





#### Before We Start....



You can mute and unmute yourself throughout the session

Phone: Press \*6
Computer: ALT+A



If you wish to speak, please use the "raised hand" icon in your Zoom toolbar and the moderator will unmute you.



Hover over your name and click "More" to rename yourself to: First name – Company Name



Click on the **Chat** icon if you have any technical issues



We strongly encourage you to keep your video on during the session.

NATIONAL ADVISORY PARTNER

SLIDDODTING DADTNE









PROGRAM CREATORS











### ATLANTIC - TAP DIGITAL 2023 Day 3 – January 23, 2023





Canadä













#### **ATLANTIC - TAP DIGITAL**

#### **PARTNERS**







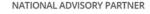


































### RECAP ON DAY 2 Dave Archer





Canadä















### BUYING MOTIVATORS: Customer vs Channel Partners Dave Archer

NATIONAL FOUNDING PARTNERS





NATIONAL ADVISORY PARTNER

SUPPORTING PARTNER

Canadä

PROGRAM CREATORS











#### **BUYING MOTIVATORS** VALUE PROPOSITION

What is your product / service?

Who is the target customer?

What value does it provide?

Statement of the unique BENEFITS your product or service delivers to your target customer

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER













#### **BUYING MOTIVATORS**

### Buying is an emotional decison, justified by logic

NATIONAL FOUNDING PARTNERS



NATIONAL ADVISORY PARTNER





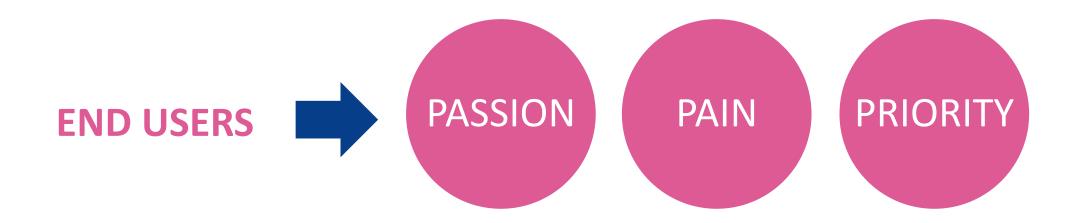








#### THE **BUYING** MOTIVATORS FOR:



Ask questions that IDENTIFY THEIR P/P/P's, and tie your benefits to them























#### THE **BUYING-IN** MOTIVATORS FOR:

DEALERS
REPS
DISTRIBUTORS
AGENTS
CHANNEL PARTNERS



Sell the MONEY, show them how EASY it is, and build the RELATIONSHIP

























### SELLING: Services vs Products Dave Archer





Canadä









#### SERVICES VS PRODUCTS

Clarity – harder to compare – advantage?

Perception is reality

**Emotion** 

Measurability

Opportunity to tailor / customize your service

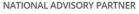
IP protection

Vulnerability to developing world pricing















PROGRAM CREATORS







#### YOUR PERSONAL DIFFERENCE

Relationship and trust – can take longer

Qualifications and experience

Track record with clients "similar to them"

Tell a story that resonates

Cost justify wherever possible

Influence of culture

Travel























#### DISTINGUISH YOURSELF

Niche must be even more clearly defined

More interactive sales process

Opportunity to differentiate

Listen for needs ... tie them to your deliverable

Impress them with your creativity

Confidence with sensitivity

Testimonials from customers "similar to them"























#### MUST DO'S

- 1. Maximize your visibility
  - Find opportunities to share your knowledge as an expert
  - Create a book, guide, video, how-to manual
- 2. Use social media / Internet
  - Website, blog, tweet, get involved where your clients are
- 3. Build your network
  - Go to relevant events
  - Referrals (both ways)
  - Strategic alliances and local delivery partners

Be where your clients are ... and show them what you can do for them!



























