



## HubSpot Automated Task – Sales Strategies

- **Strategies to get from 10-25%**

- Client Intake. Make sure every opportunity starts with the intake.
- Has Research and Strategy / Aga been introduced and engaged?
- Send the R&S Video
- Have occupancy sensors been presented? These are a HUGE differentiator.
- Have they seen a Live CET demo?
- Share health and safety information and Return to Site info.
- Share employee engagement.
- Share SKG blogs- we have a variety based on topics and industry.
- Share Knoll Research and White Papers
- Share thought starters
- Share leasing information
- Share our showroom reno and how that translates to the new worker.
- Has Knoll added the lead into Salesforce?
- Make contact with the client! The client always writes the checks.
- Be an active listener so we can help them solve their problems.

- **Strategies for 25-50%**

- Make sure we vet every deal against our full product pipeline for solutions- Furniture/ancillary/technology
- Work with Supply Chain for optimal solutions
- Call the GC- are there architectural products - Are they bidding markerboards, walls, baffles, etc.?
- Has Knoll presented products to the A&D firm- What is Knoll's role in this opportunity?
- Share thought Starters with the budget/high level schedule -include sound masking and leasing



- Do a CET live design session with budget typicals they like. Get them excited about their possible solution. Don't forget to add in other products of technology, baffles, etc.
  - Intro our Warehouse and PM teams through our videos. Make sure you communicate the differentiators
  - Talk about our warehousing capabilities and give them a tour of our facilities
  - Take them on a tour of an install
  - Do we need to get them to Dallas or Houston
  - Can we take them on a virtual tour
  - Show leasing quote - Our leasing groups can talk to their CFO's about including more than just furniture.
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- **Strategies for 75-90%**
    - Demonstrate you are a business partner
    - Ask - what is standing in our way?
    - Do we need to do a video of our solutions?
    - When you turn in a proposal- always ask for time to review.
    - Have you spoken DIRECTLY to the client about the proposal?
    - Have you taken them through the portal to see how we can manage their account?
    - Make sure they have been introduced to our PM team, the PM for the project.
    - Don't call just for an update- send an article, send relevant information to keep the consultative selling going.
    - Does an executive need to call?
    - Have you asked for the business?