



TECH GURU TO BUSINESS GENERATOR:

A blueprint for making technical leaders into sales machines, without the pitch

STRATEGIC OUTSOURCING SOLUTIONS, LLC

EXECUTIVE SUMMARY



**Growth
Process**



**Customer
Perception**



Referrals



**Objection
Handling**



**January Jolt Business
Boost Bundle**

STRATEGIC OUTSOURCING SOLUTIONS, LLC



FAMILIAR STORIES

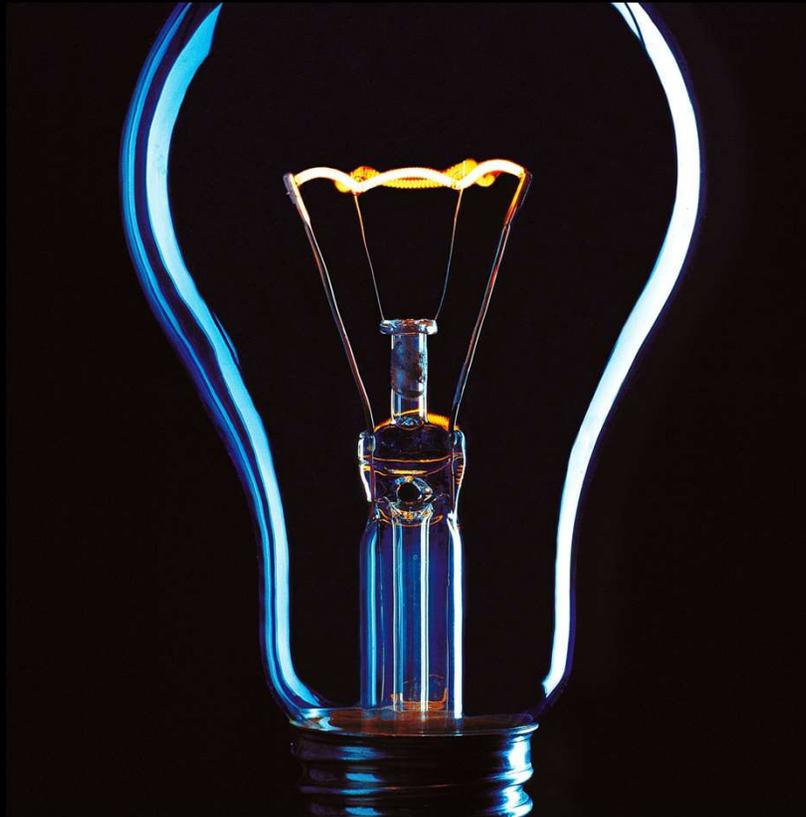


STRATEGIC OUTSOURCING SOLUTIONS, LLC

2 LESSONS



Scope, Schedule, and Cost are not
enough to define success



People Drive Business

STRATEGIC OUTSOURCING SOLUTIONS, LLC



WHEN CAN YOU ASK FOR BUSINESS?

Understand
Customer
Perception

Align
Customer
Perception (if
needed)

