

THE PURSUIT

Caribbean Sales Management and Leadership



**DELIVERING A SALES
PRESENTATION IN A
VIRTUAL ENVIRONMENT**

**SALESPEOPLE
*THE NEW MARKETERS***

BENEFITS OF A CRM

**TIPS FOR
PROSPECTING**

**THE MOST COMMON
MISTAKES SALES
PROFESSIONALS
MAKE ON LINKEDIN**

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Editor's Note

In every publication I produce, I look for a unique, clear focus...something that is impactful for the readers and for the entrepreneurial community.

In this issue of The PURSUIT, I've been fortunate in that the theme stated "Caribbean Sales Leadership" was something I wanted to embark upon since July 2021 when I first started discussions about the magazine with my team.

Sales is the bedrock of business.

There are no customers, no revenue, no profit, no business without sales.

I see in 2022 that customers are more demanding than ever as they're faced with continued uncertainty and held accountable for immediate ROI on the products and services they choose.

This makes sales professionals more important and sales even more difficult.

As a result, I am excited to share the perspective of several Caribbean sales leaders who are entrepreneurs and professionals leading teams.

Their insights and advice in this issue are modern, relevant and applicable to any industry, any field.

So I welcome you all to dive into our 4th publication of THE PURSUIT.





Delivering A Sales Presentation in a Virtual Environment



Beverley Thompson,
CEO, Hulaine Strategic Services

By: Beverley Thompson

Whether you are a business owner or sales executive you will need to present your product or solution to someone else, to get them to purchase from you or buy into your idea. Here are a few critical steps you must take to increase your chance of being successful.

It is natural for us to be excited about our solution but sometimes we get lost in what we know, and we forget that it is the potential client who is the focus of the conversation. We sometimes prepare our pitch and forget that we are not presenting to ourselves. It is the audience or person that needs to believe in what we are doing or to be persuaded that your solution is the best alternative now. The best presentations or pitches focus on the needs or aspirations of the person you are presenting to. Because whatever the solution or product you are presenting the audience needs to understand:



Why they should buy this solution/product;



How your product will work in their favour or their current situation;



What results or outcomes your solution will deliver.

You need to PREPARE for the presentation and DELIVER and ENGAGE in the presentation.

Here's how to prepare for the presentation ...

DO YOUR HOMEWORK AND YOUR RESEARCH

1. Ensure you know who your audience will be.

Let us say you are one of the suppliers that sells printers to a company that has five retail locations. You have always wanted to speak to the people who make the plans for the business. You requested to speak to the operations manager who is responsible for all locations. You want to deepen your relationship and gain access because you want to open the wallet share and sell bigger and longer-term contracts. You got the go ahead to present at their next management meeting.

The operations manager will be in the presentation for sure; but who else will be there?

- Are there key decision makers in that meeting?
- Are you presenting to the finance person?
- Are you presenting to the person who will feel the impact of any changes your solution will bring about?
- What are they hoping to achieve from your presentation? You need to answer this question or close this gap in the presentation for each person.





Take the time to find out who you are presenting to, so you do not miss out on the opportunity to meet your objective of making further inroads in that company and increase sales.

2. Know what the key decision factors are & what you want from the meeting.

Take some time to check in with relationships you currently have or ask for 15mins with the operations manager. Let her/him know that you want to use their time wisely to focus on the things that make sense for them.

You would want to know a few things:

- Why are they saying yes to your meeting now?
- Are they seeking to save, get better terms or expand?
- What is the business strategy or direction?
- Are they seeking to select a vendor now or are they in the early phase of research?

You cannot know the information unless you do some checks using your internal contacts, industry publications, social media, or business news.

The magic is not in the printing options that you have; It is whether you will credibly articulate how you will solve their current problems or enable their business priorities.



3. Get insights on the company and their industry.

- What is changing, what is new, what is evolving?
- How are their customers' demands changing?
- What does the competition look like in their space?
- How have they re-prioritized since the pandemic?