Q & A Dave Archer





Canadä













## SELLING INTO A GLOBAL MARKET PLACE BOTREE INC

Teena Sauve

NATIONAL FOUNDING PARTNERS





NATIONAL ADVISORY PARTNER

SUPPORTING PARTNER

PROGRAM CREATORS











# SELLING Into the Global Market Place



#### **About Us**

- Build actionable solutions across industries
- Disrupt conventional problem-solving approaches
- Design and implement process-based training



#### Lets cover

- Who is Botree
- Sales Process vs. Sales Methodology
- Impact on Process and choice of methodology

### Defining Sales Process and Methodologies

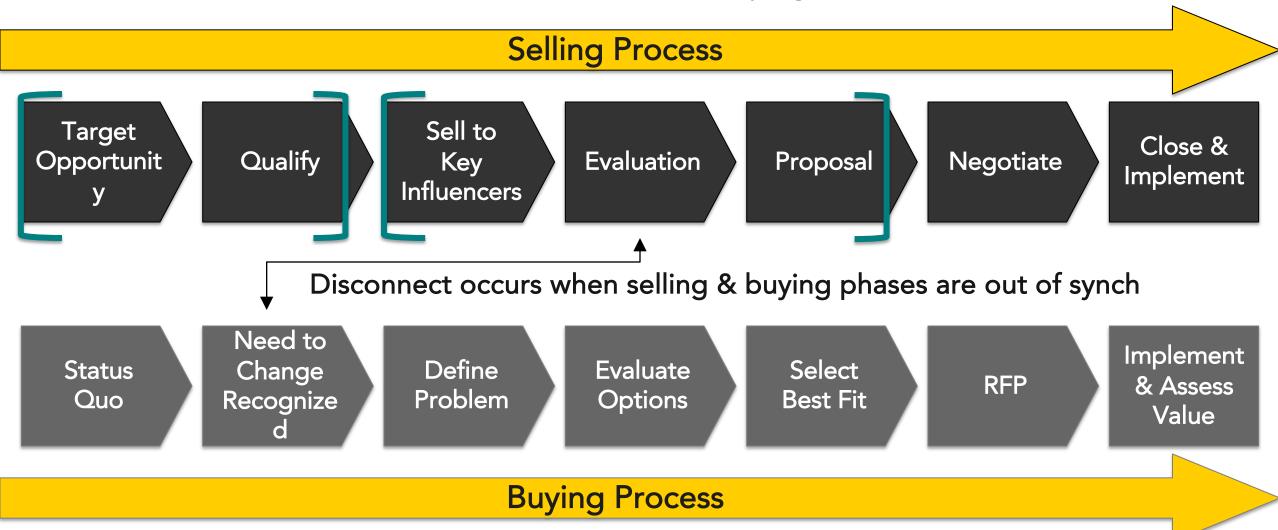
#### Sales Process Definition

 A series of steps and actions that need to be taken in order to move a potential customer through the buying journey, from initial contact to closing the sale.

#### Sales Methodologies Definition

- Specific frameworks or approaches that organizations can use to guide their sales process.
- Examples: Solution Selling, SPIN Selling, Consultative Selling, Challenger Sale

Sales process needs to reflect customer's buying process...





#### Importance of Adapting Sales Processes for International Markets

#### **Current Challenges:**



Cultural Differences



Legal and Language Differences



Tariffs and Taxes



Building Trust and Relationships

### Sales Methodologies for International Markets

Consultative Selling

**Solution Selling** 

**Challenger Selling** 

#### **Consultative Selling**



- Customer-focused
- Build long-term relationships
- Provide customized solutions



#### **Solution Selling**

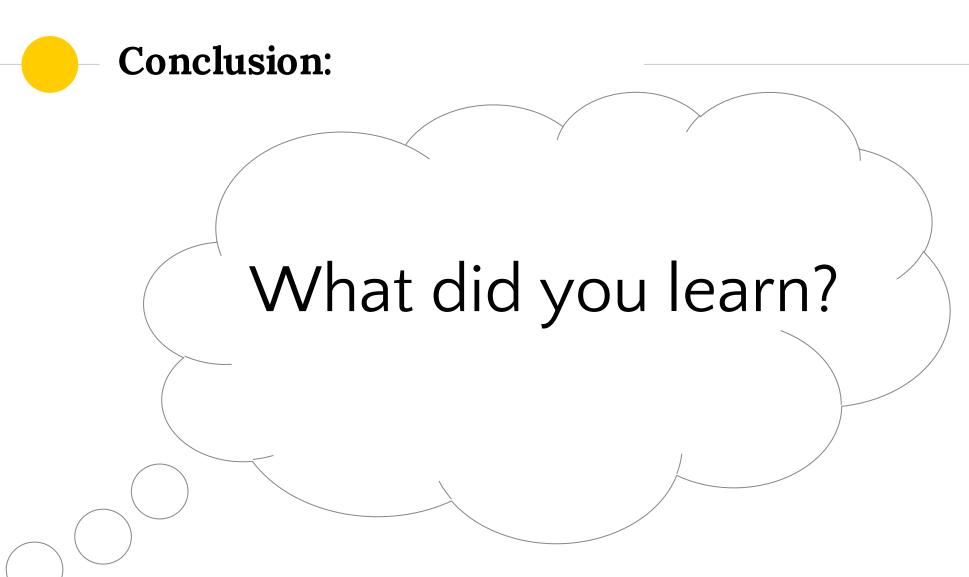


- Needs-based approach
- Provide tailored solutions to customer's problem

#### **Challenger Selling**



- Teaching-oriented
- Opportunity to introduce new solutions
- Challenge customer's thinking









