



Top 30 Sales Strategies Acronyms

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ABC | ABH

"Always Be Closing." An antiquated sales strategy that basically says everything a sales rep does throughout the sales process is in pursuit toward the singular goal of closing a deal. The implication is that, if a sales rep doesn't close the deal, then everything they did regarding that opportunity was a failure. In the inbound methodology, the preferred ABCs of selling are: Always Be Connecting. Even better, "**Always Be Helping.**"

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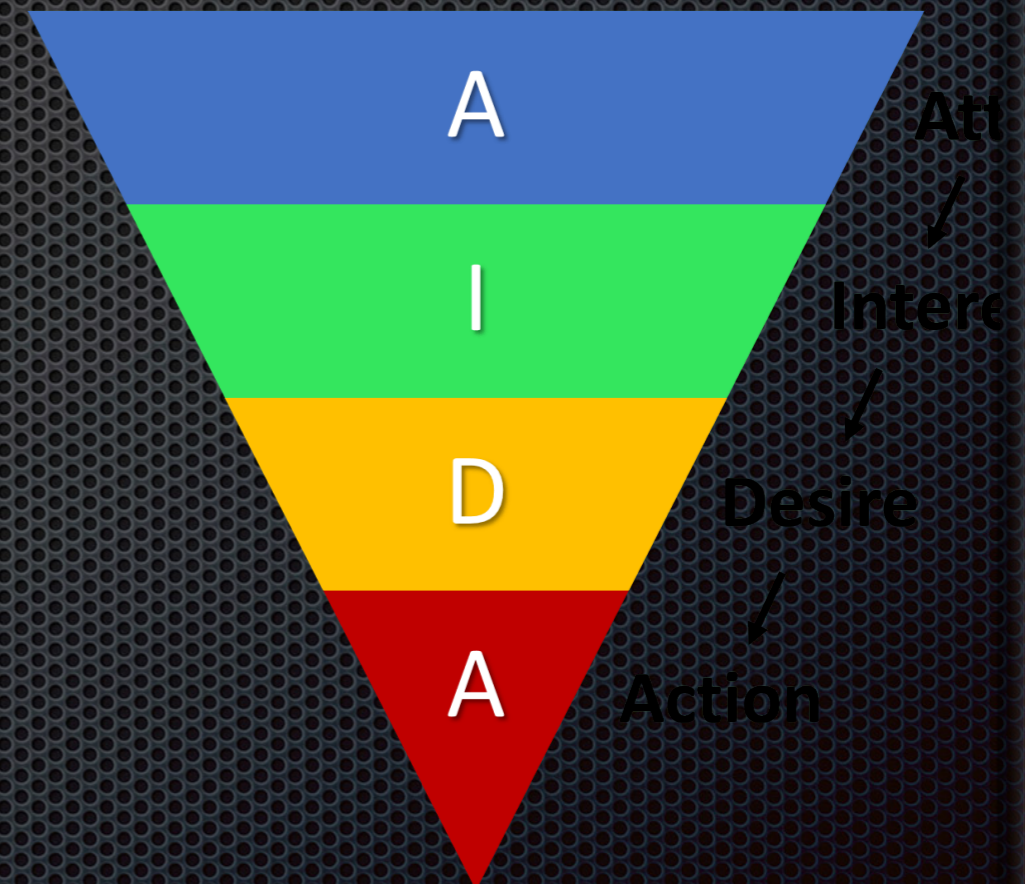


AIDA

An acronym used in Sales that stands for

- Attention/Awareness,
- Interest,
- Desire,
- Action.

They are the four steps of Purchase Funnel wherein a Sales Rep take customers from awareness to purchase by sharing insightful information at every stage starting from creating awareness for your Solution, creating Interest, Converting Interest into Desire and then Finally Drive Purchase Action.



B2B | B2C | B2C2B

Business 2 Business describes the transactional relationship between provider and client where the provider is a business and the client is another business. e.g. "Our B2B marketing strategy targets organizations in the manufacturing niche.

B2C

Business 2 Consumer describes the transactional relationship between provider and client where the provider is a business and the client is an individual consumer. e.g. "Our B2C marketing strategy targets new moms.

