WHAT SALES PROS NEED TO KNOW ABOUT SELLING SOFTWARE

Presented by:
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COMMON PITFALLS OF SOFTWARE SALES

- **Believing that selling software is easy**
  - REALITY: Selling software demands the same persistence and resilience required in any sales environment.

- **Giving up on a prospect too early**
  - REALITY: Research reveals that securing a sale typically takes around 8 touches.

- **Focusing more on the product than the customer's needs**
  - REALITY: Engaging in thoughtful questioning and genuinely understanding the prospect's pain points allows you to transcend the trap of premature pitching.

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PROVEN BEST PRACTICES FOR FLAWLESS PITCHES

- **Stick to a Process.**
  - Sales is hard. Staying disciplined with a good process can help.
  - Write it out and work it until it becomes second nature.

- **Simplify to Amplify.**
  - Avoid overwhelming customers with all the bells and whistles.
  - Focus on solving a pain point or highlighting how they'll profit.

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RELY ON YOUR EXPERIENCE, STRENGTHS, AND SKILLS

- **Clear & Compelling Communication**
- **Deep Product Knowledge**
  - The better you know your product, the more thought-provoking questions you can ask to show your prospect the value of what you're offering.
- **A Customer-focused Approach**
  - Share ideas or collaborate with them around a particular challenge. Show that you care about their business to build a successful relationship.
- **Resilience, Persistence, and Grit**
  - Don't give up. Your ability to stick with it is vital to turning obstacles into opportunities, ultimately paving the way to long-term success.

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OUR PROCESS FOR SOFTWARE SALES

Here's a quick overview of the proven sales process we've developed from more than 10,000+ sales conversations:

STEP 1
Identify potential customers and build a lead list.
Dig Deeper: Find more insights on creating and managing your prospect list in this free blog article.

STEP 2
Reach out to set an appointment.
Tip: Use cold calling to connect with a decision-maker. When you reach them, schedule a visit.

STEP 3
Lead the meeting with a clear road map.
Dig Deeper: Discover how to master the art of the demo in this free article.

STEP 4
Be intentional about follow-up.
Tip: Immediately after your visit, send an e-mail to your prospect from the parking lot. Explain the next steps they can take to move forward and reiterate your responses to any questions.

STEP 5
Close the deal or continue to build the relationship.

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THE BENEFITS OF WHITE-LABELING & SELLING SOFTWARE

01 **Unlimited Earnings Potential**
Software sales, especially in the white-label SaaS industry, often have attractive commission structures and recurring revenue models.

02 **Scalable and Predictable Monthly Recurring Revenue**
SMRR translates to a predictable and consistent income stream. As customers pay their recurring subscription fees, sales professionals receive commissions regularly, providing financial stability.

03 **Transferable Sales Skills**
If you're an experienced sales professional, you likely possess core sales skills like relationship-building, objection handling, and negotiation.

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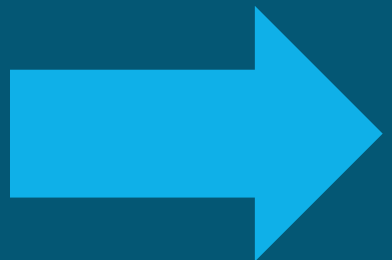
THE BENEFITS OF SELLING WHITE-LABELED SOFTWARE

04 **Flexibility and Remote Working Opportunities**

White-labeling and selling software can be especially beneficial for entrepreneurs who value work-life balance.

05 **Extended Customer Base & Potential Reach**

With the rise of cloud-based software and SaaS solutions, geographical boundaries become less of a barrier. You can potentially sell to clients around the country, expanding your reach beyond your local market.

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SELLING SOFTWARE TO BRICK-AND-MORTAR MERCHANTS

After successfully partnering with thousands of brick-and-mortar businesses across the country, here are a few of the most helpful tips and tricks we've discovered when it comes to selling software:

01 **Do your research to engage the right decision-maker.**
In some cases, it might be the owner or store manager that works at the location. Larger businesses or franchise restaurants might employ a specific marketing manager.

02 **Take time to understand their priorities.**
Asking questions during a demo or sales conversation is a great way to identify any unique objectives or ideas they have. Once you understand their priorities, you can tailor your sales pitch to address their specific needs.

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SELLING SOFTWARE TO BRICK-AND-MORTAR MERCHANTS

03 **Clearly explain the benefits of your software.**

Show that the software is intuitive and easy to use by using clear and actionable language to explain the value-add that your platform can generate and the impact it can make on their annual revenue.

04 **Share industry-specific data, examples, and case studies.**

Highlighting how your software platform has generated significant results for similar businesses. Sharing a combination of case studies and industry-specific data establishes credibility and instills trust.

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SELLING SOFTWARE TO BRICK-AND-MORTAR MERCHANTS

05 **Be responsive and available.**

Establishing a strong relationship with a potential customer requires intentionality. In order to build that relationship, you need to prove that you'll be responsible and available if any issues arise — from offering detailed training to ensuring they'll get immediate and exceptional technical support.

06 **Always look for ways to add value — don't waste their time.**

Because small brick-and-mortar businesses are highly visible and easily accessible, they're constantly being pitched by sales reps for new products or services. That's why it's important to find specific ways to add value to their business.

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Industry	Need or Pain Point	Opportunity	Common Obstacles
Casual Restaurants	- Slow days or seasons - Limited customer data - Inconsistent digital engagement	- Build customer loyalty and repeat business - Instant and effective communication - Track engagement	- Lack of time - Software novices - Feat that it's "yet another platform to manage"
Coffee Shops	- Nearby competition - Limited marketing budget -Maximizing slow hours	- Build community engagement - Showcase seasonal offerings - Cost-effective tactics	- Cost constraints - Existing marketing channels - Initial learning curve
Day Spas	- Customer retention - Last-minute cancellations - Limited communication channels	- Special occasion offers -Enhancing customer experience - Effective, low-cost way to get noticed	- Lack of resources - Limited client interest - Privacy concerns
Wine/Liquor Stores	- Competitive advantage - Inventory management - Increase sales	- Customer engagement - Event invitations - Promote products/special offers	- Limited technical ability - Lack of resources (time/personnel)

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MORE RESOURCES TO EXPLORE

- Pro-Forma Sales Spreadsheet
- Explore our entire library of resources

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Schedule a Free Demo of textLIVING's Marketing Software

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