



4 Fundamental Sales Steps – B2B Market & F2F Meetings

1. *Meeting preparation corresponds to at least 60% of your sales success:*

- Create a **prospect's overview** with your own detailed goals
- Collect the right **information** about the company visited
- Customize a **presentation** about their main expectations

2. *Process during the F2F meeting:*

- Collect the main **requirements** with your open questions – SPIN Selling process
- Always **reword** to ensure your understanding about the client's or prospect's explicit and implicit needs
- Aware of the customer's **body language**. It can give you a red or green signal
- Schedule the **next F2F** before leaving your prospect or client!
- Follow the **progress weekly** & write reports to the client after each meeting or conference call plus feedback internally for the other business units

3. *Key documents & Actions:*

- Sign the **NDA** for confidential information, if required
- Obtain their **RFI & RFP** in order to customize your offer
- Collect **financial details** regarding their potential budget
- Interact with **operational team** to validate the project
- Customize offers with your **Unique Selling Proposition** (USP model) already set up

4. *Process to Bid defense & signature of the contract:*

- Organize **conference calls** weekly internally and with the potential client
- Involve **internal experts** for your next F2F meetings. They have to be present, physically, to gain a competitive edge
- Invite key customers to visit your HQ and facilities. It will show your **credibility & reliability**
- Organize several **workshops** to gain their trust and also to differentiate yourself from the competitors

Let me to elaborate on your personal strategy and future business in a F2F meeting at your offices or during a conference call. Please, visit my website : www.bsnf.eu and contact me by email at nicolas.fluder@bsnf.eu