Covid-19 has shifted our work, life, and family existence as we know it. We all operate differently now. With more people practicing work life integration and discovering the benefits working from home as well as schools utilizing blended approach learning more now, there

is a greater demand for printers.

In your research you will need to extend yourself beyond your products, and overreach into your customer's ecosystem. You need to know their pain, aspirations, challenges because you must genuinely know what they are going through to develop a solution and present to them how you will make their lives easier.

The information you gather will help you to frame your presentation so that it matches your audience perspective. You will enroll them on your side because you are speaking their language and will demonstrate sincerely that you are a partner for the long haul.

4. Prepare to Engage in the Virtual Environment.

Prior to the pandemic, you would have driven to the location and say hello to the people you passed on your way to the receptionist. You chatted with her, made your way to the meeting room and while you are setting up your laptop you are probably making small talk with your contact. As people entered the room you shook hands, made introductions, and built rapport.

*Fastforward to 2022 - **FACE TO FACE CONNECTIONS are still limited** but the show must go on.*

In face to face you would have checked on the location, parking, and the room. This is not always required now. However, you still need to establish yourself as a credible source. Here are a few ideas to ensure you take command and show-up with your best self:

- Send an agenda and share it with the client. Ask for their input. This sets the tone.

- You may not be able to have the usual one hour meeting you were accustomed to in face to face. People are 'zoomed', "Teams" or "Google Meet" out these days. This forces you to focus and be on time and on point. Sales prospecting meetings have been cut down to 40mins or less. If your client is really engaged, they will continue pass the allotted time, and you go with the flow. But remind them that you want to be respectful of their time.

Ideas to ensure you take command and show-up with your best self for virtual sales presentations

- Confirm which video conferencing platform your customer is accustomed to.
- You can send a simple 'join meeting' guide if you are using your platform. Set a 10 min time in the agenda for joining and any challenges anyone could have.
- Can you adjust to the platform they use? You want to make the experience great for your customer.
- If you must use your customer's platform, talk to someone, and ask them to walk you through the features. You must get comfortable so you can engage with confidence and not get flustered.
- Practice your presentation in the virtual space with a colleague or friend. Let them tell you how you are coming across. Sometimes what we intend to communicate is not always understood.
- You must practice so you connect and come across as being relatable. That means you need to practice looking

directly in the camera while you speak. It can be very awkward at first, but you will get used to it.

- Ensure the face of your camera is clean and your volume is good.
- Also check your lighting to ensure you can be seen clearly.

While keeping all these things in mind you will show confidence and that you know your stuff. Goodluck with your next sales presentation!

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Salespeople - The New Marketers

A zoom interview with the in demand business consultant and sales expert Adrian Havelock.

By: Adrian Havelock & Okeera Harris



Adrian Havelock

"Salespeople have to pick up marketing strategies, it is creating that overlap, and the companies that allow their teams to do that overlap, outperform others significantly." said Adrian

Adrian Havelock started his career in sales at age 19 working for BMW, Trinidad. As the youngest car salesman, Havelock mastered sales and sales process practices and principles. He went on to be ranked in the top three sales performers at 22. Presently, he assists corporate companies with their sales communication. He lives by the philosophy "Selling – It's Simple Communication"

In this interview with Adrian Havelock, he shares his views on Salespeople taking on marketing strategies and offers tips to salespeople who will have to adopt this rising practice.

It is a new era and there is now a shift in the business world. Marketing and Sales can no longer exist on two ends of a rope. Instead they must work together to achieve a similar end goal, making profit for the business. Marketing can no longer stand alone and sales can no longer just sell. Salespeople now have to take on marketing techniques in order to attract, appeal and build relationships with clients and customers. Adrian Havelock, was quick to point this out. "the salespeople have to pick up marketing strategies, it is creating that overlap", he said. Sighting this new practice as a way for Sales teams and Marketers to connect on a deeper level.

An alignment.

Many businesses still find it hard to achieve this alignment because of major drawbacks within. "The two most common being the fear of salespeople and the company not allowing them to market", said Adrian.

