

## Transcript – GET to YES Podcast

### E13: B2B Securing Sales Growth with New Business

**Hi, Neil Osborne from The Sales Catalyst here. In this episode, we're going to start the journey of building your sales territory through new business acquisition – or opening new accounts.**

I say start the journey, as there's a lot of moving parts on this side of the business. Growing your territory through a continual stream of new business requires skill and consistency. So, regardless of who you're selling to in the Hair, Beauty or Body industry, you need to think about sales growth as acquiring new clients.

In episode 12 we discussed the two ways to grow your sales territory:

1. Get your existing clients to buy more  
We did that through a Gap analysis, and/or focusing on 'Push' and 'Pull' strategies.
2. Getting new clients  
This strategy requires some thought and preplanning.

To move forward, you need to consider the possible paths ahead – basically there are two. The path of 'most resistance' and the path of 'least resistance.'

Which are you currently travelling on?

Are you in 'flow' or are do you feel like you're pushing it uphill, some days?

Regardless where you are right now, the place to start... is to ponder two questions, around you and your brand:

1. What's the path of most resistance?
2. What's the path of least resistance?

So, let's chat about the first, the path of most resistance.

Well if you've been on the road selling or managing a territory for a while, you'd have experienced the path of most resistance at some point or another.

It goes a little like this....

You visit or contact heaps of potential clients and you experience lots of NO's.

Or better still, you get maybe's (which as we all know is a NO in disguise).

Or maybe they promise to call you back and they never do.

Or you email to follow-up and yep you got it... you get a NO response.

**Those are all the indicators that you're likely working the path of most resistance.**

So why is that?

Why is it that you're not getting any cut-through?

Why is it that you're experiencing all that rejection?

Generally, is because of one of two reasons:

1. Your selection process for the salons or clinics you're approaching, don't match what you're selling. That maybe, because:
  - You're selling a high-end product and you've contacted several businesses that are in a price sensitive area.
  - Or they love what you're selling, but they're locked into a supplier contract.
  - What you're offering isn't matching their style of business, or the types of services or treatments they offer.

In short, there are endless reasons for a possible miss-match

2. Your materials don't match your offer:
  - In other words, you're trying to sell a quality product, but arrive with a badly scuffed presentation case that's unorganised.
  - Your brochures are dog-eared
  - Your product samples are badly scuffed
  - Your tablet or iPad presentation isn't working, or if it is, it's very complex and hard to follow, or worst still you're having trouble driving the presentation.
  - Or, to use cars as a good example... you're trying to tell everybody that you're selling a BMW, but all your materials and information looks like it's for a second-hand Kia or worst still, one of the latest (unknown) imports.

**These experiences are what I refer to as 'the path of most resistance.'**

Under these circumstances, regardless of how good your offer is or if you don't pay attention to who your ideal client is, you're going to be wasting a lot of emails, phone calls and shoe leather (or whatever it is...). It's going to end in a lot of frustration.

So how do you switch from the path of 'most resistance' that's full of frustration and exhaustion... to the path of 'least resistance' – the place where things fit together, and you get flow?

The path of least resistance is where you approach a salon or clinic and they give you time, they take your calls, they respond with "WOW, I've been looking for something like that" or they respond with "That's a really good fit for us." Wouldn't that be awesome!

So, what's different?

Well let's go back to the two reasons:

1. Selection
2. Materials

**First, let's talk about selection.**

Today, business is about finding the right fit...

- The client or business that's the right fit
- The right fit for your product or service
- And where you're the right fit for the client

If you can do that, then you're moving towards the path of least resistance.

How do you do that?

First, let's get clear who your ideal client is. Is it an:

- An upmarket boutique Skin Clinic?
- A group of Laser clinics?
- A suburban family focused hairdressing salon?
- A price-based chain or group?
- Is it a Medical Clinic?

All of these are called business channels.

However, you need to get a bit deeper, regardless of the channels.

The key starting point is to get to know your Avatar.

**Your Avatar is a term used to describe your perfect customer.**

A good place to start, is to have a close look at who is your best customers – who buys or sells the most of what you're selling? Once you've identified a group of them, you need to start to get a bit analytical – you need to really drill down:

- What do they have in common?
- What's unique about them?
- What do they have in common?

Try and describe them:

- Where are they located?  
Suburban, High street, CBD, Shopping Centres, off street etc
- What size is their business?
- Do they have a website?
- Are they active on social media?
- How many styling chairs or treatment rooms do they have?
- How many staff do they have?
- What's their positioning – upmarket, mid-market, family or speed and volume?
- Often the price of popular services or treatments can be a good measurement tool
- What are they focused on – high quality treatments, large volumes of retail?
- What else do they have in common?

BTW, the key to success here is not to pick markers that are subjective (e.g. Are they a fashionable salon). A group of people will each answer that question differently, so keep subjective questions out of your Avatar list.

Once you have the list refined, start to think more clearly about how to connect with those types of clients:

- What are they interested in?
- Is it growing their business, do they like to be first with new services or treatments in their area of market segment?
- Where do they hang out?  
By getting to understand who they are, you can also get to understand where they're hanging out. If it's Medical. then maybe it's LinkedIn, high-end skin or high-end hair it's probably Instagram, family or suburban salons maybe it's Facebook.
- Where to find them

Different types of business can position themselves in similar locations. So, this is the 'selection' piece.

My belief is, that if you're selling a quality product or service you don't need to target every business out there – that's exhausting, frustrating and very expensive. Instead, target the ones who are a good fit: A good fit for you, and your product is a good fit for their business.

By refining your selection process and getting really clear around who is your perfect customer, your sales process will start to shift.

Before you too excited and rush out, there's one last task to reconsider.

**Do you need to adjust your materials, to match the type of client you're wanting to do business with?**

Think about how you can adjust your materials and/or first impression. Afterall, the one thing that everyone struggles to change, is... the first impression. Clients always prefer to do business with someone who looks the part, is organised and has quality materials to show and discuss.

By getting these two fundamentals (your selection and your material) right, your sales process and presentation will also shift.

In the past, you may have constantly been trying to impress, but when you have a 'selection' strategy and your 'materials' are right, then things start happening. From then on, when you engage a possible new client, things will change from needing to impress them, to instead assessing if they're a good fit, for you. Now that's a different way to attract new business!

So, let's recap on our conversation today

At the beginning of this episode, we discussed the journey of building your sales territory through new business acquisition or opening new accounts and how it requires skill and consistency. I also reminded you that there's a lot of moving parts on this side of the business.

The initial skill discussed, was to be aware of your path forward and that there's generally two:

1. The path of most resistance

This can occur when you aren't thinking about where you're working or who you want to work with. Generally, it's when you don't have a client selection processed that's aligned with your brand vision, or not the right style of material in place.

We also discussed researching your best clients – finding out where the similarities lie and then creating a vision or profile of your perfect client – which was called your Client Avatar.

## 2. The path of least resistance

That's when you experience periods of working and you feel in flow, or things are happening effortlessly. To shift to that space more often, use your Avatar as the guide to research and locate more potential clients that are a good fit for you and your business and align your materials to speak to your ideal client.

The path of least resistance is a beautiful and highly enjoyable space to work. I hope this helps you find yours soon.

Until next time... enjoy your day.