B2C2B — Business-to-Consumer-to-Business

Companies that sell products or services to other businesses, but sell first to users and/or stakeholders at that business in order to get company-side buy-in.



BANT

An acronym used in sales for **lead qualification** that stands for Budget, Authority, Need, Timeline. It's a famous tool for sales reps and sales leaders to help them determine whether their prospects have the budget, authority, need, and right timeline to buy what they sell.

B = Budget: Determines whether your prospect has a budget for what you're selling.

A = Authority: Determines whether your prospect has the authority to make a purchasing decision.

N = Need: Determines whether there's a business need for what you're selling.

T = Timeline: Determines the time frame for implementation.

The BANT formula was originally developed by IBM several decades ago.



Bluebird

A "bluebird" is a sale that came seemingly from nowhere or with unexpected ease. A sales rep might say, "Fortunately, a bluebird flew right in at the end of the quarter, helping me reach my goal."

One thing to keep in mind with **inbound sales** is that many of these sales may not be true bluebirds since your inbound engine is actively building awareness and helping prospects along a buyer's journey. With high-performance sales organizations, you'll want to have some control over your pipeline forecasting and be able to look at lead attribution, so it's best not to rely on bluebirds.



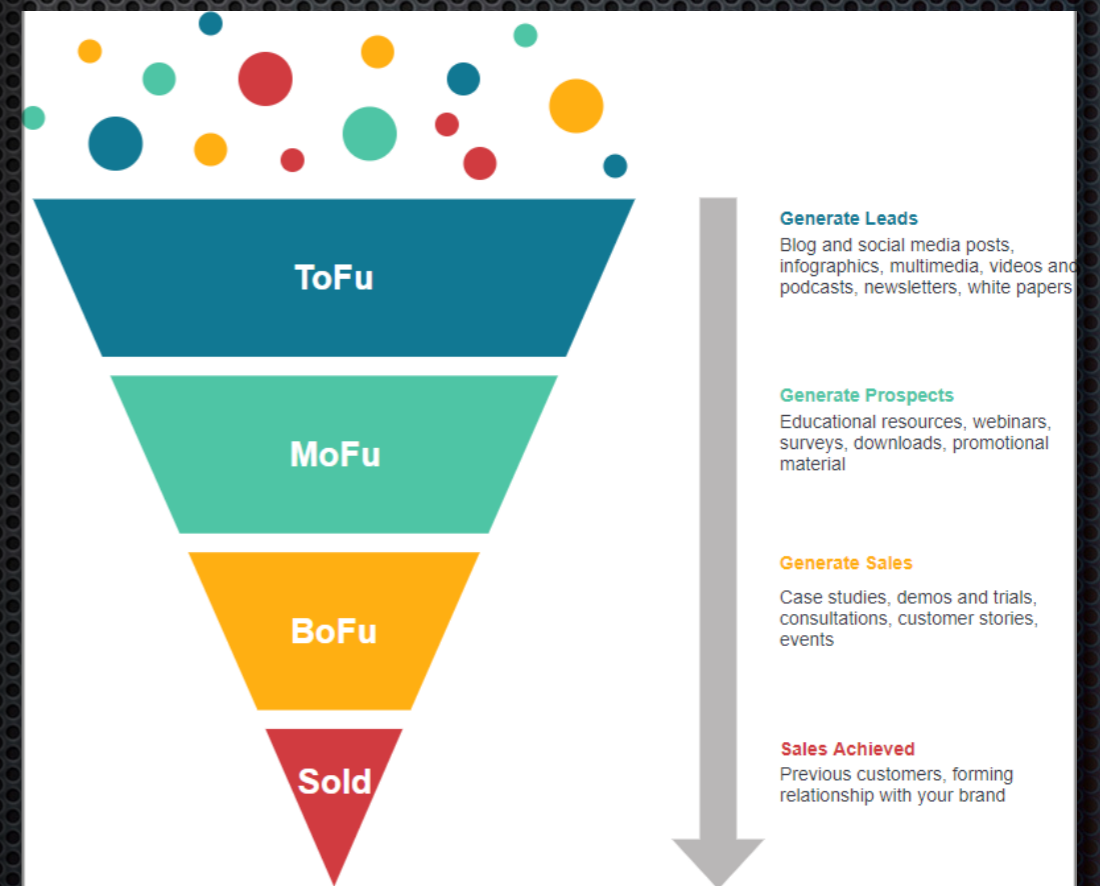
BAB | BOFU

BAB — Before-After-Bridge

Cold email formula. Open by describing a problem that is relevant to your prospect, and then describe how the world would be different if that problem didn't exist.

