

How to efficiently sell Odoo to SME ?

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Why ?

- Why should I sell Odoo ?
- Why should I be efficient ?

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What ?

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How ?

- Step 1 : Qualification
- Step 2 : Demonstration
- ~~Step 3 : Closing~~

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Why ?

1. Why should I sell Odoo ?

“ Our mission is to transform the way companies run their business. We make IT simple & fully integrated. We help organizations grow”

A SME want a system which :

- is simple to use
- is fully integrated
- can evolve
- is affordable
- ...



2. Why should I be efficient ?

- SME are looking for affordable solution
- SME don't have time to select the system (<> Large company : choosing the right ERP > 1 year)
- SME have less time & resources to implement ERP

⇒ So you have to **apply the right strategy**





What ?

Sell a quickstart approach !

- Sell an **out of the box implementation**
- **Phase the project** : start small (1-2 app) & expand later
- Sell an **all in one solution** (hosting, maintenance & support)
- **Don't sell fixed price project** but time and material project
- Try to **avoid custo/dev** at the beginning & focus more on **training**

Advantages :

- Decrease your **Cost of Customer Acquisition** (CAC)
- Increase your **Recurring Revenues** (RR)
- Decrease the **Entry Cost** for your customer
- **Reduce** and **control risks**
- **Grow** with our customer

>Interested ? Presentation Sébastien Bruyr, Odoo for SMEs: implementation cost & duration of 3 projects - 07/10 - 12h00 @ Bruyères



How ?

Step 1 : Qualification

Goal : **Identify the business scope & validate BANT**

- Budget** ⇒ *Is the prospect capable of buying ?*
 - Confirm with him the ROI
 - At the end of the qualification ⇒ Give an estimation & check the reaction
- Authority** ⇒ *Does your contact have adequate authority to sign off on a purchase?*
 - Who else will be involved in the purchasing decision? ⇒ If other, ask them to be there during the demonstration
- Need** ⇒ *Does the prospect have a business pain you can solve?*
 - Identify & understand the business scope
 - Translate into standard
 - Avoid to reply to RFQ ⇒ Takes time
 - If needs not clear enough ⇒ Sell day of consultancy or GAP
 - Challenge your customer : “Nice to have” VS “Must have”
- Timeline** ⇒ *When is the prospect planning to buy?*
 - When does he want to be in production ? (Time to implement & train 1-6 months)
 - Don't loss your time if the project is in > 6 months

BANT is :  Go to STEP 2 ⇒ Demonstration

 Disqualify

Step 2 : Demonstration

Goal : Create the WOW effect

Tips :

- **Salespeople** should do the **demo themselves** (No need a Consultant)
- **Prepare** your demo
- Do not show more than needed
- Keep focus on the essential
- Tell a **story**
- Make it **personal** (Not to much, don't spend 1/2 day)
 - ↳ If customer want a POC ⇒ Sell a day of consultancy

⇒ Send a quotation right after the demonstration

>**Interested ?** Presentation Xavier Symons, The art of performing an Odoo Demo - 06/10 - 16H30 @ Bruyères

~~Step 3 : Closing~~

Closing is not a step ⇒ Closing starts with the 1st phone Call

Help your customer collecting all the information he needs to **take a decision**

- **Budget**
 - How much does it cost to keep going with no changes
 - Get back to his pains and costs resulting from it
- **Time**
 - Remind him Dead lines
 - Challenge him with temporary conditions, promotion
- **Other solutions**
 - Present the added value of Odoo
 - Present the added value of our approach

Thank you.



#odooexperience