

GROWTH SERIES



SALES MODELS TO DRIVE GROWTH

WELCOME





Mark Hamill
CEO
ARCET Global



THIS EVENT IS ABOUT YOU!



AGENDA

10:00 Introduction by Mark Hamill, CEO of ARCET Global

10:05 Welcome Note by Ian Hunt, Chief Customer Officer, RAKEZ

10:10 The Total Sales Management Lifecycle – Mustafa Shaker, Sales Director, RAKEZ

10:30 Sales Leadership: Practical Sales Models and Processes – Mamoun Alamouri, VP EMEA, Uniphore

10:50 Q&A

11:00 End of Programme



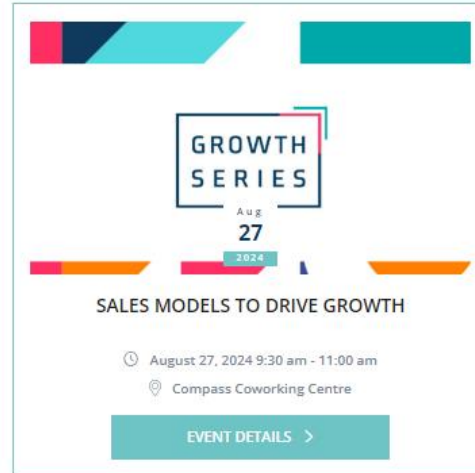
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UPCOMING EVENTS



GROWTH SERIES
Aug 27 2024

SALES MODELS TO DRIVE GROWTH

🕒 August 27, 2024 9:30 am - 11:00 am
📍 Compass Coworking Centre

[EVENT DETAILS >](#)



HSE SEMINAR INVITATION
Aug 28 2024

HSE SEMINAR: WORKPLACE WELLNESS PROGRAMS

🕒 August 28, 2024 9:30 am - 12:30 pm
📍 Compass Coworking Centre

[EVENT DETAILS >](#)

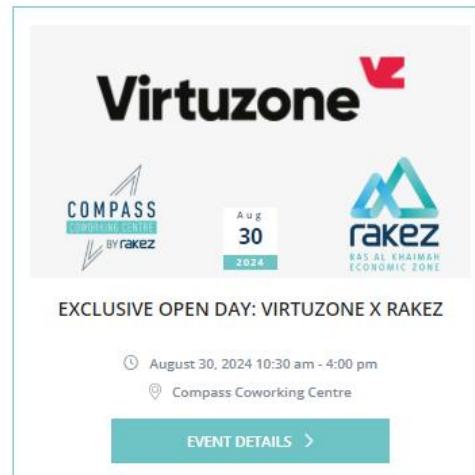


TAX
Aug 29 2024

VAS EVENT: INTRODUCTION TO MORTGAGES IN THE UAE

🕒 August 29, 2024 11:00 am - 12:00 pm
📍 Webinar

[EVENT DETAILS >](#)



Virtuzone

COMPASS BY RAKEZ
Aug 30 2024
rakez RAS AL KHAIMAH ECONOMIC ZONE

EXCLUSIVE OPEN DAY: VIRTUZONE X RAKEZ

🕒 August 30, 2024 10:30 am - 4:00 pm
📍 Compass Coworking Centre

[EVENT DETAILS >](#)

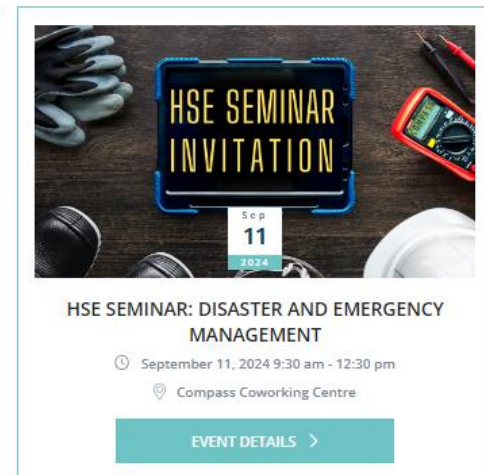


GROWTH SERIES
Sep 10 2024

DRIVING GROWTH THROUGH DIGITAL MARKETING

🕒 September 10, 2024 9:30 am - 11:00 am
📍 Compass Coworking Centre

[EVENT DETAILS >](#)



HSE SEMINAR INVITATION
Sep 11 2024

HSE SEMINAR: DISASTER AND EMERGENCY MANAGEMENT

🕒 September 11, 2024 9:30 am - 12:30 pm
📍 Compass Coworking Centre

[EVENT DETAILS >](#)

GROWTH SERIES



NEXT EVENTS

10 SEPTEMBER 2024

Event 6: Driving Growth
through Digital Marketing

02 OCTOBER 2024

Event 7: Driving Growth
through Social Media
Marketing



GROWTH SERIES



SALES MODELS TO DRIVE GROWTH

TODAY'S SPEAKERS



Mustafa Shaker
Sales Director
RAKEZ



Mamoun Alamouri
Entrepreneur and Strategic Investor
in Middle Eastern Startups





Ian Hunt
Chief Customer Officer
RAKEZ





حكومة رأس الخيمة
Government of Ras Al Khaimah

CLIENT SALES LIFE CYCLE MANAGEMENT

CLIENT LIFE CYCLE

IDENTIFY NEEDS

Recognizing the client's needs or problems that require a solution.



