



**BRICKING SOLUTIONS**

A DIVISION OF **BROKK**

# **Asia Sales & Technical Seminar**

## **Crystal Crown Hotel, Malaysia**

**4<sup>th</sup> – 7<sup>th</sup> April 2008**



**CEMAX**

*Moving Forward*

**CEMAX Group Of Companies**



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# The Industry Sales





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# Managing Your Activities





# Build A Sales Budget

- Determine the potential demand in your country based on last years results and sales activities
- Determine the costs of last years activities
- Evaluate what worked and why
- Estimate which activities you would like to repeat this year, which new activities you plan for this year and determine the cost for such activities





# Sales Budget Examples

## Potential Demand

- Cement Plants
- Lime Plants
- Industrial Waste Plants
- Refractory Installation Contractors
- Existing Clients

## Potential Costs

- Travel
- Labor
- Administration
- Allocated Overhead
- Miscellaneous





# Planning Sales Activities

## Yearly

- Number of days in each area
- Number of important days such as for exhibitions or trade shows (local and overseas)
- Number of new and existing clients
- Number of reference visits

## Monthly / Weekly

- Select which areas you are going to target
- Pick an area with several potential clients and stay in that area until you have visited all of them
- Call clients to book meetings
- Plan to visit at least 2 potential clients and 1 existing client per day
- Have a list of other potential clients in the same area
- Save information from each client meeting
- Prepare before each meeting – know what your goals are before and which are the next steps

## Daily

- Prepare yourself for the meeting by determining the goals, next steps and review prior client meeting notes
- Visit at least 2 potential clients
- If time permits, go and visit your existing clients
- If time permits, call other potential clients
- **Remember to book the next meeting before leaving the clients (always have next steps planned)**
- Remember to fill in information concerning the meeting
- Send an email or other form of confirmation of what were discussed in the meeting and planned next steps



# Sales Leads & Activities

- How do I identify potential demand ?
- Where do I find sales leads ?
- How do I rank clients after purchase probability ?
- What do I do with the potential demand ?





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# Steps In The Sales Process





# Finding & Contacting Clients

## ASK EXISTING CLIENTS!

- Use contacts to find new plants / greenfield under construction
- Use contacts to find refractory installation contractors
- Contact existing clients and see if they have more plants, upgrading, replacement or maintenance
- Member lists from associations
- Read related magazines
- Attend exhibitions / trade shows





# Diagnostics

- Try to understand clients business first
- Try to understand clients problems or needs
- Is clients seeking for a solution to solve their problems or needs
- Any restrictions in safety, time, quality or manpower
- Any insurance claims or injured workers





# Explaining Product Value

- We are **SELLING A SOLUTION** – not selling equipment
- Speak about the economics first, then tell them about the safety, speed, quality, weight, features, benefits, etc.
- Ask how many shutdown per year ?
- Ask how much would it be worth for clients to complete the shutdown at faster time, cheaper cost, better quality installation and lesser manpower ?





# Quantifying Value

- Time to show clients your value calculations
- Start with base case and let clients argue against it
- Then use clients values whenever clients argue against the base case
- If clients tell you they do not believe your values, you can challenge them and ask : If what I am telling you is true, would you be interested in purchasing our solution now ?

**Get clients to agree to the values based on clients own answers, and get them committed to the result**



# Validating Product Value

- Get commitment from clients. It is absolutely crucial that clients agree on a value with you, so work very hard on this point
- If clients do not agree, find out why until you know the real causes of the objection – take nothing at face value
- Use the result from building your values and from your calculations in your discussions – clients would agree if you have performed the steps correctly
- When clients have agreed on the value, your discount discussion will be easier.
- You can not discuss price, discount or anything before value is established
- Always get something in return if you give away value





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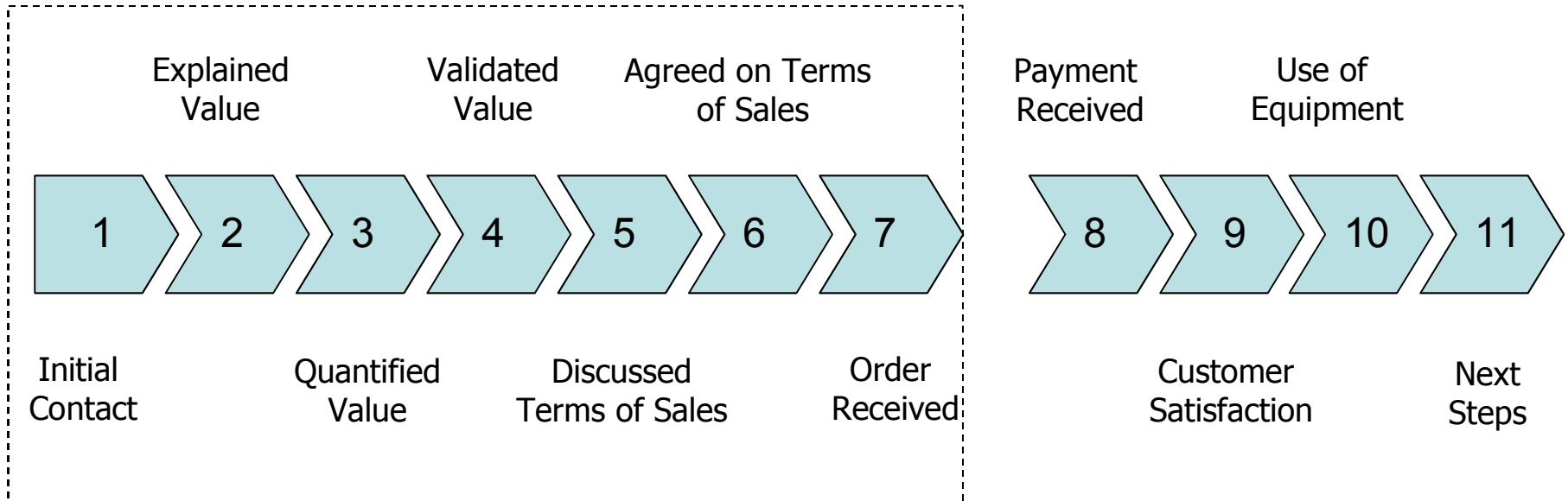
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# Access Performance