Bottom of the Funnel (BOFU)

A stage of the **buying process** leads reach when they're just about to close into new customers. They've identified a problem, have shopped around for possible solutions, and are very close to buying.



CRM

Software that let companies keep track of everything they do with their existing and potential customers. At the simplest level, CRM software lets you keep track of all the contact information for these customers. But CRM systems can do lots of other things, too, like track email, phone calls, faxes, and deals; send personalized emails; schedule appointments; and log every instance of customer service and support. Some systems also incorporate feeds from social media such as Facebook, Twitter, LinkedIn, and others. The goal is to create a system in which sales reps have a lot of information at their fingertips and can quickly pull up everything about a prospect or existing customer.



CTA | CTR

Call to Action (CTA)

A short sentence or a phrase used in emails, offers, on landing pages, and websites to encourage prospects to click on it and take action. “Subscribe for our newsletter”, “Register for the webinar”, or “Download the e-book” are some of the examples.

Click-Through Rate (CTR)

Refers to the percentage of email recipients who click on your CTA, website visitors who click on your offer or prospects who see your ad online and click on it. This ratio is calculated by dividing the number of clicks on that particular link with the number of times it is shown.



FAB | FUD

FAB — Features, Advantages, Benefits

An acronym used to remind salespeople to focus on the benefits a customer will gain from the product, rather than on what they're selling.