CONTACT

Contact is made between the client and the sales representative.



CLOSING

The client makes a decision to purchase or not.



INTEREST

The client shows interest in finding a solution and starts exploring options.



NEGOTIATION

Discussing terms, pricing, and other details to reach a mutually beneficial agreement.



IDENTIFYING NEEDS OR CREATING INTEREST



WHAT INFLUENCES CLOSING?

IDENTIFY NEEDS

Recognizing the client's needs or problems that require a solution.



CONTACT

Contact is made between the client and the sales representative.



CLOSING

The client makes a decision to purchase or not.



INTEREST

The client shows interest in finding a solution and starts exploring options.



NEGOTIATION

Discussing terms, pricing, and other details to reach a mutually beneficial agreement.



OPTIMIZING CLIENT SALES CYCLE



OPTIMAL WINDOW:

Understand the optimal window for client to make a decision.



VALUE VS. TIMEFRAME:

The target of the team should be not only sales value but also sales timeframe.



OPTIMIZATION:

More transactions can only be done when you optimize client lifecycle.

ANY TIPS?



Do your own client journey? Walk into the client shoes to know how it feels.



Understand the sales life cycle and what's the optimal timeframe for closing.



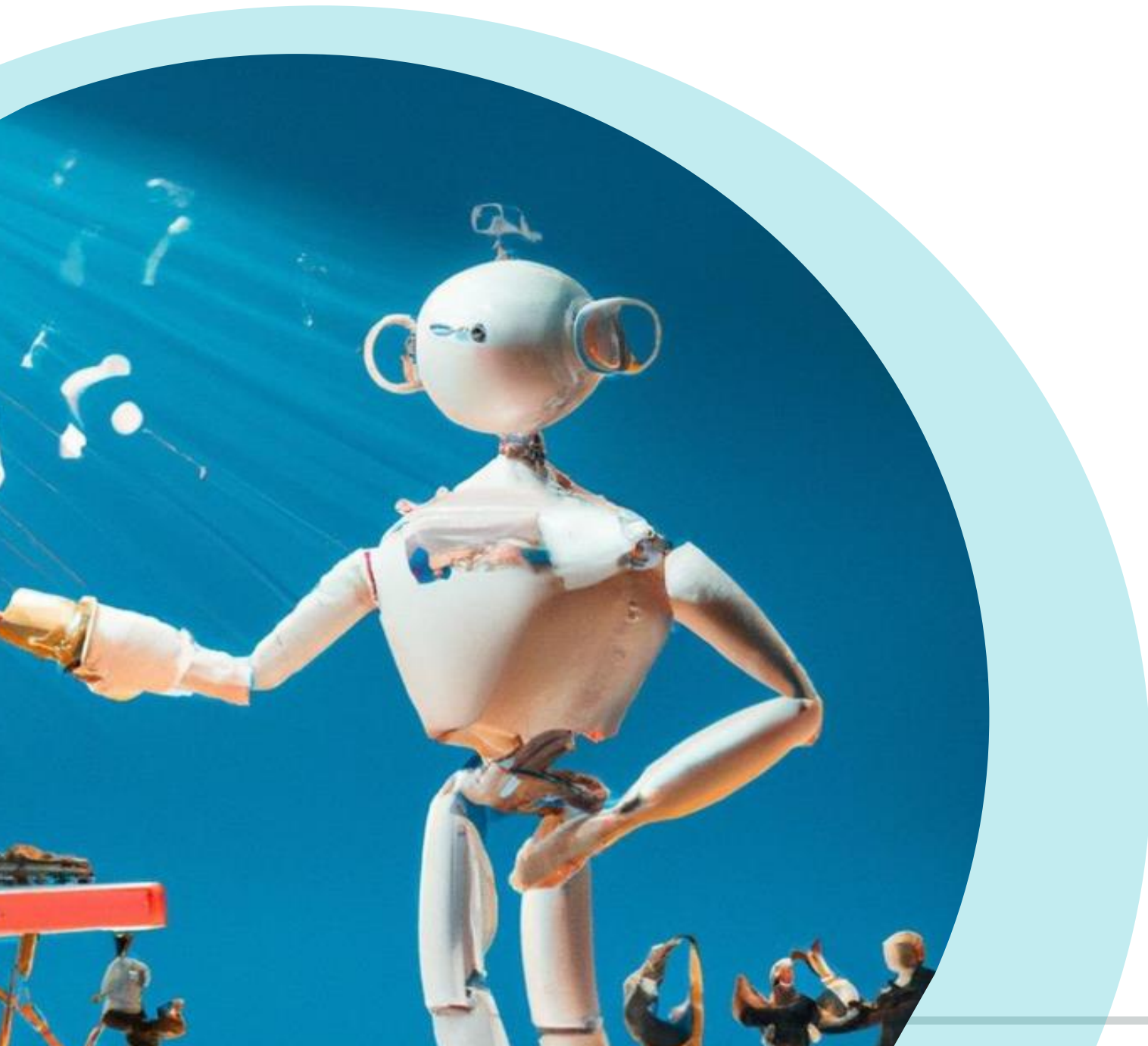
What are the main **3 factors** for your clients to make their minds faster?
How can you have it as part of your offer?