### THE ART OF NEGOTIATION **BOTREE INC** Teena Sauve





Canadä











# The Art of Negotiation





#### **Overview**

- 1. Introduction to Negotiation
- 2. Types of Negotiation
- 3. Basic Principles
- 4. Stages
- 5. Identifying Negotiation Styles
- 6. Communication in Negotiation
- 7. Managing Emotions in Negotiation
- 8. Negotiating in Different Cultural Contexts



#### Introduction to Negotiation

Negotiation skills are essential for achieving mutually beneficial outcomes and building strong relationships.



#### **Types of Negotiation**

Distributive Negotiation

**Cooperative Negotiation** 

**Integrative Negotiation** 

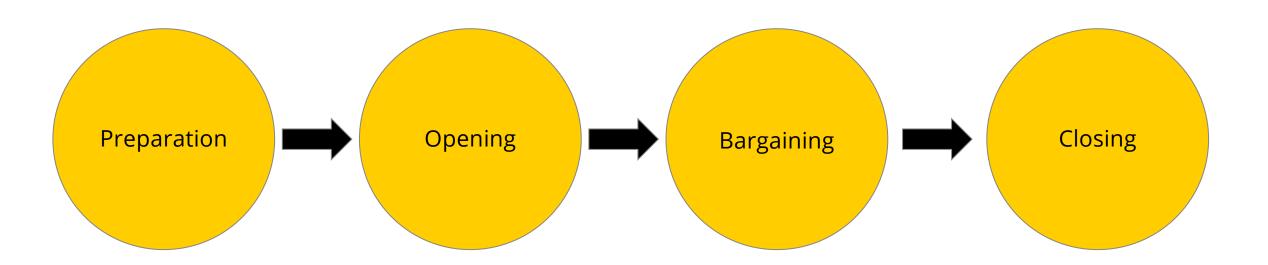
#### **Basic Principles of Negotiation**



**Interest-Based Negotiation** 

Win-Win Negotiation

### **Stages of the Negotiation Process**

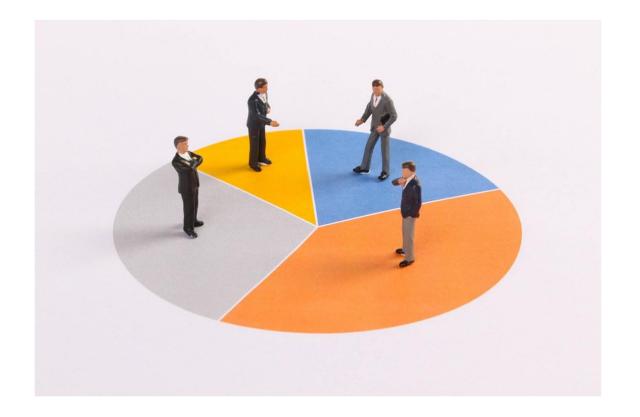




#### Identifying Negotiation Styles

#### **Different Negotiation Styles**

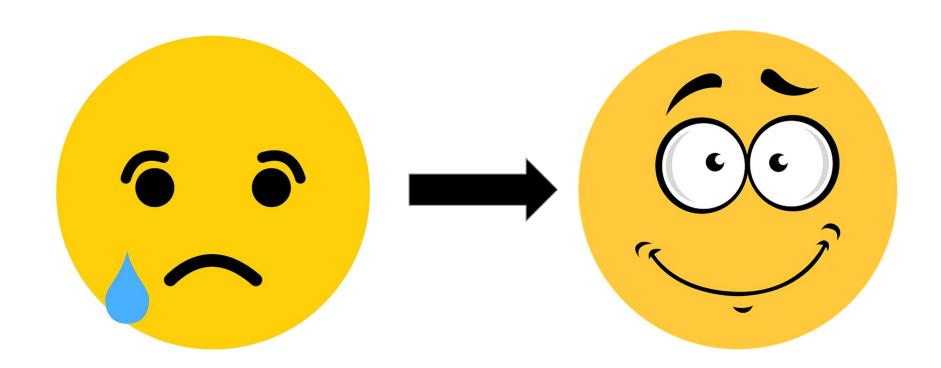
- Competitive
- Accommodative
- Collaborative



