





# The SalesMap<sup>©</sup> Process

## Example

Customers (largest first)	Lead Source	How did you get in door?	REAL reason for buying	Vertical Market	Commonality
Acme	Cold Call	Right place/ Right time	Right place/ Right time	Distribu- tion	None
ABC Co.	Referral	Referral	Referral	Software	Relationship/ Software
XYZ	Trade Show	Price	Price	Software	Software/ Price
Pro Sales	Advertis- ing	Right Place/ Right time	Availability	Advertis- ing	None
AAA Inc.	Internet	Price	Price	Distribu- tion	Price
Omni Co.	Rolodex	Rolodex	Referral	Retail	Relationship
Me, Inc.	Referral	Referral	Image	software	Relationship/ Software
You, Co.	Internet	Availability	Consign- ment	IT	None
Midstate	Rolodex	Rolodex	Orphaned Customer	Software	Relationship / Software
Northside	Referral	Referral	Referral	Distribu- tion	Relationship
Greenville	Cold Call	Price	Bandwagons	Automotive	Price
Mid-City	Rolodex	Rolodex	Gave an exclusive	Software	Relationship / Software
Real, Inc.	Un- known	Unknown	Price	Software	Price / Soft- ware
Officeland	Rolodex	Relationship	Location	Distribu- tion	Relationship
Duke, Co.	Referral	Referral	Liked sales Rep	Importer	Relationship
Microland	Rolodex	Relationship	Price	Software	Price/Software / Relationship

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There are many commonalities in the above example. First, relationships are clearly the best way to gain new prospects. Both referrals and Rolodex are relationship based. No other prospecting method has significant results. Relationships are also key in getting in the door to gain an audience with the buyer. Interestingly, price is the secondary method for gaining access to prospects. Typically, price and relationships run contrary to each other. In this case, the relationship buyers will most likely be non-price sensitive. In the situations where there is not a relationship, price becomes a key factor.

The most important vertical market is software (IT may fall into this category as well). An important question is: are the software prospects being targeted or are they coming in ad hoc? Many salespeople find that they have a vertical focus and do not know it. This makes perfect sense in that your product/service may have an excellent fit for a vertical market. Even if you don't know it, the customer may figure it out for themselves.

The most important outcome from this exercise is to tailor your sales process to work with your selling strengths. In the example above, the salesperson should be asking the following questions:

- ✓ **How do I get more referrals?**
- ✓ **Am I following a process and using a strategy to gain referrals?**
- ✓ **What additional strategies can I employ to gain additional referrals?**
- ✓ **What is the commonality of the people giving referrals? Are they customers, friends, relatives?**
- ✓ **How can I tailor my product to be an even better fit for the software industry?**
- ✓ **Have I effectively communicated our excellent fit to the software industry?**
- ✓ **What percentage of my time is spent on the software industry?**
- ✓ **What percentage of my time is spent gaining referrals (my primary and best prospecting method)?**

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## Lead sources:

- ✓ Cold call
- ✓ Telemarketing
- ✓ Drop in
- ✓ Advertising
- ✓ Trade show
- ✓ Internet search
- ✓ Email
- ✓ Fax
- ✓ Direct mail
- ✓ Referral
- ✓ Neighbor
- ✓ Rolodex
- ✓ Previous customer

## How you got in door :

- ✓ Referral
- ✓ Marketing
- ✓ Location/Geography
- ✓ Drop in
- ✓ Cold call
- ✓ Price
- ✓ Relationships
- ✓ Right place/right time
- ✓ Previous customer
- ✓ New/different
- ✓ Bulldog (pushed your way in)
- ✓ Availability

## Real reasons for doing business:

- ✓ Price
- ✓ Referral
- ✓ Right place right time
- ✓ Image
- ✓ Ease of doing business
- ✓ Location
- ✓ Consignment
- ✓ Promotion/Sale/  
Sweepstakes
- ✓ PR/Seminar/ Publish
- ✓ Vendor partner
- ✓ Unavailable or hard-to-  
find product
- ✓ Fear of their  
competition
- ✓ Bandwagon
- ✓ Exclusive
- ✓ Provide the customer  
leads
- ✓ Lead club like BNI
- ✓ Orphaned customer
- ✓ Trade in
- ✓ Pre-existing  
relationship
- ✓ Superior sales (for a  
product that has to be  
"sold")
- ✓ Speed
- ✓ Liked the sales rep  
(could be physical  
attraction)

**Review your SalesMatrix.  
What are the patterns? How  
can you capitalize on these  
patterns?**