So it seems that even if the Salespeople could market themselves they lack the confidence to do so. They may not want to engage in the rising practice of content marketing that guarantees reach and appeal to targets in every corner of the world.

" They still have a major fear because of the fact that they are not accustomed to being in front of the camera. And that fear is something that is holding them back. Because it's like I don't like to do the exercise, I don't want to do the exercise

'cause I'm not comfortable but at the end of the day you are in sales. Yes, you're comfortable talking to people, meeting people face to face but if you wanna sell you need to be able to get people to know who you are. So that was part one of the exercise that I was doing with them."

After conducting sales training in many businesses, Adrian recalled an experience that made him concerned for Salespeople who were to adopt marketing practices.

Yes! Salespeople fear putting themselves out there. Marketing themselves as trusted people who clients can rely on to do business "But it's about encouraging them to get to that point." Through his sales training he assists the Sales team in companies to gain that confidence needed to not only talk to people but engage with them in such a way that they feel compelled to partake of the product or service.



"That's how I position myself by posting content out there and it's how we get more business. Even if we weren't doing it we would have gotten business but it would be a much smaller percentage of the market." said Adrian, who, like many salespeople, is reaping the benefits of marketing themselves and the services.

The second drawback is on a company level. So the company restricts Salespeople from taking up marketing practices. Whether they go by strict books or the marketing team finds it disturbing.

" the marketing department would not allow them to promote the company. You know that might cause some kinda conflict there."

Adrian said that this was a case he came across in sales training. The Sales team was not allowed to advertise for the company in any shape or form. Companies that do this prevent Salespeople from assuming their

new roles as marketers.

But how can this be solved?

"Both departments have to work together. If both departments do not work together there will be a disconnect in the company. When there's a disconnect in the company it will reflect on the online presence or lack thereof"

Adrian proposes Sales and Marketing coming together for a greater good. The success of the company. There are many ways to do this. He pointed to allowing the sales people to post content instead of resharing marketing content.

"when you reshare a post it does not get as much traction as when you post an actual post. So if they were allowing their sales people to post actual posts it would actually have a much further reach than if they ask the sales people to reshare. But no, they insist on doing it but then they call themselves marketing departments or



marketing experts. But they are not doing what the platforms, what the algorithms allow them to do. So you're doing the opposite of what they are hired to do. So I tell the company you guys are shooting yourselves in the foot."

Customers should be introduced to the team members of the departments of a company. So, it would make sense to also feature the sales team in the content that the organization would send out into the public.

"Use the sales people in your content. But then promote the hell out of it. Instead of spending a 100 dollars online, spend a 1000 dollars online and promote the hell out of it."

It's about letting people know that these people work there. They too are about achieving the business goals and promoting the company. Not only will the company benefit from this integration but it will give salespeople a boost in the streets. "If I look at a video of that marketing post and I see someone speaking in it but it was the marketing department that posted it, so it comes on the company page ... promoted, I would know that person's name. I would recognize the name, face and voice. So when I wanna call the company now, chances are I want to talk to that person or I would call that person directly if I was able to get their number somewhere."

Some Industries that have Salespeople as Marketers.

Insurance.

"No matter the fact that a lot of people have these negative reactions towards insurance salespeople, insurance people who are out there posting content... it is

one of the industries where I notice that I'm getting to know these people and I don't know them personally. The mere fact that we're seeing more and more of them that's a good sign and these are the ones hitting the MDRT. So the mere fact that they are putting out that content there is a prime example of how social selling is working."

Automotive.

"You have some sales people there posting content about new vehicles, posting content about all these different things."

Forex.

"You know the people I admire? when it comes to online marketing are the people who are doing these forex things. They are out there, they are putting out content. They are basically becoming known as an expert on the forex.. Cryptocurrency market. And we're getting to know them. It is not that we all have an interest in it but we see it. We see the content and when you get to see the content after a while you go from nah to hmm... I'm listening a little bit. You're probably talking a little sense there. Let me check it out on my own... I don't want to deal with you but I'll check it out on my own. So in some form of fashion I'm already being converted but that is because of constantly seeing your content. So I admire the fact that these people have the balls to keep posting that content. Even though not everybody is going to want to do business with them."