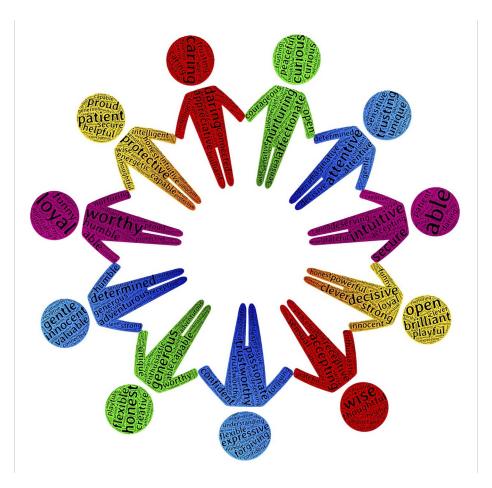
#### Communication in Negotiation

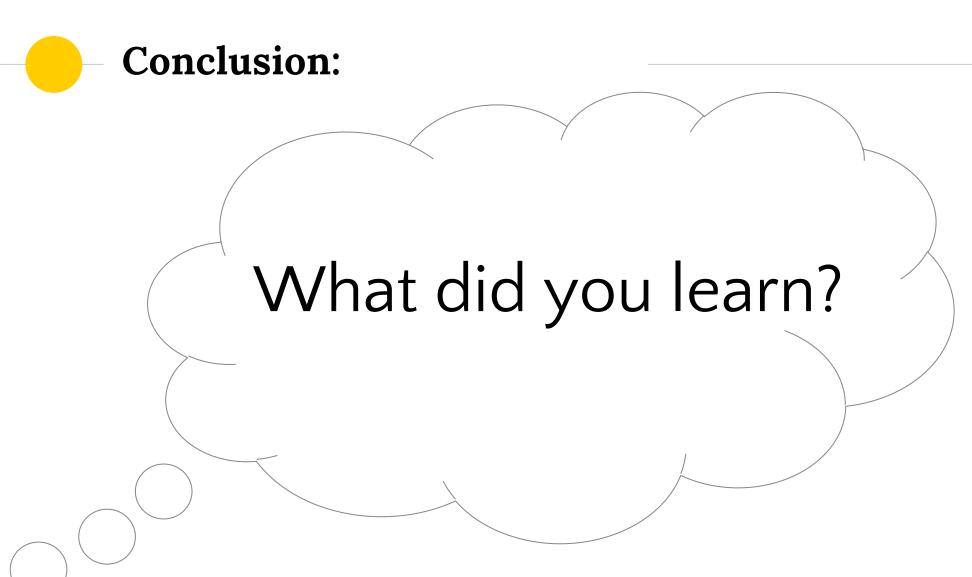


# Managing Emotions in Negotiation



#### Negotiating in Different Cultural Contexts









# ACCELERATOR PROGRAM

# EFFECTIVE STRATEGIC PLANNING - SALES: USING KPIS AND CONTROL MECHANISMS BOTREE INC

Teena Sauve

# Effective Strategic Planning - SALES: Using KPIs and Control Mechanisms





#### Introduction

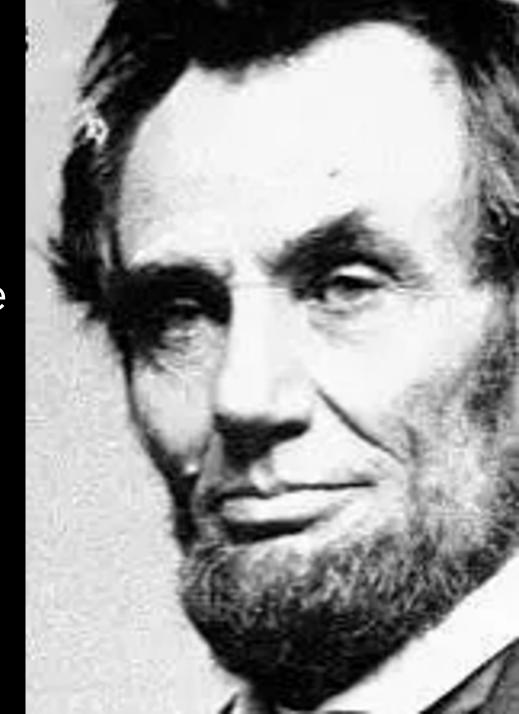
What strategy is and isn't

Importance of measuring

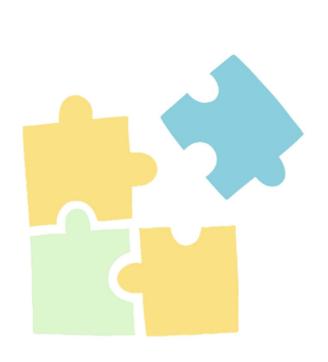
Effective tools

"Give me six hours to chop down a tree and I will spend the first four sharpening the axe"

- Abraham Lincoln -



# Defining the Company's Strategy and Goals





#### What is strategy?

#### It is

- Calculated interactions
- Aligning needs
- Win-Win
- Offers value
- Planning for obstacles
- Negating the need for negotiation
- Seeking new information

#### It isn't

- Knowing all of the details
- Operational
- Reactionary
- Short-Term
- Writing out plans
- Letting the client guide the conversation
- Impromptu interactions

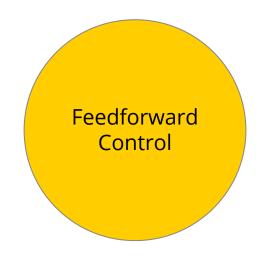
#### Identifying KPIs

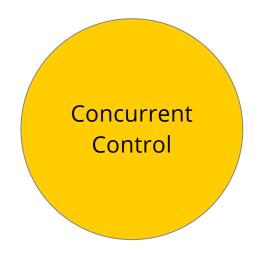
**KPI**: Key Performance Indicator



#### **Control Mechanisms**







## Implementing the Strategy Plan

- Communicate the Plan to Stakeholders
- 1. Assign Responsibilities
- Establish a System for Monitoring and Reporting Progress





- Strategy Maps
- Balanced Scorecard
- Gantt Charts
- Dashboards
- SWOT Analysis



	— <b>®</b> Botr€	ee	
Where I stand with this account:			
Where my customer stands:	Trouble - Status Quo - Growth		
Customer Goal for Market Share:			
My Company's Share of Wallet:			
Strategy			
3 Year Plan:			
Measurable Outcome:			
