

SALES MASTERCLASS

with Meg Roundell-Greene
8 May, 13:00 GMT



www.breakthroughlabs.net/events

Agenda for today

- 1 Know who your buyer is and where to find them
- 2 Set your Sales targets and understand how to plan your quarterly/yearly go to market plan
- 3 Mindset check and Questions

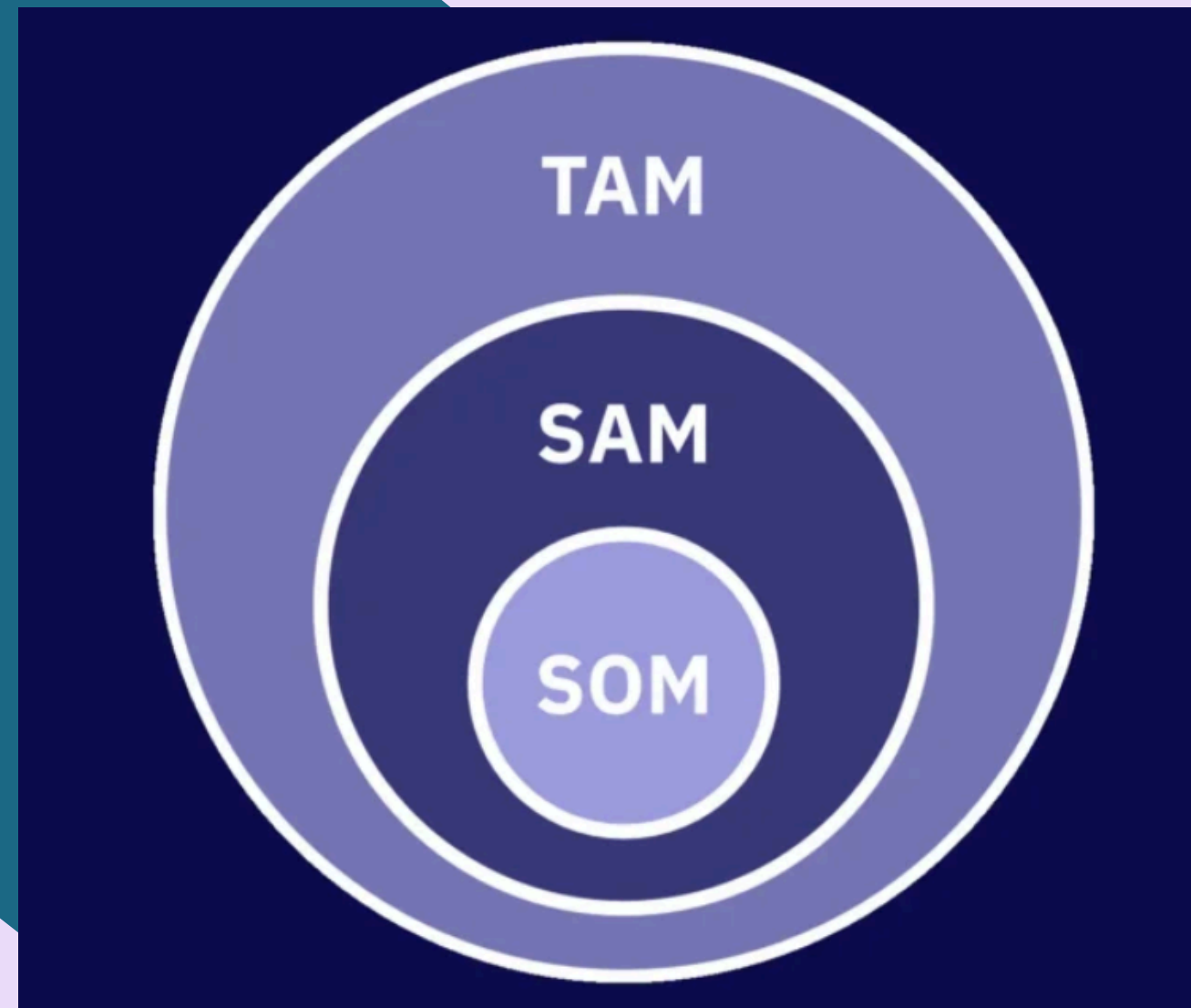
Goal Setting



Setting sales targets for Y1

- Plan out your quarterly and yearly revenue goals
- What's your total addressable market? (TAM)
- What's a reasonable % of that market you can access/sell to?
- Make room for error and learning. Revise down and/or up based on real time data

Figure out the size of the pie



What's your total addressable market? TAM

What proportion of that is likely to buy
(demographics of your end user/buyer) SAM

What's a reasonable % of that market you can
access/sell to? (Serviceable Obtainable Market)

Take into account geography, company resources,
competition, size of sales team

Base your Yearly/Quarterly sales targets on a
market share of the SOM

Create your Go to Market Strategy

1

Define your Buyer

Who are they?

