

How to Sell in the Virtual World

with
Patricia Fripp - CSP, CPAE



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Fripp's 5 Steps to Sales Success



3



Thomas Ellis

Persistent & charming

“No” is not always “No”

**Deliver revenue to a partner...
without asking much.**

4

FRIPP VT



Thomas Ellis

Budgets tight

People don't want to talk

**He leads with Balance Sheet,
people do not know it is an
affordable option.**

SKO FY 22 ALL IN

5

FRIPP VT



Thomas Ellis

TRANSFORMATIONAL
TRAVEL COUNCIL

During a pandemic

Who would sell Travel?

**After 3 conversations and a
demo return of 300%.**

SKO FY 22 ALL IN

6

My #1 BEST SUGGESTION

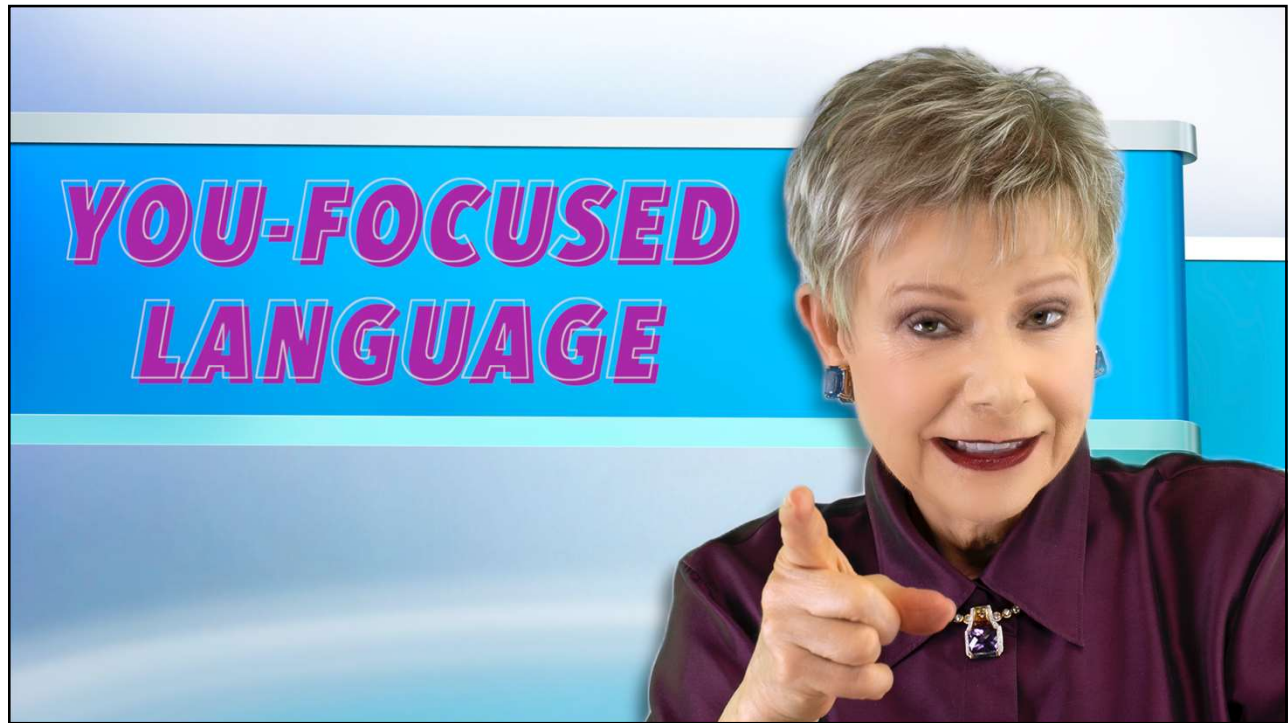


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7

Everybody is more interested in themselves
Logic makes us think
Emotion makes us act

8



9

Do you find it time consuming...

In our last call you mentioned...

In your experience how often have you...

Would it make sense to you...

10

FRIPP **VT**

What you can look forward to hearing...

Did you know Adra is the leading financial close and reconciliation software for professionals like you?

You have the security of knowing...



11

FRIPP **VT**

It might interest you to know...

Would you agree, for financial professionals like you...

As long as you are a customer...



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13



14

Fairmont Hotel San Francisco

San Diego is a magnificent destination

You should go there another year...

However... the reasons you should come to San Francisco this year are...

Give specifics... (logical)

Rest assured the associates of the Fairmont Hotel will be here to serve you...