Link sales KPIs to life cycle management.



Better Sales Management Life Cycle = More Transactions = Growth!

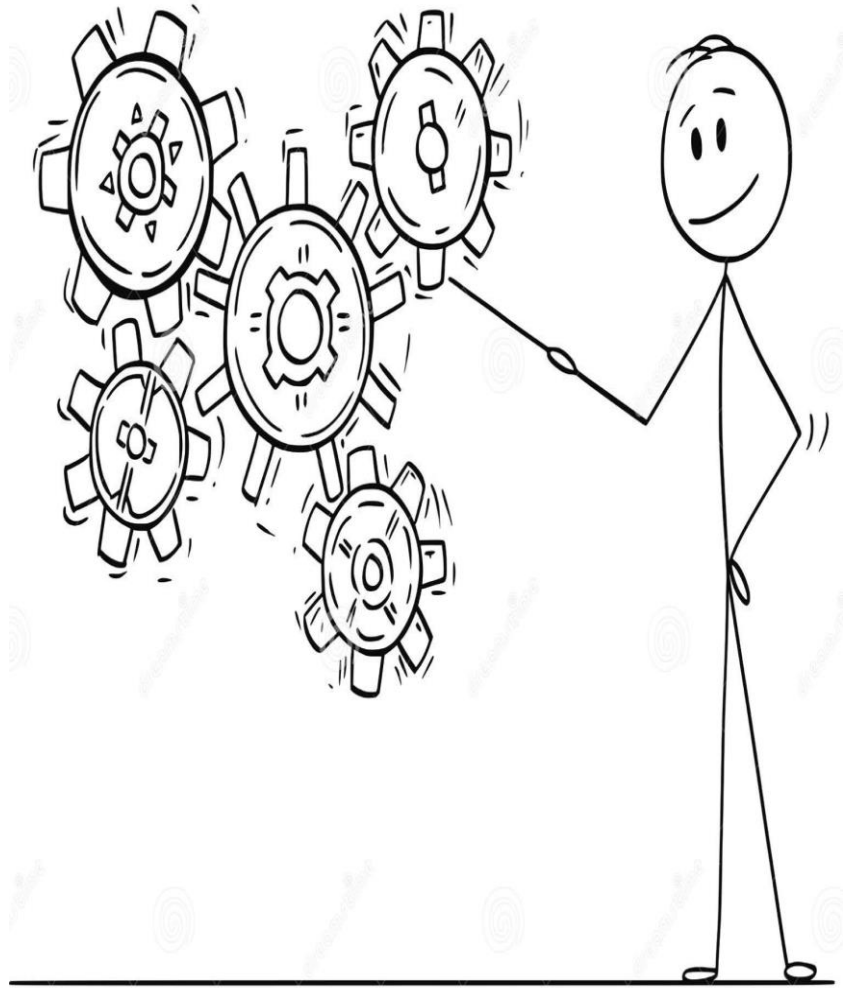


Building **T**he Ultimate Sales Machine Tips

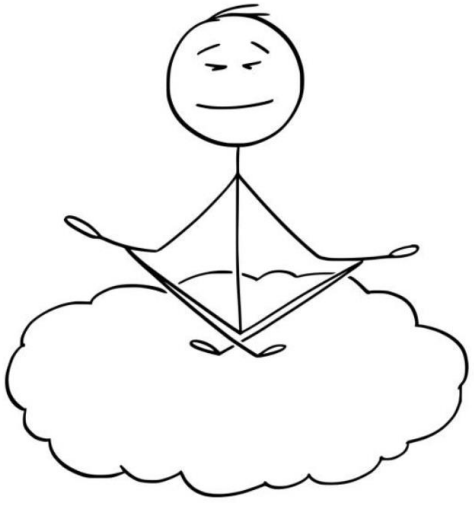
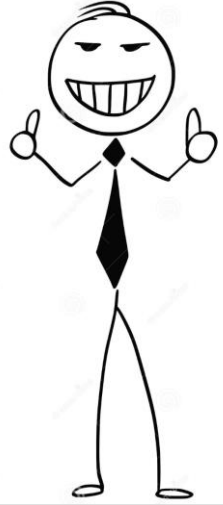
Mamoun Khalid Alamouri

