

Don't Let Your Digital Deal Die

Arm Yourself With Tips & Tricks for Sales Success

Frank Casale, deal meister, sales extraordinaire and IRPA AI Founder is here to give away his secrets to sales success. With over 20 years of sales experience, Frank has seen his fair share of do's and don'ts when it comes to closing a deal. He knows what it takes to land a deal, but also ways it can die on the vine. If you're a sales professional or looking to generate business in the new year, then keep reading.

In this exclusive interview, Frank Casale dives into what the #1 deal killer is, the key to success in selling RPA and the top reasons deals go sideways.

Q How is selling RPA different then selling traditional outsourcing?

A Well first allow me to explain how they are similar. The key driver for both tends to be cost save. And in both RPA and outsourcing sales, politics is the #1 deal killer.

Now how is selling RPA different? Well, you are no longer in the labor arbitrage business. You are in the digital labor business. It's no longer about destination, time zone and cultural compatibility. It's about how you can leverage your technology to minimize labor dependencies and deliver much greater efficiencies. Unlike outsourcing, there are true opportunities for true innovation with RPA and related technology platforms. You will also need to perfect the pilot process as a selling tool, not a science experiment.

Q What are keys to success in selling RPA? How are these the same or different with selling AI?

A Several years ago I would have said that AI deals have a much longer sales cycle and can in some cases require 24-36 months to show real ROI. This hurt many deals. Today however, there are several interesting AI / automation as a service players who are really changing the game.

These platforms deliver the power of AI, yet the simplicity of an RPA approach. ROI can be realized within the fiscal year and in many cases sooner. You will want your selling approach to be very much consultative in nature and certainly team based as the AI related tech discussions can get pretty deep.

Q Who are key buyers in digital sales, and how can you ensure that a sales proposal gets noticed by them?

A With any emerging tech sales pursuit you need to have relationships at high levels. Anything less you cut your chances in half. I've had most success working with the business/ process owner, the CTO and the CFO. And, be ready to deal with their cyber team. Get there early and be proactive.

Q What are common reasons why an automation pursuit gets "stuck"?

A Most deals get stuck for one of two reasons:

- 1) Politics. No organization wants to get disrupted. There will always be someone that takes your deal sideways. Or, worst case, takes you out totally.
- 2) Bandwidth. Your project is one of many that these execs are involved with. Not unusual for other efforts to take priority halfway through your selling cycle and suck up resources.



INSTITUTE FOR ROBOTIC
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IRPA AI's Next Gen Sales Day

February 21, 2019

Morrison & Foerster -- 250 West 55th Street New York, NY 10019

3:00pm - 6:00pm ET

If one of your New Year's resolutions is to win new business, then join IRPA AI on February 21st from 3pm – 6pm at Morrison & Foerster, on 250 West 55th Street in NYC, for our Next Gen Sales Day. This event is exclusively for sales professionals.

This is a complimentary event that will equip you with the tools, knowledge and strategies that are critical for winning new enterprise digital business. Join us to:

- Learn how to better qualify prospects, differentiate yourself and win proposals
- Know the most common mistakes sales teams make and recommending winning strategies
- Hear from the voice of the customer
- Understand the math, science and politics that are necessary for closing a deal
- And more

Position yourself to win new business in the new year. Registration is complimentary, but space is limited.

[Register Now](#)

About Frank Casale



Frank J. Casale is the founder and CEO of The Outsourcing Institute (OI) and the Institute for Robotic Process Automation and Artificial Intelligence (IRPA AI). Established in 1993, OI is a global marketplace and community of 70,000+ executive members including leading practitioners, service providers, advisors, thought leaders, industry observers and analysts. IRPA AI was established in 2013 as an independent professional association and knowledge forum for the buyers, sellers, influencers and analysts in the rapidly growing field of robotic process automation, cognitive computing and artificial intelligence.