Imagine... years from now... (emotional)

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LISTEN TO YOUR CLIENTS

THEY WILL TELL YOU WHAT THEY WANT FROM YOU.

17

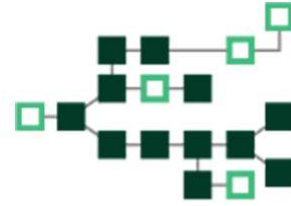
YOUR PROSPECTS WILL NEVER DISAGREE WITH THEMSELVES.



18

Don't celebrate closing a sale.

Celebrate opening a relationship.



Legacy manual processes and complex ERP environments hamper finance teams' abilities to effectively deliver.





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22

FRIPP **VT**

Congratulations...

**Thank you for the opportunity to discuss how
you can streamline your financial close from
anywhere...**

**Thank you to Jonny, Thomas and Thrembani,
for their generosity in...**



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FRIPP **VT**

I am Patricia Fripp...

**In my role as your Regional Manager, Key
Account Manager, Territory Manager, Sales
Executive...**

My responsibility is to help companies...



24

FRIPP **VT**

In our last conversation you mentioned...
Challenges, Opportunities, Interests...
Structure your conversation around them...
Does this sound familiar?



25

FRIPP **VT**

Never underestimate the power of verbs.
Allow you to... Validate your...
Benefit from... Leverage your...
Save time and thousands of dollars.



26

FRIPP **VT**

Close

Again, thank you for the opportunity to...

When you discuss... with your leadership team

Remember... (review benefits) take questions

Our next logical step is...



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FRIPP **VT**

Last Words Linger

Remember... “Adra increases efficiency and accuracy across the Balance Sheet Reconciliation Process.”

OR... “Adra Reduces man-hours from 120 to 20.”



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Quality of Your Words



Words = \$10.00



Sentences + \$30.00

29



**My #3
BEST
SUGGESTION**

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31

Add an emotion

“Would it interest you...”

“Surprise...”

“Shock...”



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FRIPP VT

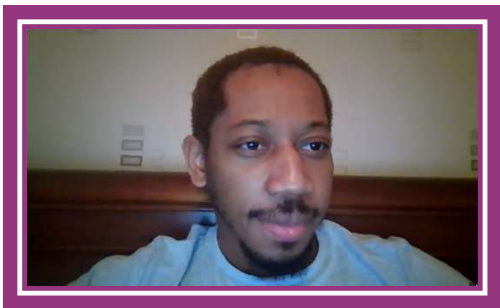


Jonny Steindal
Credibility & connection
Comparisons – CRM
Personalize - Airline



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FRIPP VT



Clear, concise, confident
Spoken in an
understandable pace
“Dumb down”

Thembani Mtetwa

Simplify and demystify



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Be Aware of Cognitive Overload

You are more persuasive than PowerPoint

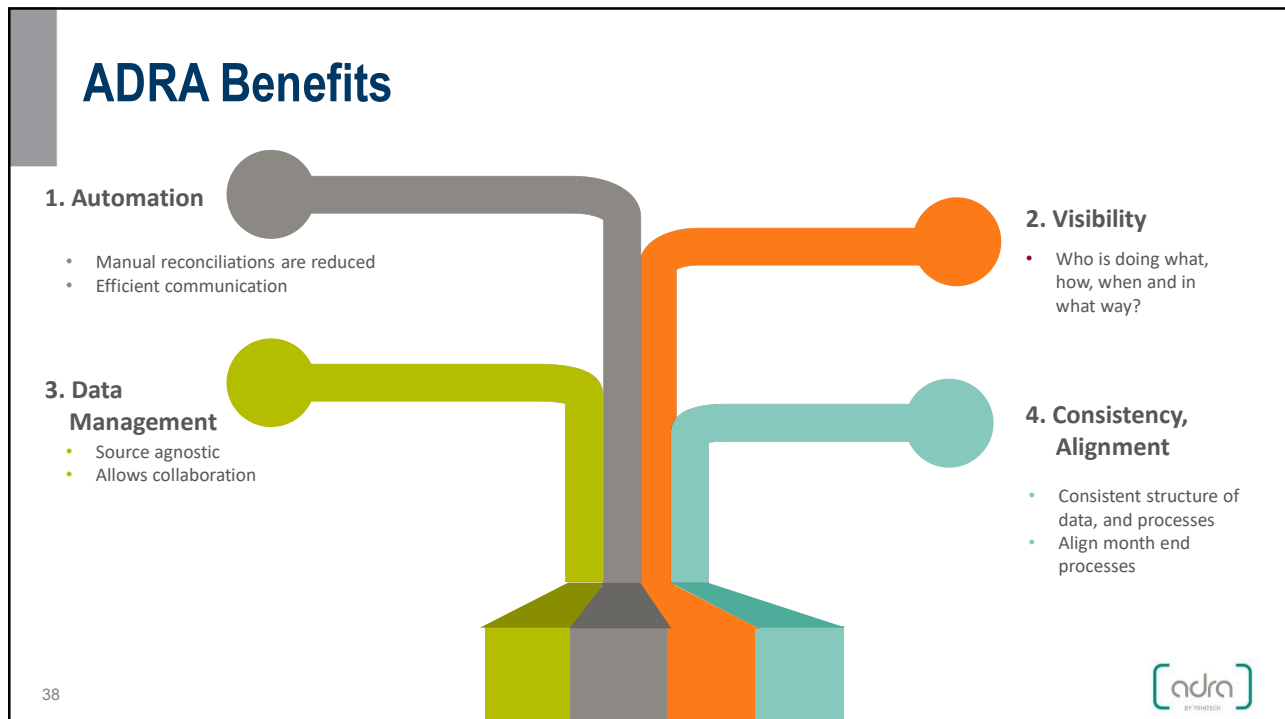
Be aware of random acts of Capitalization