Marketing has now become sales and vice versa. Businesses now require a fully integrated and insync Sales and Marketing team effort to maximize profits. Here is some advice to companies and salespeople from Sales trainer Adrian Havelock.

To companies and their marketing departments.

"Help [salespeople] with their marketing techniques."

To Salespeople.

"If you are a salesperson, entrepreneur or you're now starting off in your business and you have that fear of going on camera to put out content. Don't go on camera! Do a voice over. Do a screen recording of something, explaining something and do a voiceover. Let them hear your voice at least explaining something. And if you do that a couple of times maybe it will give you more confidence to want to one day say okay, let me just record myself. And say okay, hey this is the face behind the voice that you know already. And you warm yourself into it. But at the end of the day as a person, people will have to know your

face, they have to know who you are. And if you have that fear, start off with your voice. Do a voiceover of a video and post it. We see a lot of it on tiktok. People doing voice overs of different things. Start with that. So keep it that simple. And if you are doing videos on platforms like tik tok hold your phone upright. If you're doing it for places like linkedin, hold it sideways."

Adrian Havelock is the author of two books. He is a master Sales trainer who is also a highly sought after speaker and a Certified BMW Group trainer. To find out more visit his website <https://adrianhavelock.com/> or follow his Instagram @ adrian.havelock





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"I am passionate about sales because it is one of a few careers where your output is directly connected to your input.

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Sales is also a career where you can change your customers lives. You are a solution provider!"



WESLEYNE GREER
TRANSFORMING STEM SALES MANAGER



Benefits of Customer Relationship Management

By: Lyndon Braithwaite & Okeera Harris

Customer Relationship management has been around for a while and is still relevant to businesses today as they seek to manage and maintain relations with customers. More businesses are now customer based. The customer's experience and behavior is integral to the way businesses operate. The whole process of Customer Relationship management focuses on three aspects. The customer, the relationship and the management of this customer relationship with the

help of technology. It is important to note that businesses using Customer Relationship management must align business goals to the systems to get the best results.

Here are some benefits of using Customer Relationship Management.

Stored Database of customer behavior

For a business supplying products, customer purchasing behavior is important. You want to know if your product is amongst that line of product that the customer will purchase. Even so, through CRM you can not only see this but also devise ways of making sure that your product becomes a part of a customer's shopping behavior. Similarly, for the service industry, CRM can help you create demand.

As an organization, this database gives you the opportunity to sync departments. You can use it to ensure that the business operates well and efficiently to meet the demands of the customer. People have the ability to change. Change the things and the way they support businesses. CRM is great for trend analysis and provides data to manage changing behavior of clients. This information is needed for marketing insights and fits well into businesses market research data systems.

Streamlines Sales Process

Customer Relationship Management helps a business with its sales pipeline. With data in one place, the analysis works better. You will then know the good prospects. That is, many systems rank leads. It will let you know the level of interest a lead will have in your offerings. With this information you can prioritize who to reach out to or follow up with to yield positive results.

The CRM offers visibility in such a way that you

can track leads. You can get a view of their behavior. For example if they were seeking information on the same products or services being offered by the business. The salesperson can use this to determine the best way to approach a prospective client. It also provides data that will help salespeople determine the best time to reach out. Even when a lead reaches out first, CRM gives a salesperson instant access to information related to that lead that can steer the wheels of the conversations and decisions.

Fast and effective company customer support

Through CRM businesses can gain access to customer feedback. If it is something negative it gives them the chance to make things right with the customer. They can reach out through whichever managing system to a customer who would then feel that their experience is valued. Whatever complaints a customer may have CRM track this and then it is the company's responsibility to attend to

customer issues. It provides a way to monitor customer feedback and in the event of a mishap, businesses can rebuild the confidence of the customer.

