11/29/22

Morning Sales Meeting

* Michael – He has been enjoying going to business meet up type meetings (networking meetings and small business communities). Cold calling is less effective. Door to door seems better but still hard. Lots of folks who saying they don’t have time or lack of interest. He is working on some scripts (what to say).
* Busy times – trying to keep their own ships steady (meaning business owners)
* Chamber of commerce – good source to be noticed and heard
* Hope (Experanza) – She has been getting a lot of demos. She enjoys live events (all kinds of different types). It’s all about who you know and getting out there. She found a good contact and has been working with them. Trying to word or work the demo as a “give away” of sorts. She has a booth and tries to just get out there. She has been seeing a need in salon type stuff. She is willing to get some help with her next demo/booth on December 10th. Sean put through chat… 9 demos from Esperanza, so far.
* Currently the season is the holidays – lots of people are saying, we’ll chat after the holidays. Along with that… some companies are looking for a new solution for the coming year.
* Sean – He really likes the business meet ups and networking events. Getting to the right person. He has been reaching out to chambers of commerce, better business bureau, other groups.
* Making sure that we are logging the clients and the contacts. He mentioned the “hot list” flex attribute that we can flag certain records. Please record your contacts and get your logs in.
* If you are out, strike up a conversation. If you feel it was good, add your time into adilas. Sean was saying, it sometimes takes 7 to 10 times on the follow-ups. Often sales reps give up around 3 ish attempts.
* Pitching the new year and being able to change or soften the pain points.
* Entering, in real-time, all of the entries – this is a key to let everyone know what is going on. Follow-up, follow-up, follow-up (7-10 times).
* Danny – No comment… :) – Can you flip it? If you think a certain way, you will trend in that direction. Look for the silver lining. What angle can I do and/or use to get this going? Think of fishing… what is biting? Go with that (think industries). What businesses are thriving and where are the needs.
* Danny wants to get some bigger fish vs just the smaller fish. We’ll take them all, but we need someone who can afford it, has some needs, sees the vision, and has outgrown the smaller solutions. The more locations the better, the more the custom data needs, the better.
* Steve – Getting trust and respect and then going from there.
* Current program – 25 hours, bonuses for demos, bonuses for landing accounts.
* Steve – being empowered to make the deal happen.
* We are all co-owners – claim that right!
* Possible new title – Account Manager
* Pivot – we keep pivoting until we find the right spot or channel. We keep pivoting.
* From Steve - For right now… all of the deployment is free until the end of the year… And, I’m the person to help with the deployment (meaning you). We still need to charge for monthly but we are willing to fund (we pay) for the initial training and setup. That is what we are talking about as deployment is free (currently). Normally, it is set at $65/hour. We’ll pay you to help these guys get setup.
* If it gets over your head, we have lots of people who can help with the training (Cory, Sean, etc.).
* Hope – had a few questions about the minimal monthly cost – Steve was saying maybe $100 one time activation and $47/month. Whatever, you guys are co-owners.
* The real underlying goal is to get you guys comfortable with doing the whole thing… pitch it, land it, get it setup and going. We’ll help fund that process.
* Steve – Sales are contagious! Let’s get it going.
* New model – Still set at 25 hours a week (normal sales stuff). However, if you are working with a client, doing deployment, setup, training, etc. You can go up to 40 hours a week. Be that Account Manager! Plus, if you get it and land it and set it up, we’ll give you 10% commission (every month) for that client.
* Sean – Steve’s “Pivot” is let’s do some free setup and deployment.
* We’ve got to train the trainers
* The feeling you get when you help someone out and get them going! That is awesome!
* Learning and developing your own style – let’s figure it out – We are ok with mistakes, learning, and even blowing up.
* It goes beyond just sales – let’s go help some people! Have fun with it!
* Start somewhere (inside adilas) and then let it grow… They don’t have to eat the whole thing right now.
* Respect, like, and trust – do it over and over again
* You are not alone… you have tons of other resources within the adilas team
* Hope is going to circle around and reconnect with an even better deal.
* Michael is excited to take this new approach.
* Sean is willing to help with some training – on any subject – show the ease of it and the good tools to help those people out
* Show them the demo, right there… (if possible). Be ready to share, even if it doesn’t happen, you are ready.
* For events… they would love to see some of the product doing its stuff.
* https://news.adilas.biz/sales-gallery/adilas-advert-index.html - the sales gallery or presentation gallery - super cool and simple
* On the business cards… they want their own numbers on the card. Let’s put both personal and business contact information on the business cards. Also, we are totally ok with using your personal email addresses as well. No problem. Steve gave Sean the permission to help get this done.
* Great, bring it on, we love the ideas!
* If you can’t get Sean, reach out to Steve. If you can’t get him, reach out to Danny. If you can’t get anyone… go for it! You’ve got this!
* Remember, we are pivoting… let’s figure it out. We will keep pivoting until we figure it out. Even then, we will most likely pivot again. It’s part of the game!