with a second and third mailing





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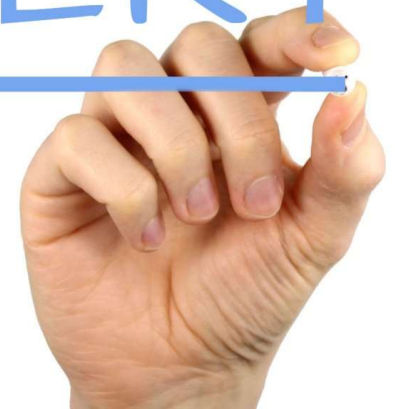
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# # 6 Be An Expert

- Big companies want to know that you understand their needs. Specialize in a problem they want solved.
- Product launch
- Sustainable products
- Re-opening expert
- Employee retention

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# # 7 Have Professional Marketing Materials

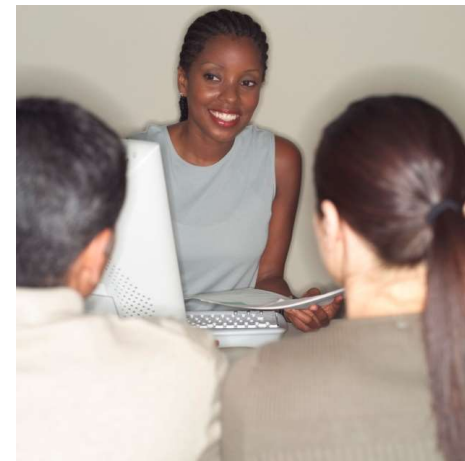
- **Modern Website: Distributor Central**
- Voicemail, Email
- Updated Social Media Profile
- Unique Business Card or Self Promotion
- Your Appearance

Are you presenting a professional image?



# # 8 Conduct a Great First Meeting

- **Go in with Knowledge about their issues.**
- **On Zoom Call or In Person**
  - Share your value proposition
  - Customer success stories
  - Ask questions and listen!
  - Buyers need to see your value and know, like and trust you
  - Understand branding guidelines**
  - Suggest next steps



# # 9 Follow Up in Different Ways

- White Paper or Tip Sheet
    - “**10 Ways to Get Great Results with Promotional Products**”
    - Email newsletter with marketing tips
    - Trends report
    - Free virtual designs
    - Free spec samples
    - Interesting article
    - **Announce New Website**
- What are you doing to follow up?



# #10 Keep the Momentum Going

- Don't give up!
- *Take action toward Big Company Sales every day!*

*Remember...*

- You are providing a valuable service
- You are helping our economy grow!



# Supplier Contact Information

- **Garyline.com** Free Set up on one order. **Promo Code: Rosalie orders@garyline.com**
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