The positive feedback coming from customers and taken into account help businesses better tailor their products or service to suit potential and existing customers. Some customers feel compelled to share tips and bits of their experiences with businesses. Managed well, this can be used to create new business opportunities as well as improve current products or services.

Customer Relationship Management works well for almost all departments within a business. Especially if the business is highly customer focus and has multiple points of contact or interaction with customers. It helps businesses establish a system that coordinates functions and activities within. This coordination increases business efficiencies and ensures business goals are being achieved. CRM works well for businesses of all sizes.





Tips for Sales Prospecting

By: Debbie Jollie



Many entrepreneurs have failed to recognize that Sales prospecting is not only a big part of their sales activities but a big part of their company's success.

Sometimes they are unable to see how a strategy around Sales prospecting can ensure consistent growth. This is a common mishap with sales people all across the board. They focus on heavily promoting themselves on traditional and new media platforms without much thought on actively hunting success through Sales prospecting.

Sales prospecting requires consistent effort to ensure that the sales pipeline is always full. You don't want to have severe highs and lows of client influx. Instead, you want to have a consistent flow of business opportunities and clients.

Set weekly prospect targets!

At the start of each week you need to add sales prospecting activities to your to do list. On this list you will write down how many prospects you want to reach out to in the week. This amount should be realistic as you don't want to fail to reach your numbers.



Do your research!

When you are trying to decide prospects it is best to conduct research. You can use a search engine, a social media platform or ask your connections for information on those who you are prospecting. Researching can give you access to a vast amount of information on your prospect. You can use this information to decide the best way to reach out and appeal.

Set Reminders!

Find a way to remind yourself daily that you need to do sales prospecting activity especially if writing it down only won't help. You should revise your sales prospecting goals and make sure that you are on the right track to achieving your business goals.

Plan ahead!

Success in sales prospecting requires a plan of action. You don't want to start a week without a clearly laid out prospecting plan. So before the week starts make sure that you plan out each day of the coming week. On whichever day, at whatever time of the day or night you feel comfortable, takes some time to plan. You will focus on the activities that you will do for each day of the coming week. You want to make sure that you reach a daily goal which will ensure you reach the weekly goals. This will help you succeed in Sales prospecting.

Keep going!

Don't be too hard on yourself if you fail to meet your goals. It is hard for some people to maintain focus and consistently do anything. You are not alone. The key to this is to continue your activities. You may not have achieved all your prospecting goals in the first week but if you keep going you will do better. Slowly but surely.

Use these tips to help you with your Sales prospecting. It will help you improve your sales activities and grow your business.