Visual Aids are Visual... aids

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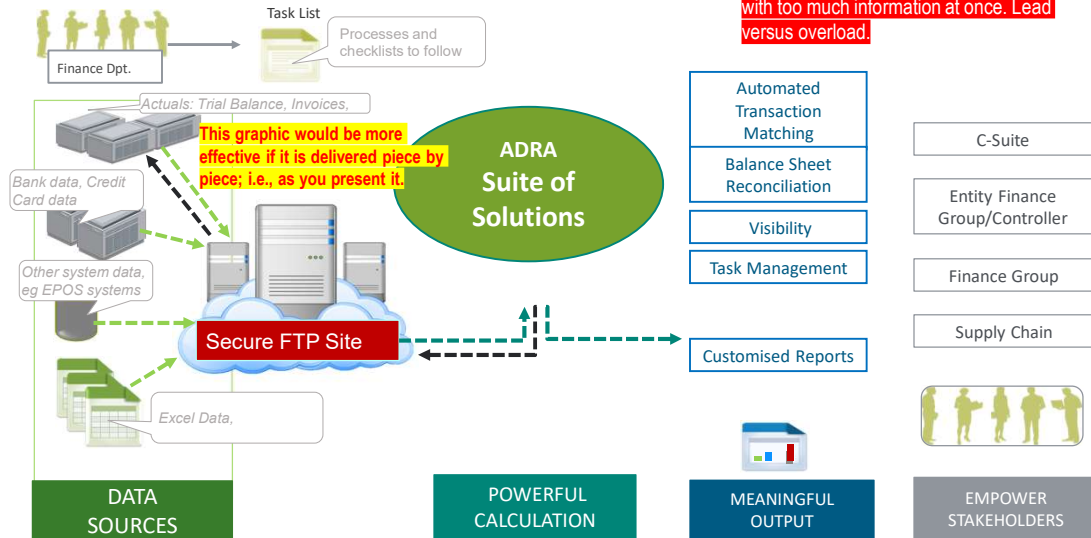


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What does the Adra Suite bring?



39 Using slides numbers on slides is helpful to the audience. For example, an audience member could ask: "Back on slide 2 you mentioned..."



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Adra Product Portfolio

PROCESSES

Process, task and people management

SOLUTIONS



CAPABILITIES

Visibility of workload of the team
Framework to improve team process
Accountability tracker (who is responsible for what)
Time management

Balance sheet reconciliation/
substantiation



Easy recording of balance sheet recon steps for auditors
Recording and monitoring of the roles of different team members
Auto verify certain processes

Matcher



Connect to multiple sources easily
Automate matching and reporting on matches
Dynamic rule setting for different recon scenarios

Analytics



Analyse your data
Report on your data internally and for external shareholders
Use analysis to improve the finance function of the business

