

TPM FOCUS



**TAKING YOUR BUSINESS TO
NEW HEIGHTS**



**WHAT HAPPENS WHEN
YOU CALL?**

Simplify Selling For New Product Launches

A woman with glasses and a blue shirt is speaking to a group of people in a meeting room. She is gesturing with her right hand. In the foreground, the back of a person with long brown hair is visible. To the right, another person is partially visible. The background shows a whiteboard and a wall with some papers.

START WITH THIS UNDERSTANDING

There is a very good chance that your prospective customer has never bought a solution like yours.

Therefore, I recommend you to be very prescriptive in teaching them **how** to buy from you.

When a company cracks this code (which you very well can!) and thoroughly understands why and how a customer buys from them, it's a game-changer for them.

Selling becomes easier.

~Monique Mills, CEO



The Starting Point



Your Ideal Customer

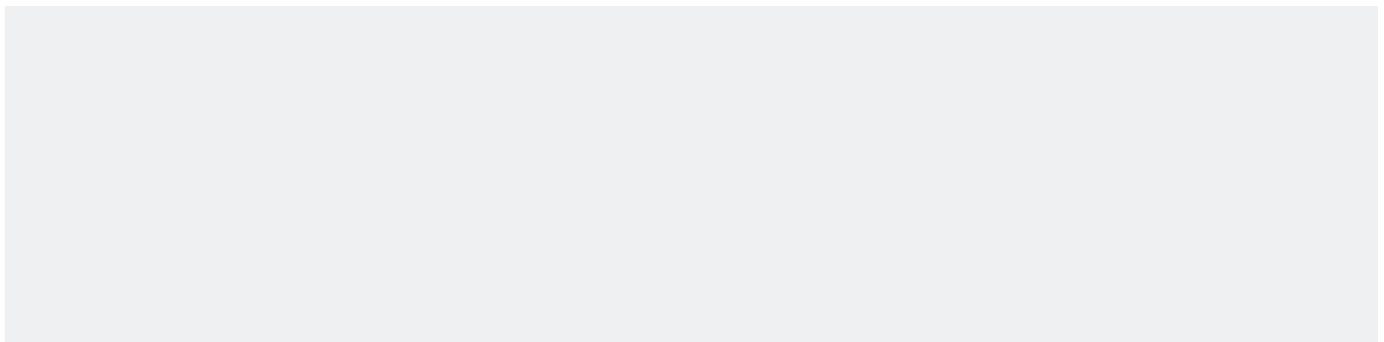
In our other workbook, "Who Do You Want To Sell To?" you went through the steps of identifying the ideal customers you'd like to sell your product/service to and why they should/would want to buy it. If you have not completed that step, **STOP HERE**. Without that defined, this will not be helpful.

You have three options:

- 1.) Good Option:** Complete the information in the box below then continue with the rest of this workbook.
- 2.) Better Option:** Complete the workbook "Who Do You Want To Sell To?" and then come back to this workbook.
- 3.) Best Option:** Complete the workbook "Who Do You Want To Sell To?", complete at least 30 interviews with ideal customers, and then come back to this workbook.

For Option #1 (Good Option) ONLY - In the space provided:

- a.) Write your new venture hypothesis.
- b.) Define specific characteristics of your ideal customer.



The Starting Point



Your Ideal Customer (continued)

For Option #1 (Good Option) ONLY - In the space below:

- a.) Write your new venture/product hypothesis.
- b.) Define specific characteristics of your ideal customer.



Coach Your Customers

Coach Your Customers

Now that you've reached this point with your customer, though it may sound counterintuitive, you want to see how to **disqualify** them as a customer. If it's easy, they're probably not a good fit and even if they bought, they wouldn't be a happy customer or a customer for very long.

WRITE OUT YOUR SCRIPTS

DESCRIBE HOW OTHER ORGANIZATIONS HAVE MADE THE DECISION TO BUY YOUR PRODUCT.



Coach Your Customers

Coach Your Customers (Con't)

WHAT EVALUATION CRITERIA SHOULD THEY CONSIDER?



Coach Your Customers

Coach Your Customers (Con't)

WHAT OTHER VENDORS MIGHT THEY BE CONSIDERING?

WHAT MAKES YOU DIFFERENT FROM EACH OF THEM?



Coach Your Customers

Coach Your Customers (Con't)

DESCRIBE WAYS THE CUSTOMER CAN PAY FOR YOUR PRODUCT. WHAT BUDGETS HAVE OTHER CUSTOMERS USED TO PAY FOR YOUR PRODUCT?



Coach Your Customers

Coach Your Customers (Con't)

WHAT ARE THE EXPECTED SUCCESSFUL OUTCOMES AND KNOWN RISKS
FOR YOUR CUSTOMER?

Was This Helpful?

I hope this information is helpful in moving your business idea forward. Some businesses get lucky and succeed even when they've skipped the groundwork, but not many. And even if it does work initially, no business model works forever without prioritizing truly understanding their customers.

In case you're unfamiliar with TPM Focus, we're a multidisciplinary consulting firm focused on helping companies attain their revenues goals by synchronizing their marketing, sales, technology, and customer success program with their revenue goals (finances). We work with tech startups and SMB's around the globe.

If you need assistance, feel free to reach out to us. We'll help take your business to new heights.

Kind Regards,
Monique Mills
CEO and Chief Strategist
TPM Focus