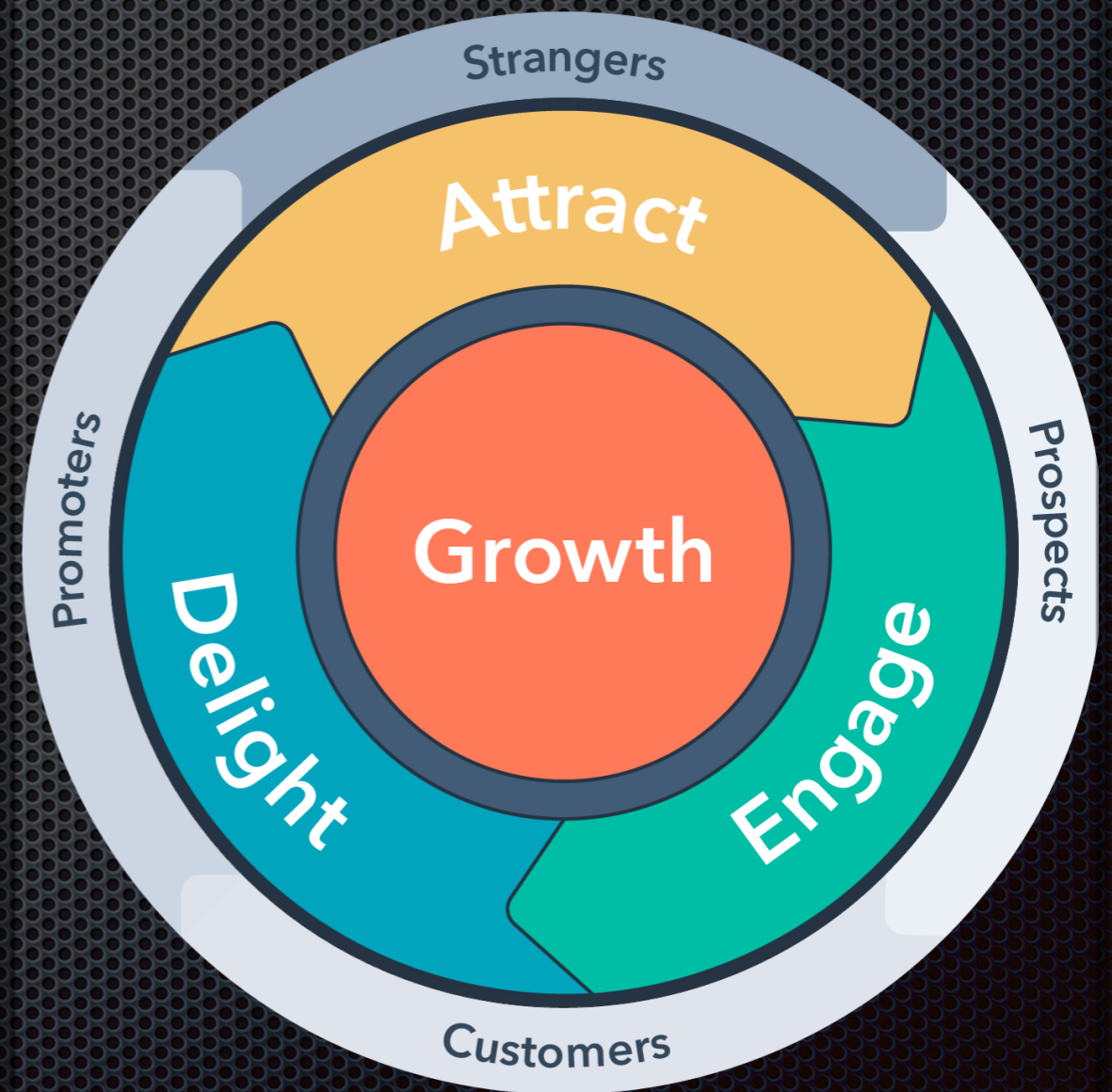
FUD — Fear, Uncertainty, Doubt

A sales method used to dissuade customers from choosing or remaining with competitors by giving information that triggers fear and uncertainty.



Flywheel

The flywheel is a new way of conceptualizing the sales process, **replacing the funnel** where customers are thought of as an output. The flywheel demonstrates that awareness, engagement, and delight can happen at any point during the customer journey and that the best way to achieve growth is to apply force and remove friction in each stage.



GPCTBA/C&I

The **lead qualification** criteria sales reps should use to qualify prospects -- better than **BANT** to help sales reps determine whether prospects have the goals, plans, challenges, and right timeline to buy.

G = Goals: Determines the quantifiable goals your prospect wants or needs to hit.

P = Plans: Determines the prospect's current plans that they'll implement in order to achieve those goals.

C = Challenges: Determines whether the sales rep can help a prospect overcome their and their company's challenges; ones they're dealing with and ones they (or the sales rep) anticipate.

T = Timeline: Determines the time frame for implementation of their goals and plans, and when they need to eliminate their challenges.

B = Budget: Determines how much money a prospect has to spend.

A = Authority: Determines who in the organization will help champion and/or decide to make a purchase.

C = Negative Consequences: Discusses the negative things that'll happen if a prospect doesn't meet their goal.

I = Positive Implications: Discusses the positive outcomes that'll happen if a prospect meets their goal.



LAARC | LAIR

LAARC — Listen-Acknowledge-Assess-Respond-Confirm

Objection handling technique to handle any Sales Objections from the Customer such as Busy, or Your Product is Expensive.

LAIR — Listen-Acknowledge-Identify the objection-Reverse the objection

Another [objection handling method](#). First you listen to their concerns and objections, and then echo back what you heard to show that you understand. Identify the objection that is their primary reason for not buying, and then reframe that objection to show that the truth is opposite of what they think.



MEDDIC

MEDDIC is a qualification process for complex and enterprise sales. What does MEDDIC stand for?

M: Metrics

E: Economic buyer

D: Decision criteria

D: Decision process

I: Identify pain

C: Champion

To find the answers, ask yourself and/or your prospect:

Metrics: What's the economic impact of the situation?

Economic buyer: Who controls the appropriate budget?

Decision criteria: What are the formal evaluation criteria the organization is using to pick a vendor?

Decision process: How will the organization pick a vendor (i.e. what are the specific stages?)

Identify pain: What is the trigger event and financial consequence of the problem?