What's their ideal outcome?

What is their problem now?

2

Connect their problem to your solution

Differentiation

How does your solution get results?
(delivery process)

3

Marketing channels

Buyers journey

4

Marketing Plan

Map out touchpoints

Plan promotions/launch calendar

5

Sales Process

Shortest route to purchase

Increase conversions

Begin delivery

1-Define Your End Client – THE WHO

Research

Focus groups/interviews

market data (aggregate)

public domain data

surveys/in person data collection

What is the problem you are solving for them?

What do they want the most? What is their desired outcome?

What will be different for them?



How do you know they have this problem?

What actions do they take when they have this?

What places are they looking for help?

What have they tried?

What impact does this problem have on them?

What will solving this problem mean?

2 – Connect your solution to their problem

- How does your solution help them? What is the result they get?
- What makes you different?
- Why does it work? What is the process that ensures results?

Your customer journey

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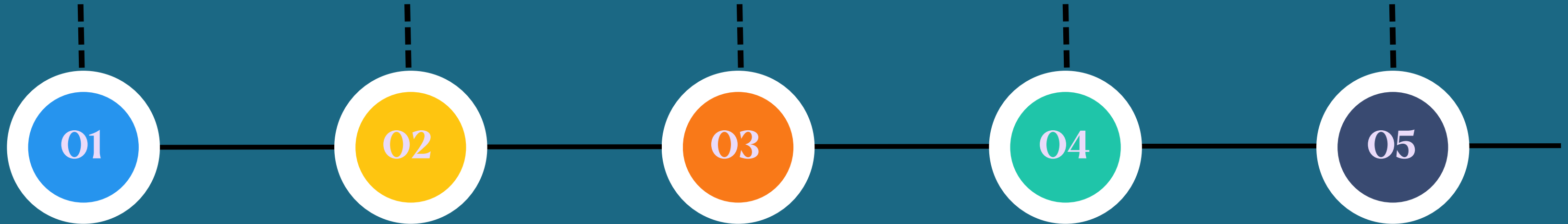
AWARENESS

CONSIDERATION

SELECTION

ACTIVATE

PURCHASE



EDUCATE +
INSPIRE

AUTHORITY
BUILD
CONNECTION

SOCIAL PROOF
UNIQUE BENEFITS

CALL TO ACT

EASE OF PURCHASE
CONVERSION LINKS
PURCHASE POINTS

3-Selecting channels

Audience

Your end customer – who are they,
where are they hanging out what are
they doing

Search behaviour

Where do they look?

Buying behaviour

Where are they consuming media?

Media channel/platform

Search/social media/podcasts/live
events/partnerships/PR

Messaging at each stage

Awareness

Talk about the problem

Consideration

Show how the solution works

Selection

Describe USPs/Key benefits/testimonials

Activation

Compelling call to action

Purchase

Ease of purchasing/have a sales process

Your customer journey

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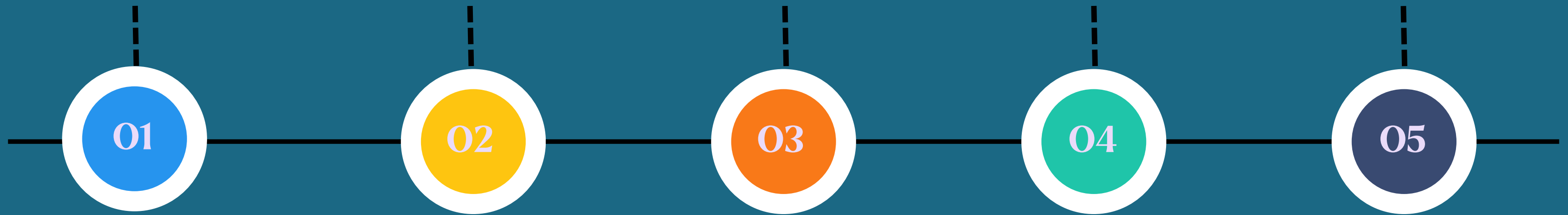
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4– Simple Marketing Plan

Awareness phase

Channel	Dates	Format	Key Measure

Step into your sales identity

Become the sales director

Shift from 'failure' to 'unexpected results' and testing and learning

Be in the process of evaluating all the way through

What channels are working? How do we know they are or not?

What is impacting conversions? What can be changed?

5- Simplify your sales process



What is the call to action to purchase?

How many steps do your clients need to take to buy?

What is absolutely necessary?

Could it be done in fewer steps?

What happens straight after?



Questions?

Resources

Setting Sales targets

Calculating Addressable markets <https://foundationinc.co/lab/tam-sam-som>

Market research/Buying behaviour

[Answer the public](#)

[Semrush](#)

[Facebook audience insights](#)

[LinkedIn insight tag](#)

[Statista](#)

[Go to Market Template planner \(make copy\).](#)

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