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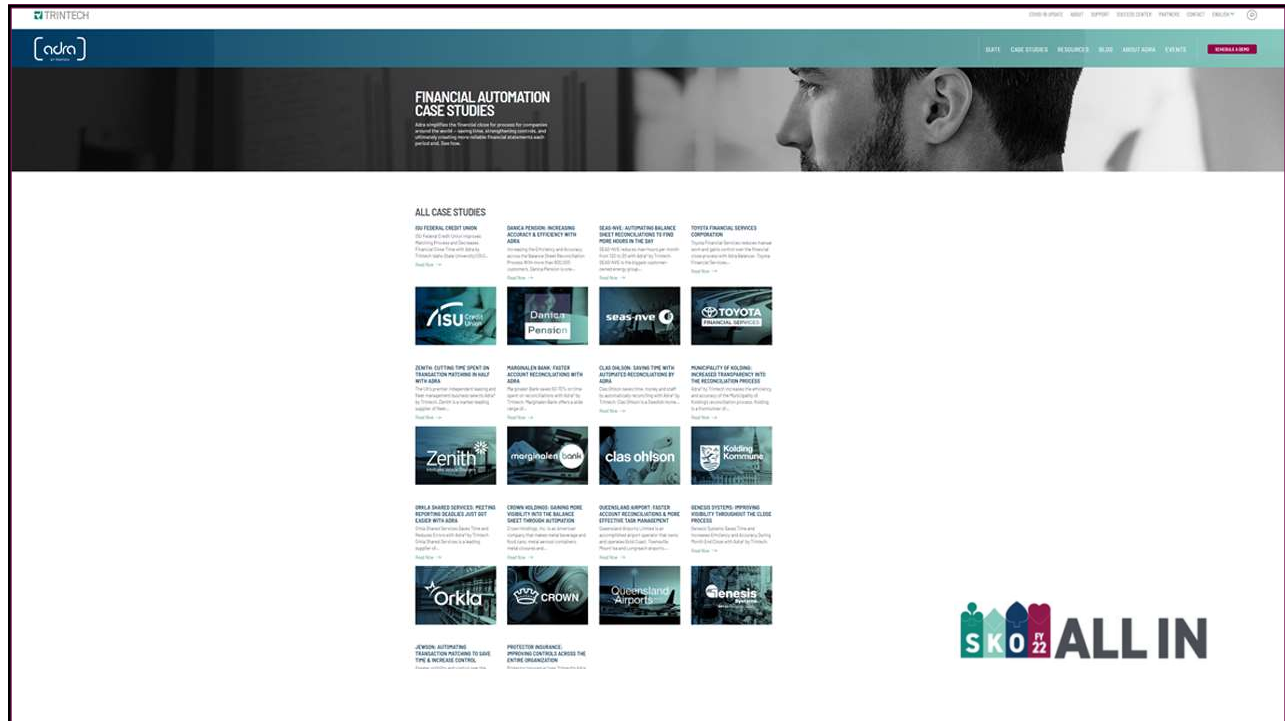
My #4 BEST SUGGESTION



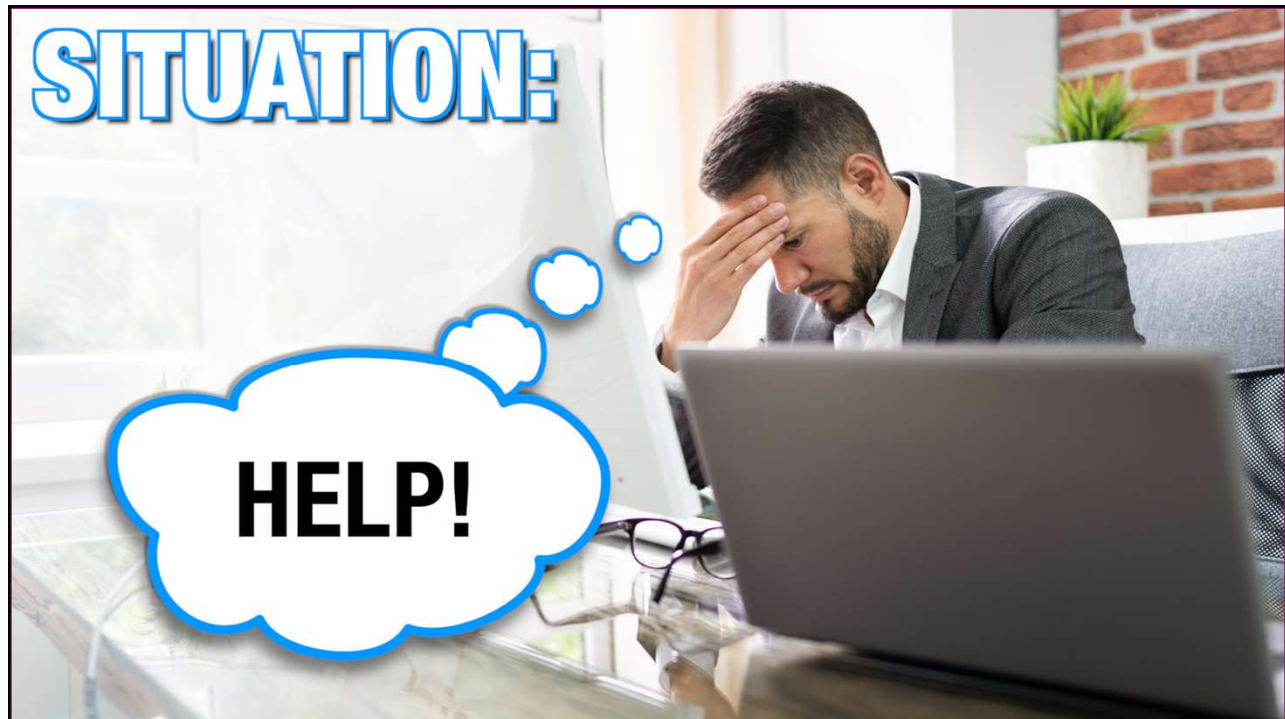
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SOLUTION:

