LINNWORKS PARTNERS

Partner Sales Playbook

Introduction

Our mission is to *help people sell better for more freedom in their business and in their life.*

We want to collaborate with like-minded partners who stand with us on achieving this mission.

With over **4,000** clients worldwide we have developed strategies and techniques to successfully identify clients who benefit from our offering, and successfully onboard them with Linnworks.

Being open and listening to our customers is how we are learning to help them sell better.

We have created this playbook for **you**, as our partner, to gain real insight into how we take our customers through the sales process.

Perhaps adopting these techniques within your own sales process could help to add further value to a customer who is considering Linnworks.

Sales Process

Step 1

Requirements Gathering

Step 2

Register Deal

Step 3

Demonstration / Onsite Visit

Step 4

Proposal and Commercials

Step 5

‘Go Live’

Step 1

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Requirements Gathering

Key areas of discovery:

Selling Channels
Does Linnworks support the requirements?

SKU Numbers
How many unique SKUs does the client have? Are they Variations and/or Bundles?

Order Volumes
How many orders per year? Do they have seasonal sales or is it consistent?
Are they a low margin/high volume seller?

Time Frames
What does their timeframe look like, how urgently do they need a solution.

Providing Value

At Linnworks we aim to provide value for our clients in every area of the system. We understand that Linnworks has functionality that can assist our customers and their businesses. Trying to understand the value for each client can go a long way in the success of the deal.

Try to truly understand your clients business and their needs. What is the pain they're experiencing that motivated them to look for a solution,
Can Linnworks provide value in that area?

Will Linnworks provide wider value for their business, perhaps tapping into areas they had not previously considered? (eg. Listing management, Automation, Order Processing)

What is of most importance to the client, Time/Money/Efficiency?
Always circle back to that customer's specific needs.

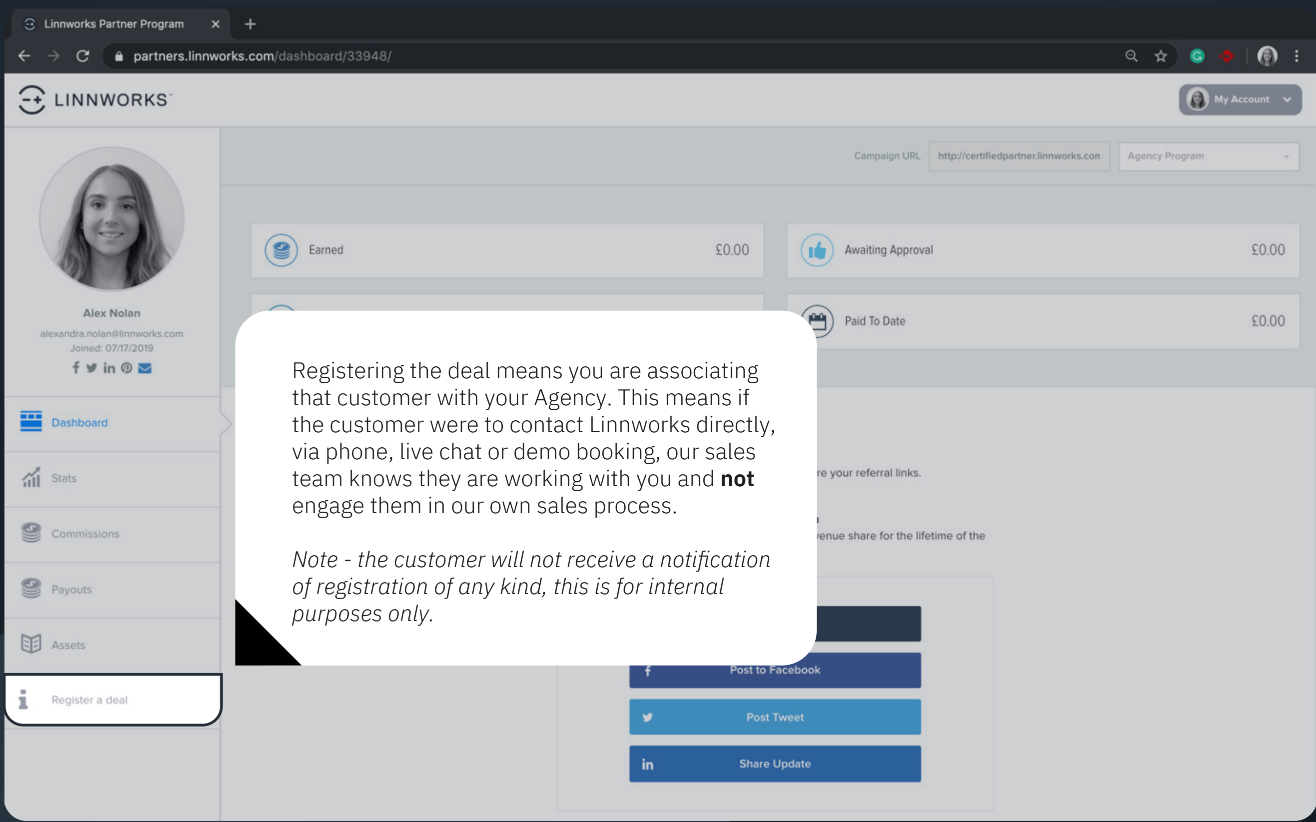
If you have sufficiently identified these needs and know Linnworks can provide a solution then the client is **qualified** and we can move the customer through the next steps in the sales process.

