
Shortening B2B Software Sales Cycles



What's your Unique Sales Proposition (USP)

Harpal Kochar

– Three Facts of B2B Sales

1. ~87% of the revenues are generated by 15% of the sales team
2. ~Average B2B sales tenure is 2-3 years, 6-months on-ramp, off-ramp leaves 66% net productivity
3. B2B sales cycles are shrinking avg < 4-months, 66% of the solution decisions are made before the first sales call

There's a storm brewing in B2B Sales

Significantly UP your
game

OR

You get marginalized



—

A person's hands are shown holding a smartphone, with the screen displaying some text. The background is a solid red color. The text is overlaid on the image in a white, sans-serif font.

How do you demonstrate
value?

How does one project a
growth mindset?

IT STARTS IN YOUR MIND

- Plant a sticky idea, moonshot dream
- Think BIG: Critical outcomes, Business risks
- The product demo is Optional
 - The sales team is the product
 - Value ideation, strategies are the presentation



ACT LIKE A MANAGEMENT CONSULTANT

1. Think Big!

- Impact to top line growth, competitive plays
- Risk mitigation

2. Master storytelling

- Short sentences, simple jargon
- Practice stories on a 15-year old :-)

3. De-couple solution from the problem

- Technical credibility is table stakes
- Challenger selling
 - i. Review all options with prospect
 - ii. The cost of non-action, of missing deadlines



ORALS COACHING

HIGH IMPACT SALES ACTIVITIES

- Multiple dry-runs
 - Include prospect challenges verbiage: verbatim
 - Re-validate stakeholders agenda, objections
- Interject strategically during demonstration
 - Amplify value proposition, customer stories
 - Take a pulse-check in the room
- Make the experience memorable
 - Thoughtful whiteboard drawings
 - Personalized Value-Benefits documents

Three ways to start!

Jump start the train

Focused industry topics, 1:1 coaching for struggling reps or newer teams.

Account Based Marketing

Demand generation, sales qualification planning

Orals coaching

Industry value templates, sales playbooks and solution engagement strategies.

Expect Success Outcomes

Reduce onboarding time for sales teams by ~25%. Turn sales training on its head; teach industry needs. Reduced rep burnout, attrition.

Improve marketing synergies. SQL quantity drops, but quality is +100% better. Improves Sales morale.

Increase deal sizes by 15%, reduce sales cycles 30%; lead with industry and top-line growth value strategy.

What people say of Harpal

Harpal is always qualifying!
He understands clients needs, creates the strategy to meet those needs, executes to fulfill the strategy and makes any adjustments needed to get the deal done

Susan Spivey, Manager

One of the most important ability for a sales rep is to sniff and net out what is the real opportunity. Harpal doesn't waste my time and will not waste your time either.

Albert Wong, lead SC

SalesKoch assisted my team with setting up best in class sales process, pitch preparation and pricing models. If you are looking to demystify enterprise sales and make it predictable, then SalesKoch is for you.

Ray Sikka, CEO, Sensitel

NEXT STEPS:

Engage a 3-month pilot project to boost sales in your top target verticals, top 10 accounts:

THANK YOU