Topics

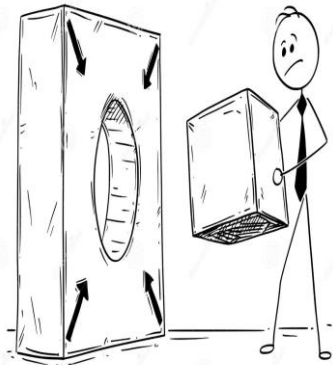
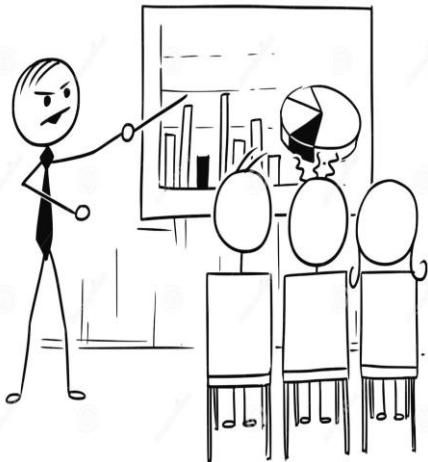
- How I got here
- The #1 Silent Sales Killer: The New Selling Playbook
- Operationalizing Relationship/Trust



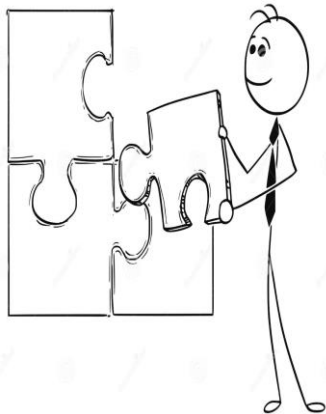
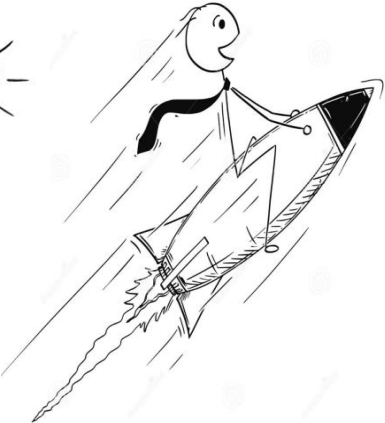
Backstory – How I Got Here