Measurable Outcome:			
Current Year Plan:			
Measurable Outcome: Measurable Outcome:			
Resources I will leverage as I fill g What	aps From Where	How	
what		now	
	Troil Tileie		
	Prom Whate		
	TO THE SECOND SE		
Competitors	TOWN WHERE		
	Strength	Weakness	
Competitors		Weakness	
Competitors		Weakness	
Competitors Who		Weakness	
Competitors		Weakness Market	
Competitors Who Opportunity:	Strength		
Competitors Who Opportunity: Customer	Strength  My Company		
Competitors Who Opportunity:	Strength  My Company		

Name: Date: Key Drivers: Touch Points:	Emi Pho	1.				
Key Drivers: Touch Points:	Pho	50C	Past Relationsh	ip:	16	
Touch Points:		ne:	200000000000000000000000000000000000000	-77	5-17	
Santa Sa			<u> </u>			- 33
			S	w	0	T .
			2		3) ()	100
Decision Maker S	Sway Info	Giver				
9 10	-111	124	Notes:			
Environment *	*Remember PEST* (P	olitical, Economic, Soc	ial, Technical)	2000000000		
Vision Alignment:	171111-1715	***************************************	Hurdles	Neutralize	Tr.	
Industry Norms:						
Market for Share:						
Goal:						
Milestone:		Mileston	ie:		Milestone:	
Tactics:		Tactics:			Tactics:	
Adjustment:		Adjustm	ent:		Adjustment:	



Visit us at www.botreeinc.com



Q & A

NATIONAL FOUNDING PARTNERS





Canadä











# BREAK

**NATIONAL FOUNDING PARTNERS** 





Canadä













## SALES ROLEPLAY

**NATIONAL FOUNDING PARTNERS** 





Canadä









#### SURVEY - DAY 3

**NATIONAL FOUNDING PARTNERS** 





Canadä











### **EXPORT PLAN FOCUS:** Sales and Marketing





















#### **Next Session's Topics**

- Working and Migrating to New Markets
- Legal Support Beyond Borders
- Expanding Internationally International & U.S. Tax Perspective
- Tax and Legal Workshop
- Export Plan: International Law & Tax

