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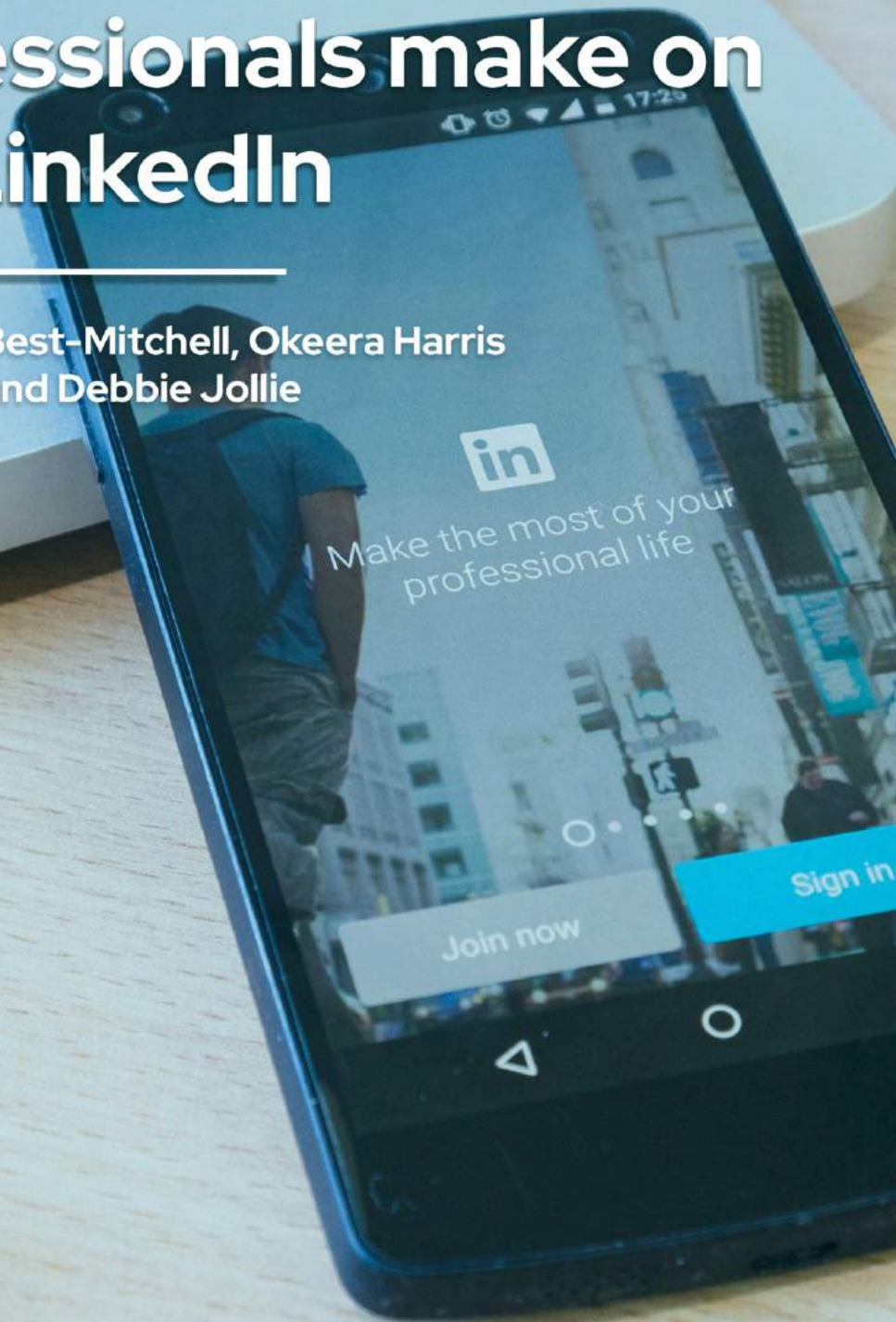
I got into sales by accident. It was the role I "had" to do to get into the company I wanted to work at. 20 years later, I've learned that sales is one of the single most valuable skills I learned. It's made me a better CEO, entrepreneur, and person in general. As Daniel Pink says, to sell is human.



Ray J. Green
CEO

The most common mistakes sales professionals make on LinkedIn

By: Jarrod Best-Mitchell, Okeera Harris
and Debbie Jollie



Interview of Jarrod-Best Mitchell

LinkedIn is that platform!

yes, that place with the most potential to reach targets online.

For sales professionals, it is that place where sales conversion can take place as quick as a second or stretch into a two year period.

It all depends on the work done within LinkedIn.

LinkedIn exists as one of the fastest growing social media networks ripe with B2B and B2C opportunities. For sales people, the opportunities for lead generation and prospecting are endless.

Here are the most common mistakes sales professionals make on LinkedIn.

Replicating Bad Sales Offline practices

Caribbean sales professionals are guilty of replicating the same bad offline sales practices into the LinkedIn platform. You don't want to do that. Building the relationship offline with your clients is the solution to your success. If you are only spamming clients via messenger and not interacting or engaging with your prospects' content, you are heading down a road of disaster.

Conducting little to no research on prospects

Instead of researching prospects to see if they best fit the ideal type that you are



looking for, many sales professionals are just wildly and widely reaching out to people on LinkedIn. They fail to take note of whether or not that person is in need of such service or information.

Jarrod Best-Mitchell, Sales and LinkedIn trainer, can attest to this. He has shared multiple experiences on LinkedIn where he wondered why sales people were reaching out (targeting) to him.