Backstory – How I Got Here



Cracking Sales & Marketing

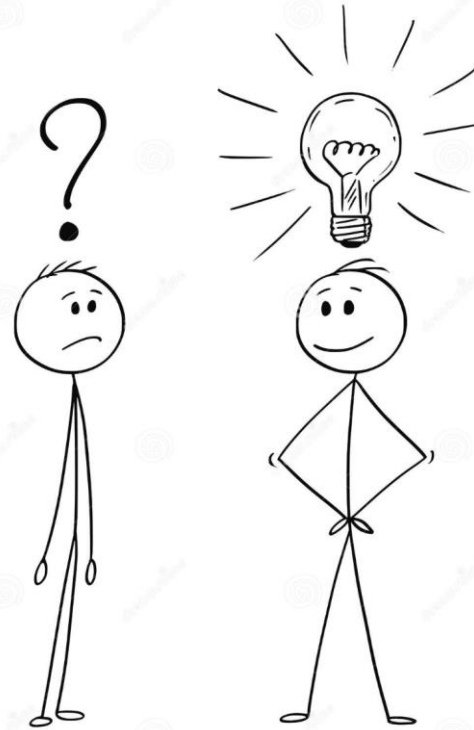


3 Big Lessons I Learnt About Great Salesmen



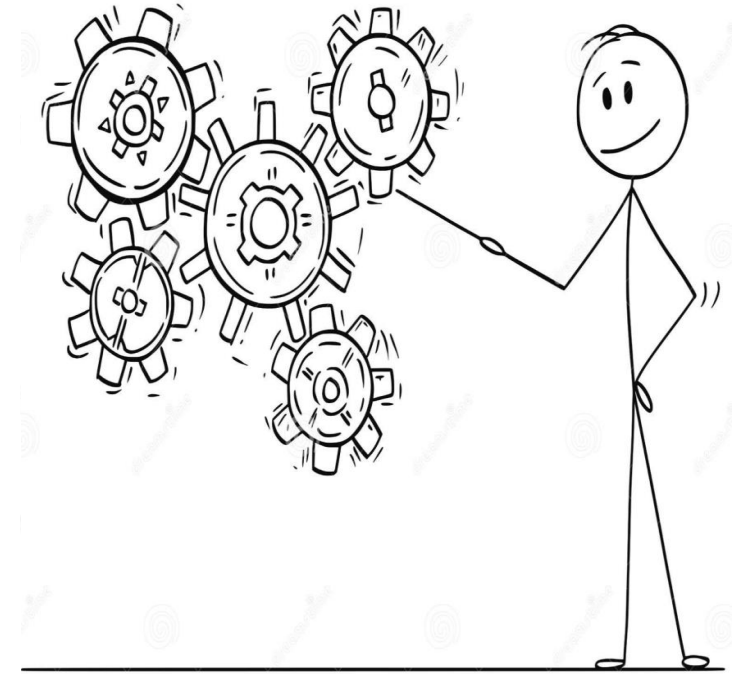
Great sales people don't try to convince people.

But rather help people make a decision



Great Sales people understand sales is not about passing words

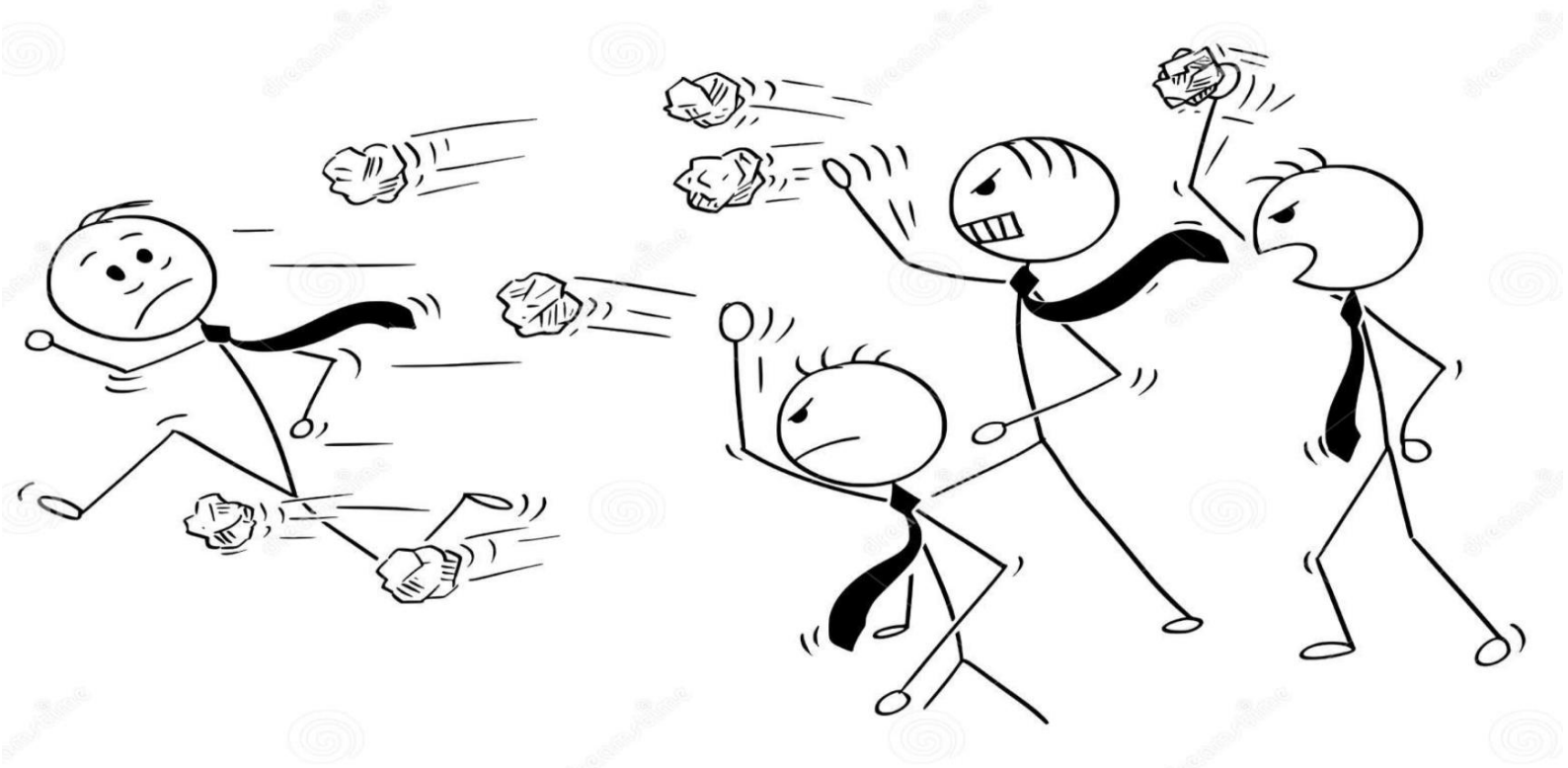
But more about passing belief & convictions