**How you solved
the problem.**

45

SUCCESS:

**Happy
Ever
After!**

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FRIPP VT

If Katie Edwards, Director of Finance



“I would not have believed it possible that Trintech could half the time it takes to close each month. It was our best investment in 2020.”



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SPECIFICITY BUILDS CREDIBILITY

CREDIBILITY BUILDS CONFIDENCE

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**IF IT WERE NOT
A **THING...****

**WHAT WOULD
IT BE?**



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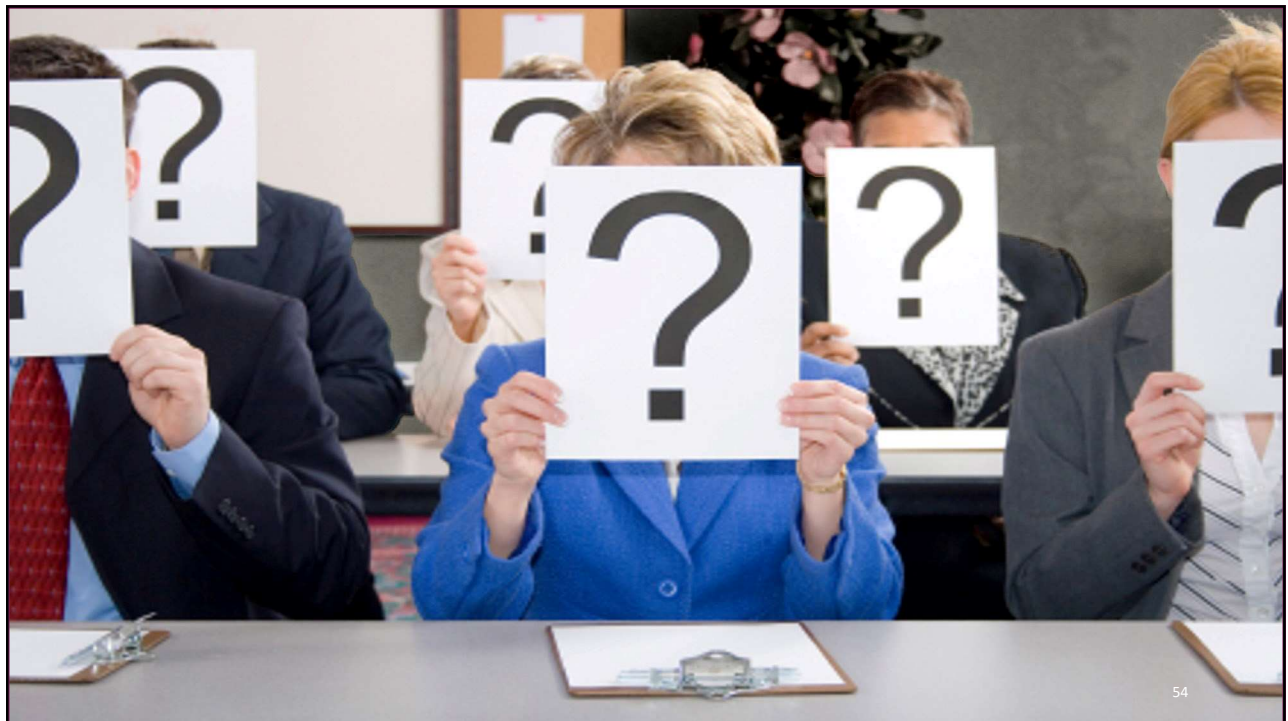
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www.fripp.com/handouts

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