How to get past the client's defensive wall?

Initial Interest Statement

1) Pre-Call:

Hi, I'm Bob Andres with Advanced Scheduling Corp..

I was speaking with John Allen in your finance department, and he mentioned that approximately 10% of profitable deals later turned out to be losses and that this could be costing your company as much as $5m.

We've been able to help our customers such as Big Company, and Awesome Company to be able to see how an order will impact capacity as well as how a rush order will negatively impact other orders. The result is that profitable orders no longer turned into money losers.

I'd like to share with you how we helped these companies move from a static to dynamic view of profitability, so that we can see if your company could experience the similar results of eliminating surprise losses.

If now is a good time, I'd like to briefly share Awesome Company's experience, so we can see if it makes sense to discuss things further?

2) Pre-Research:

Hi, I'm Bob Andres with Advanced Scheduling Corp..

After reviewing your website, I noticed that Your Company uses 8-different alloys for the 10-different products. So, if your salespeople don't have insight as to the impact an order may have capacity, is it possible that profitable orders could sometimes turn out to be money losers? In addition, could rush orders from your customers such as BMW and Ford further compound this problem?

Based on our experience of working with companies such as Really Big Company and Awesome Company, as many as 8 to 12% of profitable orders later turn out to be money losers. Based on your sales of 750m, it may be possible that as much as $90m of good business went bad.

I'd like to share with you how we helped our customers move from a static to dynamic view of profitability, so that we can see if your company could experience similar results of eliminating these surprise losses.

If now is a good time, I'd like to briefly share Awesome Company's experience, so we can see if it makes sense to discuss things further?

Stories that Sell
Inspire customers to buy

Share Story:

Maxine, the Supply Chain Director of Asahi Glass, wanted a way to know what orders were truly profitable.

Up until now, the salespeople had been using a static snapshot of profitability.

Maxine, however, was disappointed to see profitable deals later become money losers, because the salespeople would place orders with no insight into how they impacted current capacity nor if their rush order would negatively impact other orders.

Maxine needed to find a way to have a more dynamic view of profitability. Something that was simple for the salespeople to use. What she envisioned was something as simple as booking a flight online; with a number of scheduling options according to price for the customer, and profitability for Maxine's company.

Maxine finally had enough when a salesperson's profitable Toyota order quickly turned into a substantial money loser when delayed order penalties forced her company to fly parts at great expense to complete the order.

Fortunately, the Toyota order inspired Maxine to look for a solution, and she found more than what she was looking for with Advance Schedule Corp.

We provided Maxine with the ability to see each potential order's impact on capacity, and how it affected other orders. But the sales team was over the moon to see that they could even see that if they pooled their orders, they could offer price incentives so they were able to generate more sales with these sales campaigns while maintaining their profitability.

Questions:

- But that's enough about Ashahi, what's your story?
- Do your salespeople have insight before they place an order about its potential negative impact of capacity?
- What percent of profitable orders later turn out to be money losers?

Go for meeting:

- Based on what you've told me, it would make sense for us to get together so that we could explore a few more details, and how we could apply our solution to your situation.
- Would Friday morning work for you?

Company	Title	Name	Email 1	VM 1	Email VM	VM 2	Email 2	Last VM	Last Email
Really Big Co	CEO	Bob Allen	x	x	x				
""	VPS	Skip Keener	x	x	R				
""	CMO	Ellen Andrews	x	c					
OK Corp.									
Other Corp.									
""									
""									
Other Corp.									

Next Steps