SNAP

Idea In Short

The SNAP sales methodology is a customer-focused approach to sales that emphasizes simplifying the sales process, navigating the decision-making process, accelerating the sales cycle, and proving the value of your product or service. It involves identifying the customer's Situation, identifying the customer's Needs, identifying the customer's Alignment with your product or service, and identifying the customer's Priorities. By using this framework, sales professionals can connect with their customers in a meaningful way, build strong relationships, and close more deals.

The SNAP sales methodology is a relatively new sales technique that has gained a lot of popularity in recent years. SNAP stands for:

- Simplify
- Navigate
- Accelerate, and
- Prove

It is a customer-focused methodology that is designed to help sales professionals identify and understand their customers' needs and pain points, and to create a customized solution that meets those needs.

The SNAP sales methodology was developed by Jill Konrath, a sales strategist and speaker who has been named one of the top 50 sales and marketing influencers by Top Sales World. Konrath created the SNAP sales methodology to help sales professionals cut through the noise and distractions of the modern sales landscape and connect with their customers in a more meaningful way.

Let's take a closer look at each of the four steps of the SNAP sales methodology:

Simplify

The first step of the SNAP sales methodology is to simplify the complex sales process. This means breaking down the sales process into smaller, more manageable steps that are easier to understand and execute. The key to simplifying the sales process is to focus on the customer's needs and pain points, rather than on the sales professional's agenda.

> For example, let's say that you are selling a software solution to a company that is struggling to manage their customer data. Instead of launching into a sales pitch about your product's features and benefits, you might start by asking questions about the customer's current data management process, and the challenges they are facing. By simplifying the sales process and focusing on the customer's needs, you can establish trust and credibility, and set the stage for a more productive conversation.

Navigate

The second step of the SNAP sales methodology is to navigate the sales process by identifying key decision-makers and influencers within the customer organization. This involves conducting research and gathering information about the customer's organizational structure, decision-making processes, and purchasing criteria.

> For example, if you are selling a software solution to a large enterprise, you might need to navigate a complex hierarchy of decision-makers and influencers, including IT managers, department heads, and C-level executives. By conducting research and gathering information about the customer's organizational structure, you can identify the key decision-makers and influencers, and tailor your sales approach accordingly.

Accelerate

The third step of the SNAP sales methodology is to accelerate the sales process by creating a customized solution that addresses the customer's specific needs and pain points. This involves leveraging your knowledge of the customer's organizational structure and decision-

making processes, as well as your understanding of their needs and pain points, to create a tailored solution that meets their specific requirements.

> For example, if you are selling a software solution to a company that is struggling to manage their customer data, you might create a customized solution that includes data migration services, user training, and ongoing technical support. By creating a customized solution that addresses the customer's specific needs and pain points, you can accelerate the sales process and increase the likelihood of closing the deal.

Prove

The fourth and final step of the SNAP sales methodology is to prove the value of your solution by providing evidence and demonstrating results. This involves using case studies, testimonials, and other forms of social proof to demonstrate the effectiveness of your solution, and to build trust and credibility with the customer.

> For example, if you are selling a software solution to a company that is struggling to manage their customer data, you might provide case studies and testimonials from other companies that have successfully implemented your solution and achieved significant improvements in their data management processes. By providing evidence and demonstrating results, you can prove the value of your solution and increase the customer's confidence in your ability to deliver results.

Overall, the SNAP sales methodology is a powerful tool for sales professionals who want to connect with their customers in a meaningful way and close more deals. Let's take a closer look at some examples of how the SNAP sales methodology can be applied in real-world sales situations.

Examples

Selling Marketing Services to a Small Business

Imagine you are a sales professional selling marketing services to a small business. Your goal is to increase their online presence and generate more leads. Here's how you might

use the SNAP sales methodology to close the deal:

- **Simplify:** Start by simplifying the sales process. Instead of bombarding the small business owner with jargon and complex marketing concepts, start by asking questions about their current marketing efforts and pain points. What are their current marketing goals? Are they happy with their current website and social media presence? What are their biggest marketing challenges?
- **Navigate:** Next, navigate the sales process by identifying key decision-makers and influencers within the small business. Who makes the final decision about marketing spending? Are there any other stakeholders involved in the decision-making process? What are their marketing priorities and criteria for success?
- **Accelerate:** Now it's time to accelerate the sales process by creating a customized marketing solution for the small business. Based on the information you gathered during the simplification and navigation phases, you might recommend a combination of website redesign, social media management, and search engine optimization [SEO] services. You would also tailor your pricing and package options to meet the small business owner's budget and goals.
- **Prove:** Finally, prove the value of your marketing services by providing evidence and demonstrating results. You might show the small business owner case studies of other companies that have successfully used your services to increase their online presence and generate more leads. You might also provide references from satisfied customers and show before-and-after examples of websites you have redesigned and social media campaigns you have managed.