Articulation &
Agreement of
Value

Business
Expansion Ask

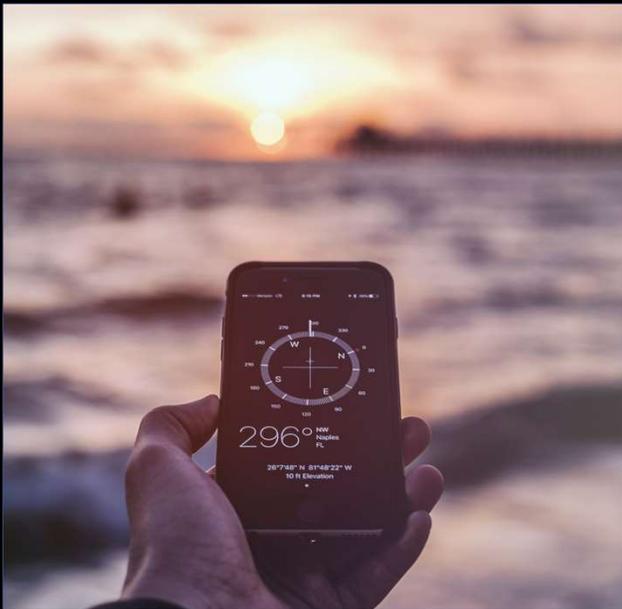


PERCEPTION IS REALITY

STRATEGIC OUTSOURCING SOLUTIONS, LLC

PERSPECTIVE VS PERCEPTION

They are not the same, but are connected



Perspective: A point of view



The only way to influence perception is to question your perspective.



Perception: A way of regarding, understanding, or interpreting something; a mental impression

THE IMPORTANCE OF CHECKING PERCEPTIONS

Circumstances change--you can't see the whole board.

It's about showing you care and making adjustments for mutual success.



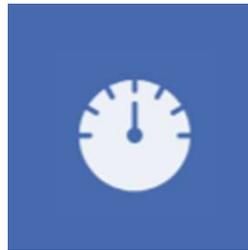
STRATEGIC OUTSOURCING SOLUTIONS, LLC

SAMPLE PERCEPTION CHECKING QUESTIONS



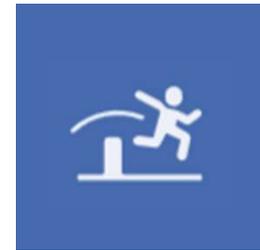
How is our performance relative to your expectations?

This question encourages the speaker to share their opinion on the current situation.



Scale of 1-10, 1=stop immediately and 10= best engagement ever...

Get a number, then ask what it would take to make it a 10!



What is your biggest concern at this stage in the project?

Ask this with some level of frequency, it will change

SECTION BREAK:

QUESTIONS ON PERCEPTION?



4 WAYS TO ASK FOR REFERRALS



Given the results we've generated, what other opportunities exist to expand our work together?

This emphasizes results, partnership, value creation.

STRATEGIC OUTSOURCING SOLUTIONS, LLC

4 WAYS TO ASK FOR REFERRALS



Do any of your contacts have similar challenges that we've resolved for you? How open would you be to introducing us?

No commitment of business, focus on helping, not looking for handouts

STRATEGIC OUTSOURCING SOLUTIONS, LLC

4 WAYS TO ASK FOR REFERRALS



What upcoming programs are you aware of that might benefit from our expertise? Who should we talk to?

*Again focus on benefits, important to emphasize that you *might* be able to help (you can't know for sure until you dig into it!)*

STRATEGIC OUTSOURCING SOLUTIONS, LLC

4 WAYS TO ASK FOR REFERRALS



Would you work with us again? On what? When? Why not now?
Recommend me to any of your colleagues?

Preface this a reason for the ask like, we've been working together for a while, project closing in 3 months, etc. Use it as a perception check segway!

4 WAYS TO ASK FOR REFERRALS



Pro Tip:

Don't be afraid to offer additional services that you are not giving your current customer

This is the easiest way to deliver new value

This avenue requires you to be a thought leader and propose upstream or downstream services that could add value to your customer.

STRATEGIC OUTSOURCING SOLUTIONS, LLC

SECTION BREAK

REFERRAL QUESTIONS?





OBJECTIONS



OBJECTION HANDLING



Goal: Keep the conversation moving!

**WONDERFUL Opportunity to showcase that you're trying to help your customer!

STRATEGIC OUTSOURCING SOLUTIONS, LLC

OBJECTION HANDLING

Don't Know Anyone/No Needs



Don't know anyone: I apologize, I assumed a company as large as yours might have some folks in a similar situation. Not looking for a guarantee of business, even if you knew a single person I might be able to help, I'd love to explore it, anyone (or any other division) come to mind?

No Needs: Great news, most of my customers aren't so lucky, how long do you expect that to last? When workload picks up, what challenges are you expecting?