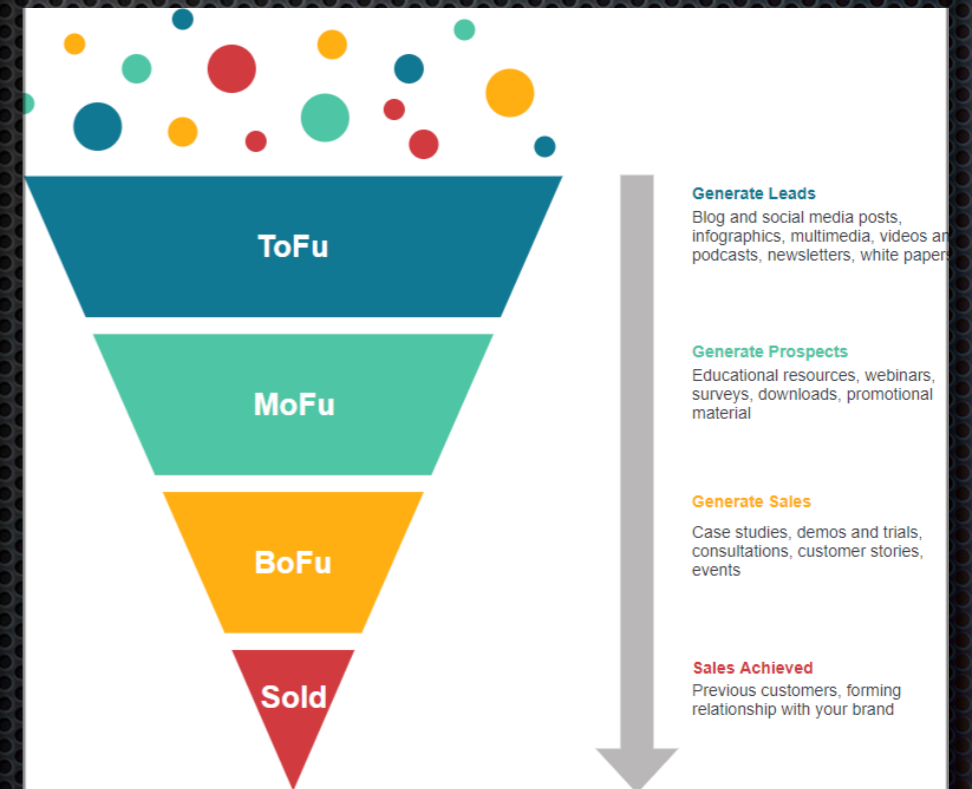
Champion: Who is selling on your behalf?



MOFU

Middle of the Funnel (MOFU)

The stage that a lead enters after identifying a problem. Now they're looking to conduct further research to find a solution to the problem. Typical middle of the funnel offers include case studies, product brochures, or anything that brings your business into the equation as a solution to the problem the lead is looking to solve.



NEAT

This qualification framework, developed by The Harris Consulting Group and Sales Hacker, was designed to replace standbys like BANT (Budget, Authority, Need, and Timeline) and ANUM (Authority, Need, Urgency, and Money).

The 'N' in N.E.A.T. stands for core needs. Rather than focusing on surface-level pain, the creators urge salespeople to delve deeply into their prospect's challenges. How will this product matter to them both as an individual and within the context of the organization?

'E' represents economic impact. Don't simply present your solution's ROI — help the buyer understand the economic impact they're currently on track to realize versus the impact they'll see if they make a change.

'A' is access to authority. You probably won't get to speak with the CFO, but can your champion speak to the CFO on your behalf? Just as importantly, will they?

'T', or Timeline, refers to the compelling event forcing your prospect to make a decision. If there aren't negative consequences to missing this date, it's not a true deadline.



NPS | NSA

Net Promoter Score is **customer satisfaction metric** that measures, on a scale of 0-10, the degree to which people would recommend your company to others. The NPS is derived from a simple survey designed to help you determine how loyal your customers are to your business. To calculate NPS, subtract the percentage of customers who would not recommend you (detractors, or 0-6) from the percent of customers who would (promoters, or 9-10).

Non-Sales-Related Activities (NSAs)

Different administrative tasks, paperwork, and personal activities that sales reps spend their time while at work, and that don't directly lead to sales. In other words, everything that can't be described as prospecting, nurturing, qualifying, scheduling calls and demos, and closing is probably an NSA.