Many think that Sales are a mystical concept

Great sales people realize it is a multi-dimensional systemic processes; that is best operationalized with practical frameworks

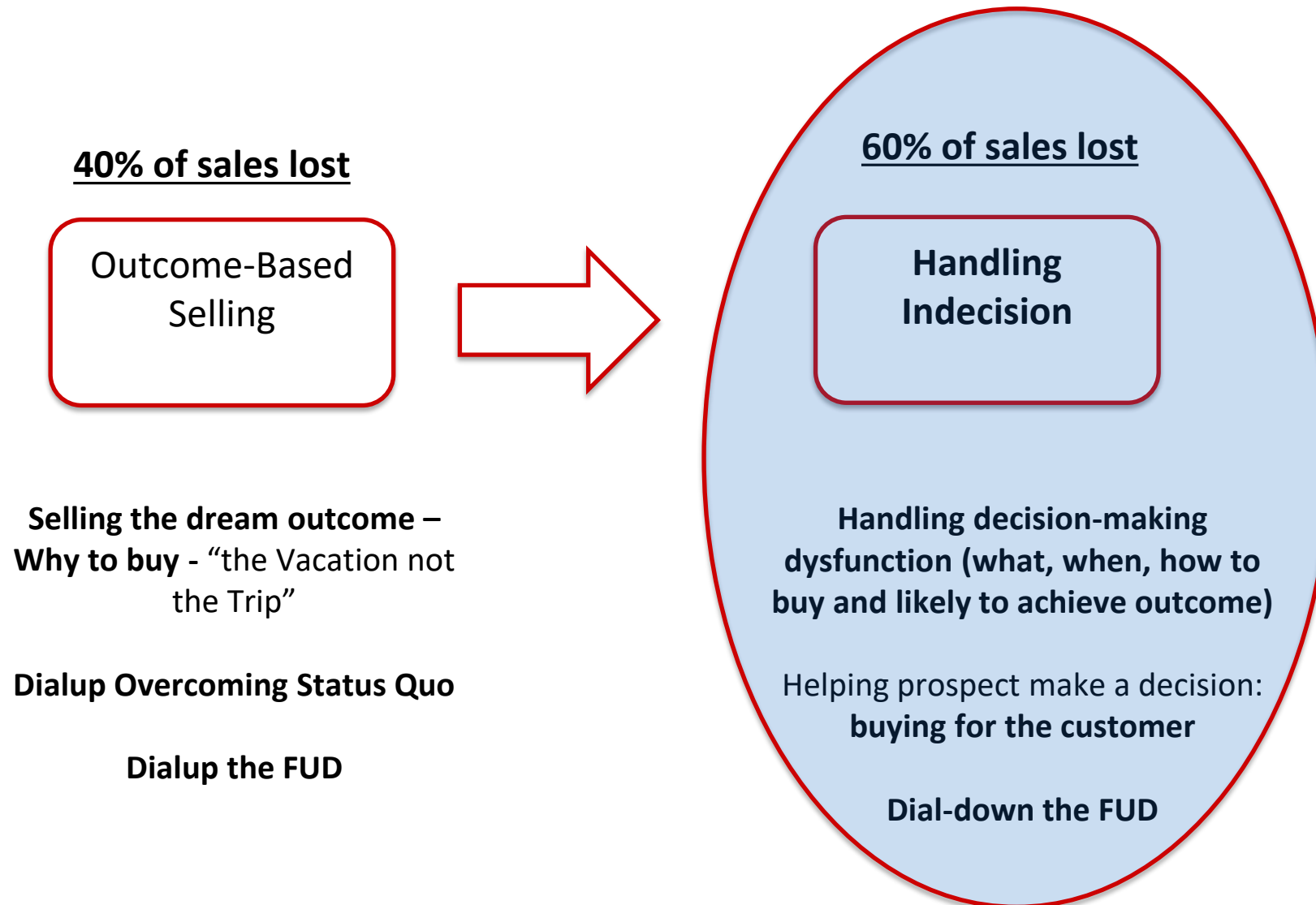
Why People Dislike Most Salesmen?



