



Processes for signing new contracts

Transforming a prospect into a client and clinching a new deal requires you to follow a **sales process** to maximize the chance of signing contracts.

Indeed, the time between your first contact with the decision maker and the actual signing of the new deal takes over a few months, especially in the Business-to-Business (B2B) world. I have observed from 10 years of experience in B2B sales that it normally calls for 6 to 24 months to finalize a deal (for contracts over a million dollars).

In addition, it is a necessity to hold at least between 5 and 10 Face-to-Face (F2F) meetings in B2B markets with the future clients to prepare a customized offer, involving all internal resources and teams. This process generates a **Unique Selling Proposition** (USP model) to gain an edge over your main competitors. Certainly, if you tailor your proposal to future clients, you will increase the **chance of signing the contract**.

In practice, if your prospect is receptive to your **personalized offer**, because you are an expert in your sales field, you will accomplish a **"Green flag"** to clinch the deal! On the other hand, if your prospect opposes your solution (prices, relationships, services proposed, etc.) and you are not able to present a differentiation, it will become a **"Red flag"**. Therefore, it is imperative to put all your internal resources into place to avoid this!

Generally, I start my first contact with prospects at events, tradeshows, by networking, social selling or cold calling. When a prospect accepts the first meeting and allows me to present my company and services, I need to collect his or her main requirements, using the **SPIN selling** global method. Subsequently, I **co-build a customized offer** regarding the client needs to form a solid partnership.

For further details, I would be delighted to elaborate on your **personal strategy** and future **business plans** in a face-to-face meeting at your offices or during a dedicated conference call. Please, feel free to contact me by email : nicolas.fluder@bsnf.eu