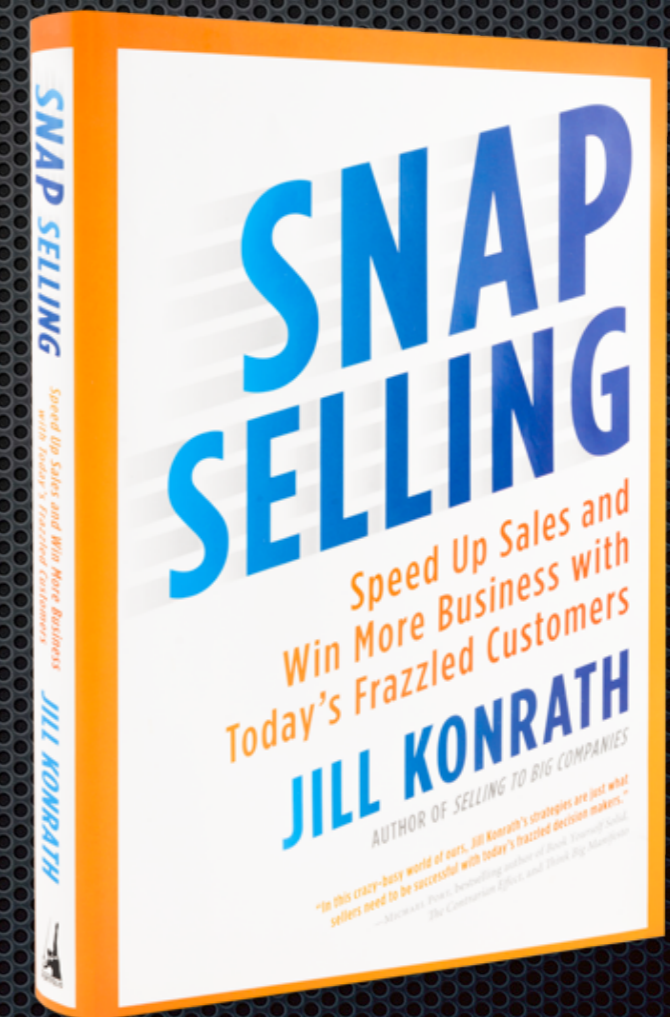


SNAP

SNAP selling is a sales methodology that aims to bring salespeople to the prospect's level. SNAP is an acronym that encompasses four directives for sellers: Keep it Simple, be Invaluable, always Align, and raise Priorities. With these principles in mind, salespeople can more effectively reach busy prospects with valuable knowledge, connect what they're selling with what's most important to the potential client, and make it easy for them to buy.

And while most salespeople only think there's one decision involved in a deal — whether the prospect buys or not — author Jill Konrath actually identifies three critical decisions.

The first is allowing access. The second is the choice to move away from the status quo, and the third is changing resources. With these mini decision milestones in mind, salespeople can more effectively keep deals on track.



SPIN

Neil Rackham popularized the SPIN sell in his book, "SPIN Selling."

What does SPIN stand for?