"I've seen it.. Because sometimes I get specific outreach by companies and wonder.. What would make you approach me? I fit nothing of your ideal type criteria. So how could I even be part of your [sales] discussion? This makes no sense."

Many people certainly have similar experiences. This practice reflects poorly on the salesperson as well as the company that they work for.

The problem not only lies on an individual level but also in leadership. There are managers who force their sales employees into a "numbers game." Instead of focusing on the quality of the prospects, sales persons are pressured into quantifying the work done. This tactic when duplicated on LinkedIn usually bares very little result.

Ignoring the customer buying journey

You should never do this! Clients are the center of business and should always be treated as such.

Many sales professionals fail to provide that smooth courteous journey for clients when they are on LinkedIn. Their messages and comments are often salesy, aggressive and even spam-like, to the extent that it annoys prospects.

The customer journey is easily one of the most important, yet most misunderstood, parts of

doing business. One of the reasons for this is that the needs of customers can change. Additionally, not all customers are alike. Therefore, it can be difficult for many businesses to ensure customers have the best buying experience from the start of their journey through to making their purchase and using the product or service.

If customers feel ignored, insignificant, uninformed, left out or even rejected at any point during the customer experience with your business on LinkedIn, even if it's a misunderstanding on their part or unintentional on yours, it could well be a big problem for your business.

Neglecting the opportunity for customer retention

If you are serious about growing your business on LinkedIn and improving your personal brand, you would never ignore the fact that customer retention is possible online. Yes, you want instant support, instant purchases but what about long term?

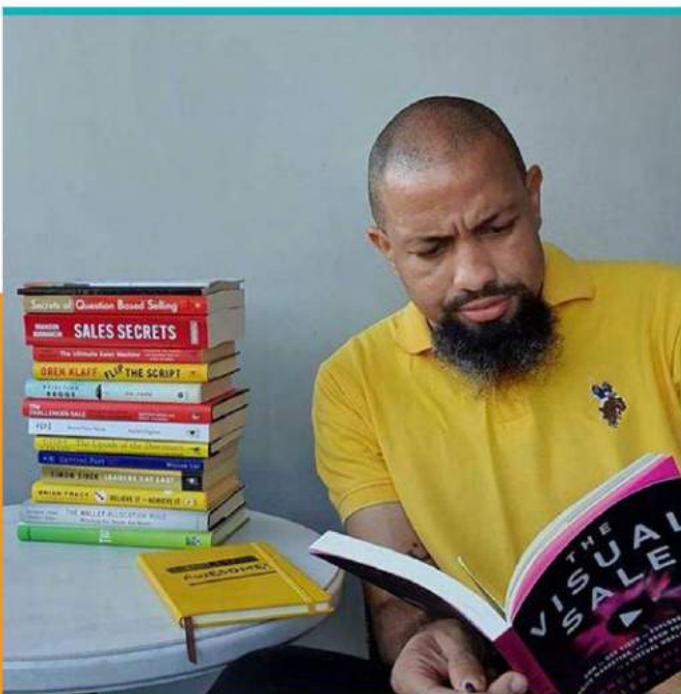
Don't you want long term customers who can be a testimony to the goodness of your service?

Don't you want someone who stays on to support current and new business ventures?

If you answer yes then you should put measures in place to build longevity.

It is not too late to solve these common mistakes.

Jarrod Best-Mitchell proposes Sales training and coaching to ensure that sales professionals are doing the right thing for the businesses they represent.





Connect to Opportunity™

On an individual level some ways sales professionals and entrepreneurs can ensure customer retention on LinkedIn is by:

Offering Value through the content you publish

Ensuring your efforts are consistent on the platform

AND

Being patient with and for the results of the content you post.

Value + Patience + Consistency = RESULTS
~ LinkedIn Sales Formula courtesy of Jarrod Best-Mitchell

To **find out more** about Jarrod follow him on all socials at **jarrodbestmitchell**

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If you are interested in being featured in our May all women's publication or placing an Ad, please email us at

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