OBJECTION HANDLING



Have an existing partner / doing it internally

Got it! Out of curiosity, do you just have 1 partner doing that work? Are competitive bids encouraged? We'd be happy to at least ensure that supplier keeps their pencils sharp and is giving you competitive pricing. Any idea who we should talk to?

Would your internal team be interested in exploring what we offer to see what they could offload or "peak shave" when the workload gets high?

OBJECTION HANDLING



No Budget, Price Too High

Understood, if I could magically remove the budget constraint, would this be a priority? Any idea where the budget is currently allocated? If we could save you some money there, would you allocate funds to this effort? Who could we talk to in order to explore?

Products certainly aren't cheap, but you knew that already--you've commented on _____ [high quality, speed, insert what ever value they've said you've delivered]. Would pricing stop you from doing it? Or is there some other constraint?

OBJECTION HANDLING

Still evaluating, Need more time



Understood, how much time do you need? 2 weeks? 2 days? 2 minutes, should I call back?

What information are you missing? Usually when I need more time I'm missing some info. What can I supply you with right now so that when that information is available you will know if I can help (so you don't have to waste more time later!)

Priorities and planning likely a constant change at your level, if you had to guess, where are your risks likely to come from? What information do you need from me to be confident we could support?

OBJECTION HANDLING

Not the decision maker



Understood--it's a big company. Do you know who the decision maker is and what they might be concerned with? You've valued our ____ [insert value], would that same story line be important?

How open are you to introducing us?

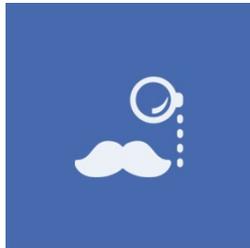
Goal is to make this client look good, he's going to have to expend political capital for the introduction and if you do poorly, it will reflect on your client

SECTION BREAK

OBJECTION QUESTIONS?



RECAP



Customer Perception

Now you know how to handle!