Now you have successfully identified your clients requirements and can confidently say Linnworks is the best fit for them, your client can be registered as a qualified lead.

Step 2

Register Deal

Once you have spoken with a client and understand their requirements, if they are qualified, then you can ‘Register’ the deal within the portal.



Registering the deal means you are associating that customer with your Agency. This means if the customer were to contact Linnworks directly, via phone, live chat or demo booking, our sales team knows they are working with you and **not** engage them in our own sales process.

Note - the customer will not receive a notification of registration of any kind, this is for internal purposes only.

Required Information:

Customer contact name - First and Last
Company Name
Country
Phone number
Email
Annual order volume

Step 3

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Demonstration / Onsite Visit

Now the customer is qualified and registered it is good practice to further communicate how Linnworks will benefit their business or resolve the pain they have previously discussed with you.

A tailored demonstration of the system works well to visually explain the various elements of the system the client would benefit from. Equally showing the system can allow them to see areas that they may not have considered earlier.

An onsite visit can also provide the client with a wealth of information, whilst establishing that personal connection. These onsite sessions can go a long way to proving the value of Linnworks in warehouse/office space day to day.

Consider discussing the below:

Linnworks functions that suit their needs.

Manage the customer's expectations and what is required from them.

Take the time to set out a potential timeframe, phases of implementation and training for staff.

Step 4

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Proposal and Commercials

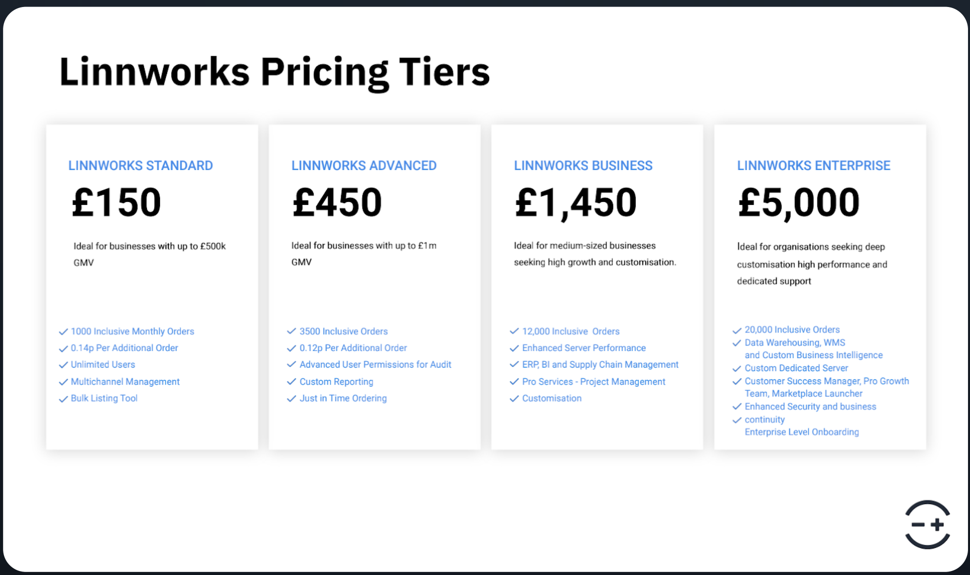
If the customer is ready to commit to Linnworks then we enter the Proposal Stage. At this point, we would draft a full document outlining the next steps, long term goals and timeframes.

Presenting the customer with a SaaS Agreement or Contract which covers what to expect from you, Linnworks and themselves.

Commercials:

Transparency with the customer is key throughout the sales process, even more so when outlining the costs of Linnworks.