# Where Are You In Sales Cycle ?



- It is critical to know where you are in the sales cycle to determine how you should spend your time
- Build quantifiable steps and define specific actions needed in each step rather than working with "HOT", "MEDIUM HOT" approach
- The sales cycle does not stop with receiving the orders



# Update Your Sales Leads Report

- Define order critical information, e.g. knowing if you are selling to new or existing clients
- Define where you are in the sales cycle
- Define if you have been servicing mostly existing clients
- Focus time in principal geographical areas
- Is it difficult to quantify value
- Is it difficult to validate value
- Has it been long since your last interaction with clients
- Learn from clients that said NO





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# Clients





# To Whom Are You Speaking

- Determine each person interest in your meeting before you enter the meeting
- Tailor your first approach to this type of person as a start
- Work individually with each person to find out what their need could be





# Why Do Clients Invest ?

- Given increase risk, they need safer working equipment
- Given increase demand, they need faster working equipment
- Given increase supply material cost, they need working equipment with quality performance
- Service availability must be perceived to be high to low risk exposure





# How To Mitigate Risk For Clients ?

- Explain the value by using clients own numbers
- Describe sales and after sales network and provide reference clients
- Show clients that the value proposal is true by clients reference, reference visits, videos, etc.





# What Do Clients Interested In ?

- Which type of equipments do clients typically use ?
- Which type of our equipments do clients like to know more ?
- Would clients like to complete shutdown with high safety factor, faster, cheaper and less manpower ?

**Remember to focus on the SOLUTION not the PRODUCT**





# Additional Benefits For Free

(identify these benefits through experiences, observations, surveys, people)

- Advance technologies
- Light weight
- Less manpower
- Cheaper in long run





# Always Be Closing (ABC)

- Ask for the orders
- Ask clients what stands between you and the orders – determine the real causes
- Always plan next steps at the end of clients meeting and always send email or other confirmation of what has been discussed and agreed in the meeting
- Drive the process forward – do not wait for clients to call you, use your next steps or call clients to deliver something additional to help the decision process go forward





# Bricking Solutions Sales Guide

## **Do not send out any marketing material until you know :**

- Have clients heard about Bricking Solutions ?
- Which equipments or applications would clients consider ?
- What makes Bricking Solutions attractive ?
- Have agreed to next steps ?

## **Do not send out official quotation until you have :**

- Established an agreed upon values for clients
- Got a firm confirmation that they are ready to buy – now
- Found out which criteria would impact the purchase decision negatively
- Agreed to next steps

**Always know what clients asked for, when they want it and what is the values of our solution.**



# Sales Tips

## How to sell to management ?

- Focus on increasing productivity
- Focus on cost reduction
- Focus on providing an integrated approach to increase their safety factor
- Focus on solving problems regarding health and safety

## How to sell to end users ?

- Focus on solving problems
- Focus on easier work scopes using simpler and advance working equipment
- Focus on improving the workday
- When speaking about production, use it to let end users know that they can take a few breaks and still finish the jobs on time





# Sales Questions

## Questions Regarding Productivity

- Would it increase your revenues if you could reduce the time it takes to complete shutdown faster ?
- Would it reduce brick costs if you could improve the installation quality ?
- Would it increase your revenues if your manpower could produce more ?
- Would it reduce your costs if you could get the same productivity with less manpower ?

## Questions Regarding Applications

- Would it be meaningful for you if you could reduce time by using lighter kiln access ?
- Would it be meaningful for you if you could replace 10 men or more with an equipment to bring bricks into small kilns ?





# Sales Questions

## Questions Regarding Safety

- Would you feel safer if you use equipments meant for safety assurance ?
- Would you feel safer walking or working under hot coatings with protection ?
- Would you feel safer if you could reduce manpower working in confined space due to bricks transportation by hands ?
- Would you like to be able to work faster but not harder, which minimize stress in a tight time schedule ?