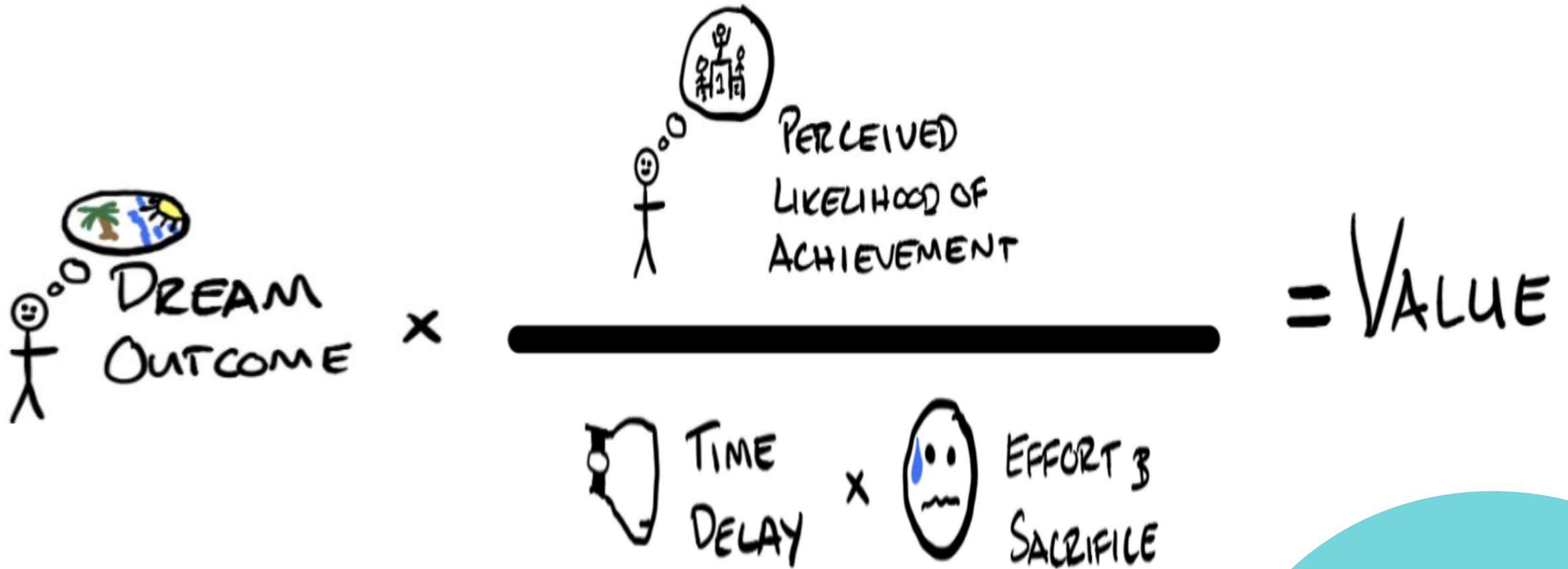
The #1 Silent Sales Killer: The New Selling Playbook



The New SalesPlaybook



The Value Equation



New SalesPlaybook

“Handling indecision”

Mindset: Selling is a process of helping customer make a decision towards our solutions.

Sell to yourself first

Start with building the belief and conviction about your solution

How: 1. Niche deeply, 2. Think offer not product only, 3. resonate

Daily Habit: Sell to yourself before you sell to others

Assessing Prospect indecision

Fear of commission error vs omission error

Comfort with ambiguity **VS** need for certainty

Structured alternatives comparison **VS** unstructured alternatives comparison

Satisfier **VS** maximizer

Procrastination **VS** decision avoidance

3 indecision phases

Information problem: How customer search for information

Valuation problem: How customer evaluate alternatives

uncertainty problem: perceived risk, time delay and efforts and sacrifice to achieve the outcome

Help the customer make a decision / Close

Build a Sales Machine (4WH: Why, Who, Where, What, How)

De-risking the decision (garantees, cancelation clauses, success stories..etc)

Build Trust Tactically: **proactive/predictive** objection handling,

break the stereotype: Suggest customer buy less, acknowledge positive feedback on competitors, say I don't know)