To be able to quote a customer correctly please use our pricing calculator, or speak directly with your Partner Manager. Our pricing model is based on SKU numbers, Order Volumes and levels of functionality.



If the client experiences seasonal spikes in sales then a annual plan might be the best option for them. Speak to your Partner Manager about these plans.

If the client would benefit from a pooled order model due to seasonal spikes then an annual contract would be the ideal.

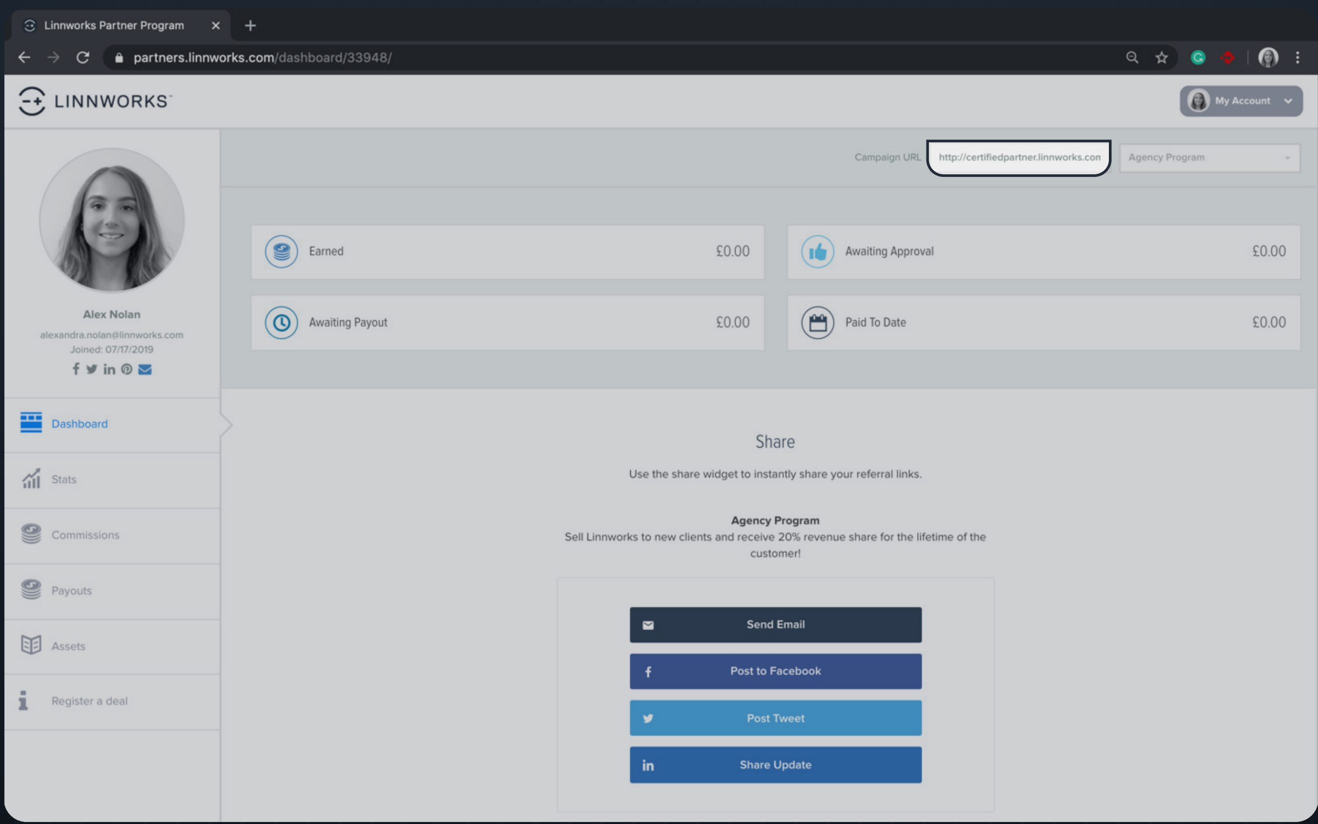
Certain functionality is limited from Standard to Enterprise plans, make sure you and your team are aware of these functions and the differences per pricing tier. This information can be found on our pricing page.

Step 5

Create Account

Inside your partner portal, you will have access to a bespoke link. This link will provide your customer with a **7 day trial** of the system. They should intend to use this as the account they will use moving forward.

Remember once a plan is chosen some functionality may become restricted.



As the Agency onboarding the customer, be sure to follow the basic set up procedures. You can find out more about the onboarding packages we offer in our Onboarding Playbook.

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Any Questions?

Please contact the Partner Team:

partners@linnworks.com