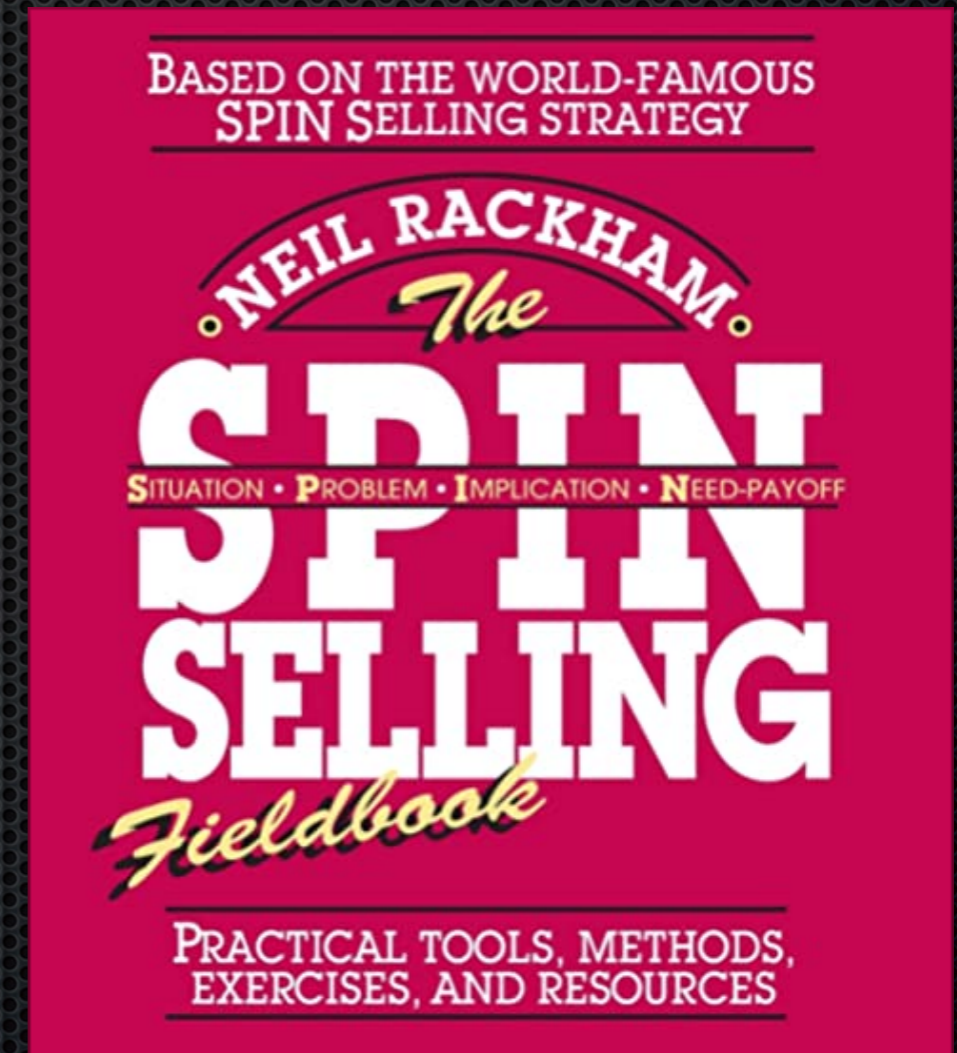
SPIN is an acronym for the four types of questions salespeople should ask their clients: Situation, Problem, Implication, and Need-Payoff. These questions identify buyer pain points and challenges and build rapport between buyer and seller.

Situation questions aim to understand a prospect's current situation — although reps should still do research before a call or meeting.

Problem questions get to the heart of the prospect's issue.

Implication questions probe the prospect to think about the consequences of not solving the problem.

Need-payoff questions prompt the prospect to consider how the situation would change if their problem was solved.



SMART | Social | SWOT

SMART — Specific, Measurable, Attainable, Realistic, Time-Bound

Used for clearly defining set goals by thinking about what active steps are necessary in order to achieve them.

Social Selling

Social selling is when salespeople use social media to gather insights, build a professional brand, and interact directly with their prospects.

