ACTIVE SALES TECHNIQUES FOR YOUR PRODUCTS AND SERVICES

Vladislav — Your B2B Active Sales Manager

1. PHILOSOPHY & ROLE

I work as an external, parallel sales and business development manager. Specialization: entering new markets, launching new company products, finding and acquiring new clients, starting from zero, strengthening the sales department, deployment manager. Emphasis on revenue and risk: I am accountable not for "calls and meetings", but for revenue, new products, selling company products and services to new partners, margin, repeat deals, and deal velocity through the funnel. I communicate with owners and top executives in the language of value, risks, and scenarios — not features and working hours. All work is managed in CRM as the single source of truth — no lead, touchpoint, or next step stays "in my head." I use my own proprietary sales techniques and intelligence methods.

2. MY SALES TECHNIQUES & MODELS

Product	What It Is
Radar Subscription	Weekly Radar Brief, competitor monitoring, partner/risk watch.
OSINT Leadgen	4-week sprint: 50–150 companies matching ICP, A/B/C prioritization.
Deal & Partner Intelligence	Partner due diligence, Red Flags Memo, go / caution / no-go recommendation.
Growth Mixology	Sprint: 20–40 product mixes, shortlist of 5–10 priorities.
Contact Intelligence & Mapping	Stakeholder map of target company: DMs, influencers, blockers; multiple entry points per role.
Real Contact Set & Performance	Real market touchpoints using scripts: contact plan, execution, CRM logging, baseline KPIs on response and conversion.
Deal Talk Analysis	Post-call debrief of every conversation: what worked, where I lost ground, improving scripts and questions.
Next Step Analytics	Planning the action chain after every contact: time window, channel, content; strengthening weak funnel stages.

3. CLIENT PROSPECTING & QUALIFICATION

I find clients through leading signals, market analysis, cold calls, email, messengers, social media, industry platforms, and referrals. I don't chase volume — I look for companies where information genuinely creates money or protects against losses. On the first contact (10–15 minutes) I diagnose how the client makes decisions about market, risks, partners, and growth. I quickly qualify by budget, timeline, projects, market anomalies, DM presence, and task urgency — then either deepen the dialogue or create and propose an alternative cooperation scenario.

4. KEY SALES TECHNIQUES

- Anchoring to the client's moment: entering new markets — Leadgen + Radar; upcoming deal — Deal & Partner Intelligence; revenue stagnation — Growth Mixology; "market fog" — Radar.
- Minimum pilot: I offer a controlled-budget format to demonstrate results quickly.
- Language of outcomes, not process: Executive Snapshot, Leadgen Summary, Red Flags Memo, scenario shortlist — I sell a decision format for the DM, not page volume.
- Objection handling through facts: instead of price debates, I show the cost of mistakes using partner project data — wrong partner, missed market signal, a year without a new growth point, competitor rise or fall.
- Structural methodologies: AIDA, AI, OSINT, RADAR, LEADGEN, SPIN, FAB — the "skeleton" of the conversation and modules for typical situations, but without mechanically reading a script.

5. DEAL STRUCTURE

I manage every sale through a funnel with strict next-step and deadline logging in CRM. I work exclusively with open sources (registries, tender databases, competitor websites, job postings, news, reviews, social media, industry reports) and turn information noise into clear actions for 7–30 days. At the end of every contact — a specific next step: a Radar pilot, first

Leadgen sprint, partner verification, or Growth Mixology launch.

6. DIGITAL TOOLS & ANALYTICS

AI assistants help prepare emails, scripts, and proposals, but final decisions are always mine. I regularly analyze the funnel: where the most losses occur, which segments convert best, which channels generate money. Routine tasks (reminders, follow-up, status messages) are automated through CRM so no warm contacts are lost and I am always one step ahead of the client.

7. VALUE OF THE APPROACH

Clients are overloaded with information and risks — they need a partner who helps them make fast, informed decisions based on open data. The Radar, Leadgen, Deal & Partner Intelligence, and Growth Mixology suite covers the full cycle: from market understanding and a flow of "hot" clients to protection from toxic partners and finding new revenue sources. My technique makes this value transparent, measurable, and easy to purchase in the format of retainers and sprints.

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