

Fueling Growth: How to Build a Sales Team to Sell More

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Five “simple” questions to answer as you start to sell...

- **Why Buy?**

what problem are they really trying to solve?

- **Why Now?**

what is the impact of doing nothing or delaying a decision?

- **Why Us?**

what is our Unique, Compelling Value? how are we better than the other guys?

- **Who Cares?**

who owns the problem? who has the money to solve it?

- **How do they buy?**

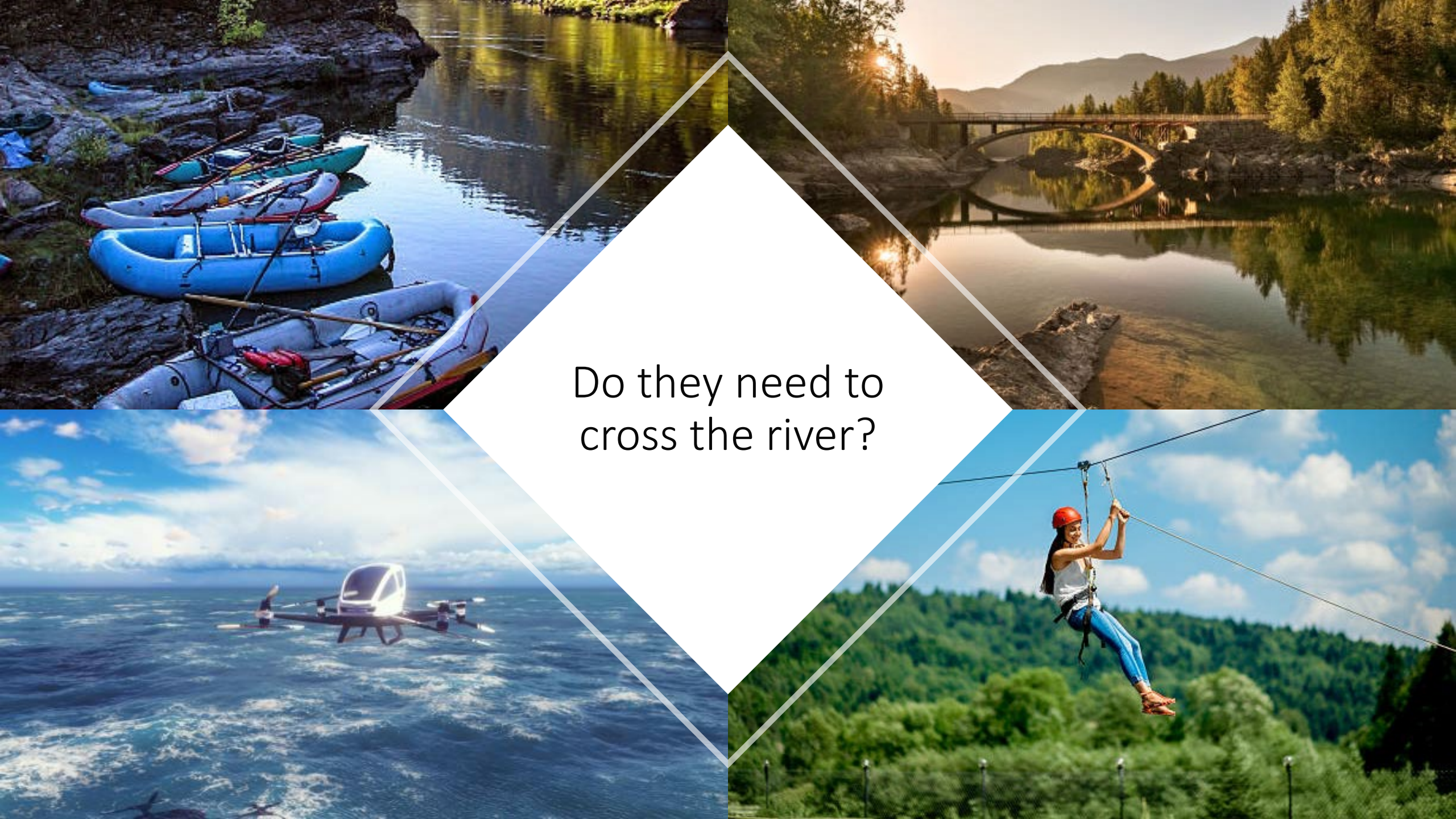
how long does it take, who approves?



There's a river
between your
prospect and their
buyers....

What problem are
they trying to solve?





Do they need to
cross the river?

Or do they need to meet
virtually and never cross
the river?





align your selling process to your buyer's journey and
avoid the Field of Dreams approach...
"if we make it, they will come" rarely, if ever, succeeds!