By using the SNAP sales methodology, you can simplify the sales process, navigate the decision-making process, accelerate the sales cycle, and prove the value of your marketing services to close the deal.

Selling IT Services to a Large Enterprise

Now let's look at how you might use the SNAP sales methodology to sell IT services to a large enterprise. Your goal is to help the enterprise improve their IT infrastructure and security. Here's how you might use the SNAP sales methodology:

- **Simplify:** Start by simplifying the sales process. Instead of diving into technical details and acronyms, start by asking questions about the enterprise's current IT infrastructure and pain points. What are their biggest security concerns? Are they

happy with their current hardware and software? What are their biggest IT challenges?

- **Navigate:** Next, navigate the complex decision-making process within the enterprise. Who are the key decision-makers and influencers when it comes to IT spending? What are the enterprise's IT priorities and criteria for success? What are the enterprise's procurement processes and procedures?
- **Accelerate:** Now it's time to accelerate the sales process by creating a customized IT solution for the enterprise. Based on the information you gathered during the simplification and navigation phases, you might recommend a combination of hardware and software upgrades, cybersecurity services, and cloud computing solutions. You would also tailor your pricing and package options to meet the enterprise's budget and goals
- **Prove:** Finally, prove the value of your IT services by providing evidence and demonstrating results. You might show the enterprise case studies of other companies that have successfully used your services to improve their IT infrastructure and security. You might also provide references from satisfied customers and show before-and-after examples of IT upgrades you have implemented

By using the SNAP sales methodology, you can simplify the sales process, navigate the complex decision-making process within the enterprise, accelerate the sales cycle, and prove the value of your IT services to close the deal.

Benefits

The SNAP sales methodology is a powerful tool for sales professionals who want to connect with their customers in a meaningful way and close more deals. By simplifying the sales process, navigating the decision-making process, accelerating the sales cycle, and proving the value of your product or service, you can establish trust and build strong relationships with your customers.

Shortcomings

However, it's important to remember that the SNAP sales methodology is not a one-size-fits-all solution. Every sales situation is unique, and sales professionals must be able to adapt and modify their approach to fit the specific needs and preferences of each customer. By

using the principles of SNAP as a framework, sales professionals can develop their own personalized sales strategies that are tailored to the specific needs of their customers.

Best Practices

In addition to using the SNAP methodology, there are several other best practices that sales professionals can use to improve their sales performance. Here are some additional tips to keep in mind:

- **Focus on the customer's needs and pain points:** The more you understand your customer's needs and pain points, the better equipped you'll be to offer a solution that addresses their specific challenges. Listen carefully to what your customer is saying, and ask probing questions to get to the root of their challenges
- **Build rapport and establish trust:** Sales is all about building relationships, and building rapport and establishing trust with your customer is crucial. Be authentic, empathetic, and genuine in your interactions with your customer, and focus on building a relationship rather than just making a sale
- **Be proactive and persistent:** Don't wait for your customer to come to you – be proactive and reach out to them on a regular basis. Follow up promptly on any inquiries or requests, and stay in touch even after the sale is complete to ensure customer satisfaction and build long-term relationships
- **Continuously improve your skills:** Sales is a dynamic and constantly evolving field, and the best sales professionals are those who are always looking for ways to improve their skills and stay up-to-date on industry trends and best practices. Attend sales training seminars, read books on sales techniques, and seek feedback from colleagues and mentors to continuously improve your skills and stay ahead of the competition

Summary

The SNAP sales methodology is a powerful tool for sales professionals who want to connect with their customers in a meaningful way and close more deals. By simplifying the sales process, navigating the decision-making process, accelerating the sales cycle, and proving the value of your product or service, you can establish trust and build strong relationships

with your customers. However, it's important to remember that the SNAP methodology is just one of many tools in a sales professional's toolbox, and sales professionals must be able to adapt and modify their approach to fit the specific needs and preferences of each customer. By combining the principles of SNAP with other best practices, sales professionals can develop their own personalized sales strategies that are tailored to the unique needs of each customer.