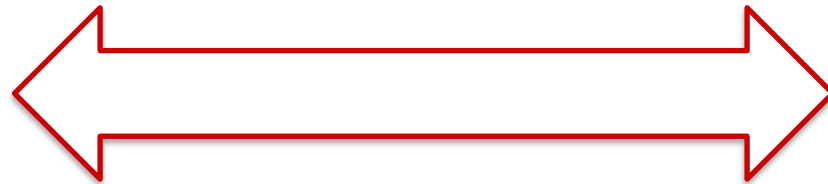
Lets operationalize
Relationship/Trust



What is relationship

Agency Dilemma: The Principal-Agent Problem

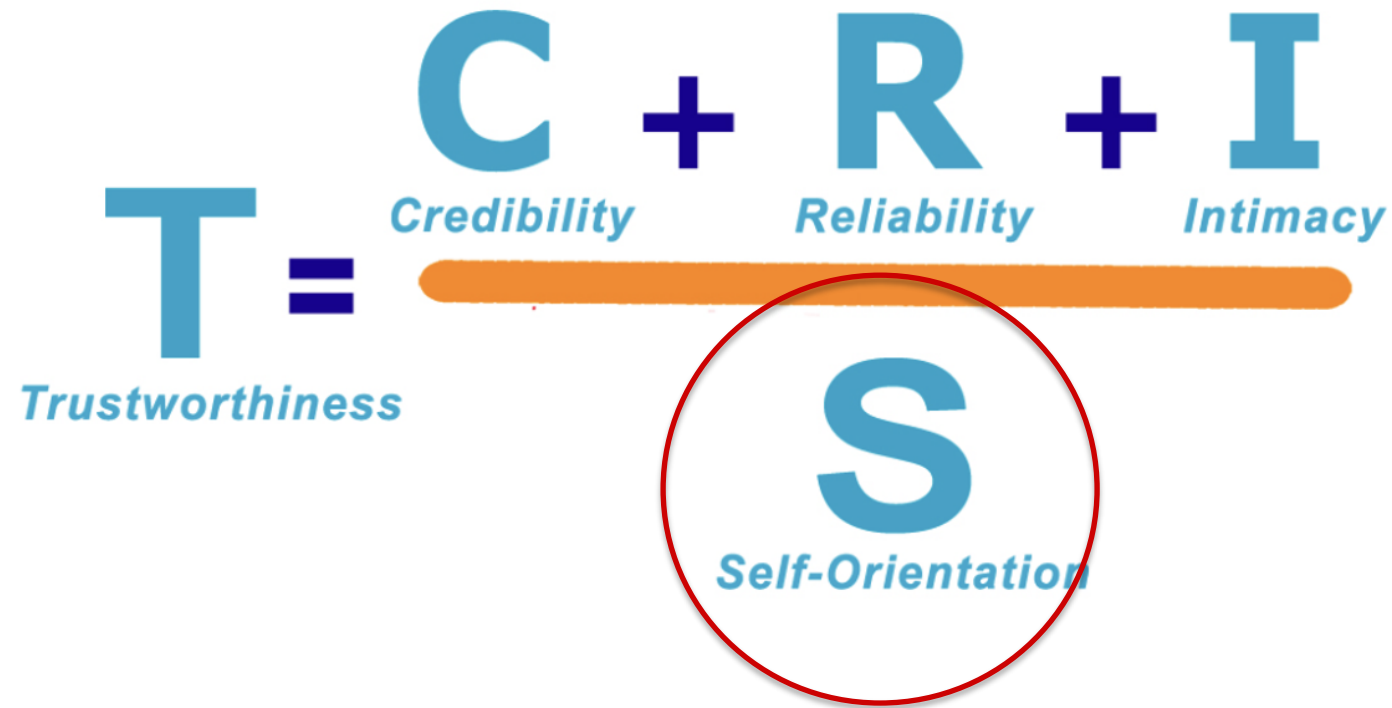
Relationship = Trust X Competency



DISTANCE



Lets Define Trust



Add value “to individuals first”, add value, add value, add value.....

Till they Ask

How To Operationalize Trust Strategically

7 – 11 – 4 “7 hours of interaction, across 11 touch points, in 4 separate locations”

Dream 100
(dream3/10/30/100)

Define dream100
From those select
Dream3, Dream10,
Dream30.

Create valueable
Educational Marketing
and Organic Content

Create valuable educational
marketing content in
various formats (videos,
articles, ebooks,
emails..etc.)

Webinar/Masterclas
Dream10 panlist,
Dream30 content
dream100 audience

Conduct educational
webinar focusing on
adding value and
relevance to dream30
Invite dream10 as panlist,
Personalize invites for
dream30 and invites to
dream100


In-persona Event
Dream10 panlist,
Dream30 content
dream100 audience

Conduct educational/thought
leadership in person mastermind /
round table

Format1: 2 panelist session 40 – 60
min each, 1 keynotes. **Format2:** 60
min 4-6 people thought leadership

Same thinking as the webinar

Q & A

Three light-colored wooden blocks are arranged horizontally on a solid orange background. The first block on the left has a large black letter 'Q' on its top face. The middle block has a large black ampersand '&' on its top face. The third block on the right has a large black letter 'A' on its top face. The blocks are slightly raised, casting soft shadows on the surface below them.

Q&A



Survey



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THANK YOU