



CHAMPIONS

**Uppercut First**

Don't count the day , Make the days count

# CHAMPIONS

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*"No champ, No deal"*

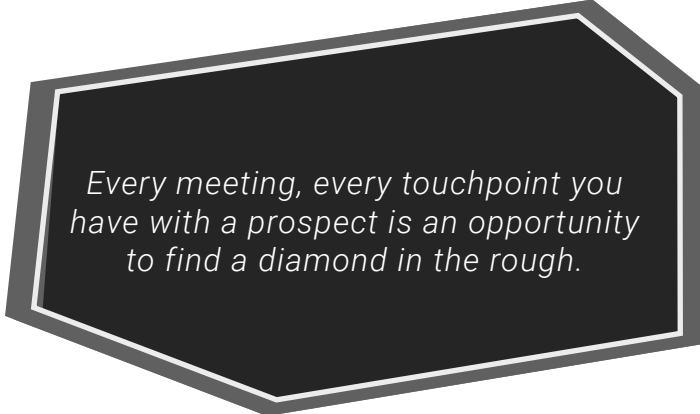
**Million Dollar Deals are possible even for the early-stage startup.** Much like anything, you need the mindset and the strategy. Maybe add to that a bit of technique. When it comes to making these types of deals, experienced Enterprise Sales in B2B will know one thing: you cannot do it alone.

Professional boxers fight across different weight classes during their career. Therefore, winning

titles at multiple weight classes and becoming a champion across multiple divisions is a major achievement.

When it comes to bringing home a deal that can make history and be a life changer for your startup, you must get yourself a sparring partner that has not only the characteristics of a champion but those of a multiple champion.

How do you find such champions?



*Every meeting, every touchpoint you have with a prospect is an opportunity to find a diamond in the rough.*

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## IDENTIFY

What are their traits, and how can you identify Champions?

Here are a few tips: champions are, by definition, the ones that instantly get the respect in the room, they take the lead in the meeting, they drive the conversation, they seem to win from the beginning. When you look at their LinkedIn profile, you may find out that they have implemented programs. Maybe they've even created and managed a center of expertise.

**They have power and influence even if they may not be the ultimate decision-maker. More importantly, they have a personal reason to make your solution a priority.** Either because your solution can help them solve a problem that has an impact on their personal life or simply because they've grasped the potential of your solution to make their career evolve.

*'The hero and the coward both feel the same thing. But the hero uses his fear, projects it onto his opponent while the coward runs. It's the same thing, fear, but it's what you do with it that matters.'*

*– Cus D'amato.*

Your champion is therefore driven by fear or ambition. Nevertheless, finding a Champion is not enough to bring the title home, you've got the material to work with, but now, the sweating must begin with hours in the ring testing and developing.

## TEST

Whatever his weight category, a real champion will give you access to other people in the organization or to his boss, dry run key meetings, ask for business information that will differentiate you from the others. You move forward, securing your position, ensuring that you are not betting on just a coach or a seemore (someone who will show a lot of interest but is just there to learn not to buy. He will always want to "see more"). **It is a defining moment when you get out of a simple vendor/supplier relationship and develop into a true partnership.**

## DEVELOP

**Train your champion to be stronger than the competition's Champion.** If he is responsible for selling for you when you are not there, you are responsible for giving him/her the best arguments to do so.

## The 3 WHYs:

### **Why do the project?**

*Which constitutes your prospects' functional problem (s) and associated business impacts.*

### **Why do it with your solution?**

*Your differentiators and USPs must be clearly explained.*

### **Why do it now?**

**The time must come from your customer.** Your prospect must feel the urgency either because of cost piling or revenue loss or risk (security, brand exposure, regulations). We typically call this urgency a compelling event.

'The fight is won or lost far away from witnesses—behind the lines, in the gym and out there on the road, long before I dance under those lights.'

—*Muhammad Ali*

Much like professional boxers do, the ideal situation is to multiply the titles and the belts. Play your prospect at different categories and multiply your champions so that you can neutralize the competition. If you started your campaign at the operational level, chances are you have found yourself a technical champion. However, many other champions can be found such as business, digital, sometimes even a security champion.

The more, the merrier. **Yet the Holy Grail of the million-dollar deals, the Heavy Weight of all champions is your Deal Champion.**

The one that has power and influence at the most executive level, sometimes even has access to the board.

That type of champion can carry the deals from operational language to business language, top to bottom, counter objections, put him/herself at risk and bring the contract home for you.

*“Once that bell rings, you’re on your own. It’s just you and the other guy.”  
— Joe Louis*

**People buy from people, and Champions are for life.** Your Champions will use you to win as much as you will use them to bring the title home. This relationship goes beyond a company relationship, and when a Champion makes a move in his career, changes company, he or she will remain in contact. Down the line, you may make a lifelong professional friend.

Invest in your groundwork. Be a human who solves problems, a trusted advisor with empathy, and the deals will grow (and flow).

*“The [temptation] for greatness is the biggest drug in the world.”  
— Mike Tyson*