Referrals

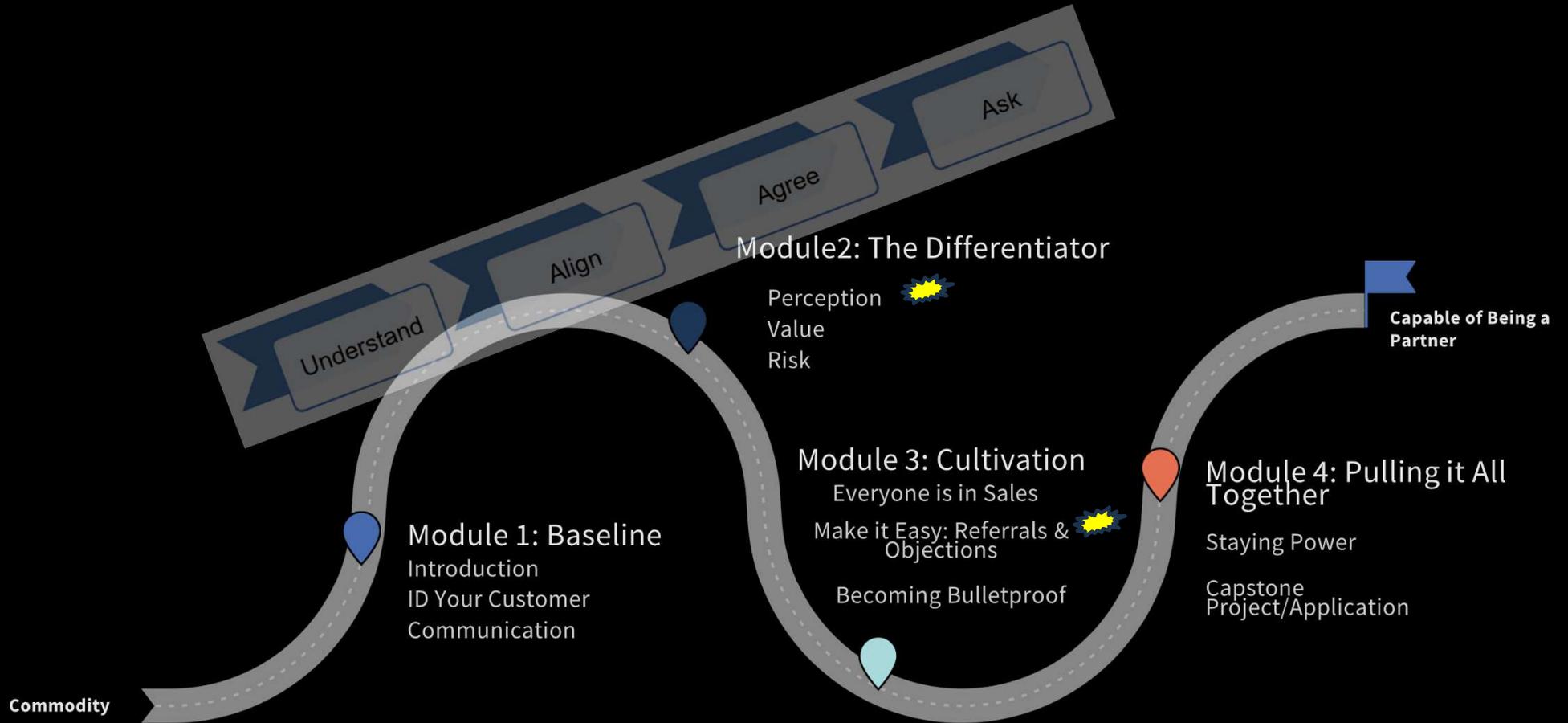
4 Separate Word Tracks



Objection Handling

Able to handle 5!

TECHPRO SALES ACADEMY





JANUARY JOLT BUSINESS BOOST BUNDLE

Everything you need to amp up
your business in 2024

*Only available through IMEC and until
January 31st, 2024*



STRATEGIC OUTSOURCING SOLUTIONS, LLC

	Standard Price	January Jolt Pricing	% Discount
TechPro Sales Academy & Implementation Mastery	\$2497+ \$249	\$1497	55%
ValueCraft Consult & Customization	\$999	\$499	50%
3 months All Access 1 on 1	\$2997	\$499	83%
Total	\$6747	\$2495	63% OFF

Results On Ignition Guarantee: If you don't get a referral/expansion opportunity within 1 month of completing course, I'll personally work with you until you do

5 STAR REVIEWS



AFTER TAKING THIS COURSE, I CHANGED THE CUSTOMER NARRATIVE FROM COST TO VALUE...LEADING ME TO SECURE \$100K IN NEW WORK WITH EXPANSIONS WORTH ANOTHER \$200K.

INCREDIBLY HELPFUL COURSE. THE VIDEOS AND WORKSHEETS HELPED ME IMPROVE A NEGATIVE CUSTOMER PERCEPTION AND TURN IT INTO A 5 PERSON, 6 MONTH TEAM EXPANSION! WHICH, BY THE WAY, IS DOUBLING THE WORK FROM THIS CUSTOMER!

I HAD A DISGRUNTLED CUSTOMER...FOR A HIGH 6 FIGURE PROJECT. WE WERE AT RISK OF LOSING THE PROJECT AND THIS COURSE HELPED ME GET A BETTER HANDLE ON THE SITUATION AND CHANGE THE CUSTOMER PERCEPTION AND EXPERIENCE WITH US. NOW WE'RE TALKING ABOUT RENEWAL AND EXPANSION!

WOW! I REALLY GOT A LOT OF VALUE OUT OF THE ENTIRE TRAINING, SPECIFICALLY THE PERCEPTION TRANSFORMER WORKSHEET AND VALUE CREATION VIDEO/WORKSHEET. I WAS ABLE TO TURN AROUND A CUSTOMER WHO WANTED TO CANCEL THE PROJECT ... SO MUCH THAT NOT ONLY ARE WE STABLE, WE'RE EXPLORING ADDITIONAL WORK...

STRATEGIC OUTSOURCING SOLUTIONS, LLC