SWOT — Strengths, Weaknesses, Opportunities, Threats

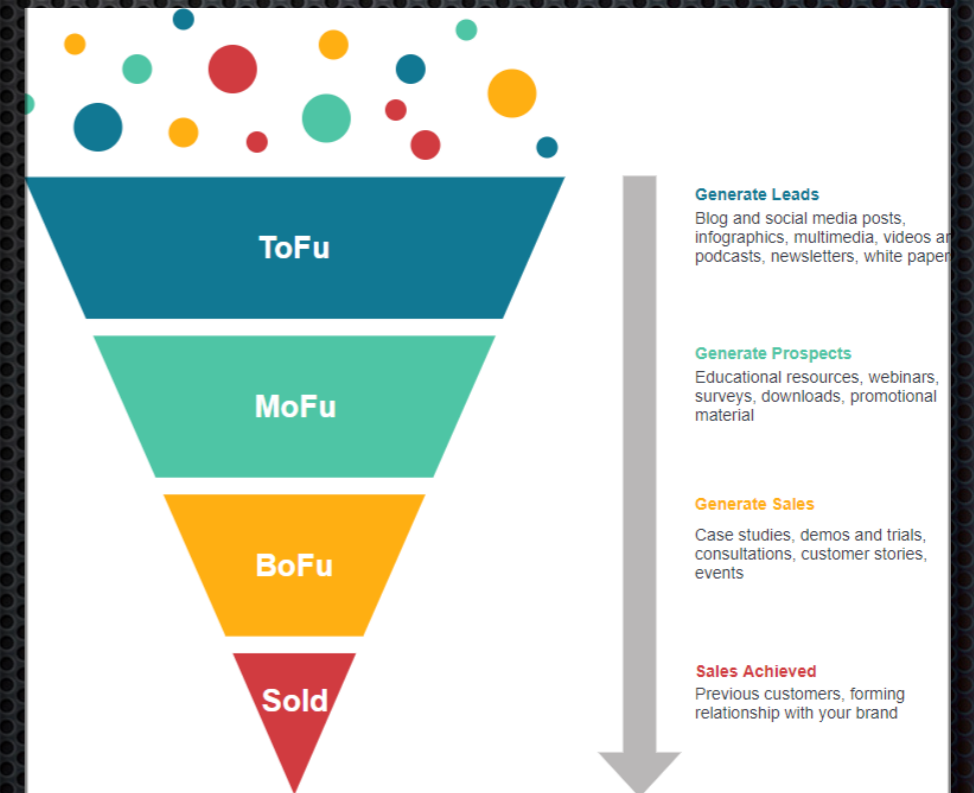
A model used to identify an organization, person, or offering in terms of what it is doing well and where/how it can improve. This helps to outline objectives and define future actions.



TOFU

Top of the Funnel (TOFU)

The very first stage of the **buying process**. Leads at this stage are identifying a problem they have and are looking for more information. At this point, marketers create helpful content that aids leads in identifying this problem and providing next steps toward a solution.



TED

TED — Tell me, Explain to me, Describe to me

A helpful reminder to ask open-ended questions that prompt prospects to give you information surrounding their requirements and needs. Open-ended questions generally begin with the 5 W's: who, what, where, when, and how.



USP | Upselling

Unique Selling Point (USP)

A Selling concept that helps Sales Professional define highlight their Solution unique advantage over their competitors and help them stand out and be distinctive with their offer. It might be a lower price, higher quality, or more features.

Up-Selling

When a sales rep sells an existing customer a higher-end version of the product that customer originally bought. For example, if you bought a cell phone plan and a sales rep successfully persuaded you to upgrade to a plan with more minutes or data, then that's an up-sell.



Value Pro | WIFM

Value Pro

"Value prop" is Value Proposition. A benefit of a product or company intended to make it more attractive to potential buyers and differentiates it from competitors.

WIFM — What's In It For Me?

An easy way to remember a basic principle of persuasion and influence: If there's nothing in it for the other person, they'll never commit to action.



Authoritative Selling



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What Participants Say ?



Shrikant Ghelot
15 May 2020

During the course, Amit takes us through the entire Sales Process and explains how Authoritative Selling will help yield better results at each step. Tips and Hacks shared by Amit is helping my and my team's performance. Thanks a lot Amit. This has turned out to be the best Sales Training Course so far.



Syed Vaisul Karne
12 Mar 2020

The Sales techniques and methodologies I have learnt from Amit's Authoritative Sales Training Course is pragmatic and priceless. After attending his course, my perspective has changed to be a successful Sales Person and now I am able to convert the leads from 20% to 80%. I have recommended his course to my entire Sales Team and Co-Founder.



Chandra Babu Chundururu
30 Jun 2020

I have attended Amit's Authoritative Selling Course in June end. I found it highly insightful and worthy. It helped me solve my sales conversion challenges that I was lacking. I highly recommend this program to everyone.



Shubham Tibrewal
11 Dec 2019

Mr. I am Shubham, executive, E-Cell, IIT Madras. I had attended your Sales Course on Sales Pitching and Conversion and found it really great and eye opener. I would like to be connected with you for continuous learning.

[Learn More](#)



Thank You