

GROWTH SERIES



Q&As

Pitch with Clarity & Confidence

Sales Strategies That Win Business & Close Deals

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UPCOMING EVENTS

GROWTH SERIES
Jan 29 2025
AI ON A BUDGET: AFFORDABLE TOOLS & SMART AUTOMATION FOR SMALL BUSINESSES
January 29, 2025 9:30 am - 11:30 am
Compass Coworking Centre
EVENT DETAILS >

GROWTH SERIES
Jan 30 2025
VAS EVENT: UNLOCK BUSINESS GROWTH WITH RAKEZ'S EXCLUSIVE PROGRAMMES
January 30, 2025 11:00 am - 12:00 pm
Webinar
EVENT DETAILS >

extramile
Feb 05 2025
WORKSHOP: LINKEDIN FOR MARKETING & INBOUND
February 5, 2025 8:00 am - 11:00 am
Compass Coworking Centre
EVENT DETAILS >

extramile
Feb 05 2025
WORKSHOP: LINKEDIN FOR BUSINESS DEVELOPMENT & REFERRALS
February 5, 2025 1:00 pm - 4:00 pm
Compass Coworking Centre
EVENT DETAILS >

GROWTH SERIES
Feb 19 2025
RAKEZ GROWTH SERIES 2025 - EVENT # 2
February 19, 2025 9:30 am - 11:30 am
Compass Coworking Centre
EVENT DETAILS >

Mar 07 2025
INTERNATIONAL WOMEN'S DAY AT COMPASS!
March 7, 2025 10:00 am - 12:00 pm
Compass Coworking Centre
EVENT DETAILS >

OUR SPEAKER

WEBINAR

GROWTH
SERIES



Mamoun Alamouri

Founder

SMOrchestra.ai

@MamounAlamouri

Q & As Answered Live

Below are the list of questions that were answered live during the webinar.
Please check out the webinar recording on YouTube to hear the answer directly!



1. There are two things I found that help sales are: A. Have you done research on the company requirements before the meeting? B. What's in it for the client and how does it help them solve a problem? Can I get your thoughts on these points?
2. You mentioned very important point that this is TRUST market rather than relations market. From your experience: how do you build the trust? Could it be through free sample services? is it effective?"
3. How do you adjust your sales pitch when your client is operating under high stress or uncertainty?
4. What I have really been struggling with is that I personally don't sell a product, I am a consultant (marketing and strategy mostly). So, I sell value. And most people in this market are not responsive to this because they only focus on sales; I feel that inbound marketing, thought leadership does not land at all. Any tip?
5. how do you maintain momentum and close deals when clients are hesitant to commit?
6. What strategies help you build trust quickly when clients are more risk-averse than usual?
7. As a startup, when it comes to email outreach for B2B clients what re the key fundamentals in the initial cold outreach to get more responses? To secure more meetings.
8. I have very good high profile client network on my LinkedIn but I don't know how to approach as a first mover. Can you give some practical suggestion?
9. What would be the way to handle a client that you have had multiple meetings on how to resolve her issue but comes back afterwards asking for alternative solutions that are cheaper even though it wouldn't be better in the long run whilst getting a second opinion and telling you they speaking to someone else as well.

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The screenshot shows the RAKEZ Value Added Service mobile app interface. At the top, the RAKEZ logo is visible with the text 'RAS AL KHAIMAH ECONOMIC ZONE'. The time is 11:11. The main heading reads 'Empowering Your Business at Every Step with Value Added Services'. Below this, a white box contains the text 'ALL-IN-ONE-SUPPORT' and 'BANKING • TAX • NOC & MORE'. On the right side, there are icons for a phone, a globe, and a chat bubble. The bottom section features the heading 'Support for Every Business' followed by the text: 'Whether you're just starting out or scaling globally, we offer tailored solutions and expert services to support you, no matter the size or sector of your company.' Below this is an image of a hand holding a globe with a bank icon. At the bottom, it says 'Banking Services' and 'vas.rakez.com' with the tagline 'Simplify your banking journey with expert'.



RAKEZ Value Added Service:

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Q & As



1. My 1st time here... Excited to hear and learn.. Thank you for doing this.

We'd love for you to keep attending and let us know your thoughts on this one. We're always looking for new ways to bring valuable insights and stronger networking opportunities to our community.

2. Can we receive this presentation after?

Compass Coworking Centre continues to be a hub where businesses come together to create, collaborate, connect, and move forward - together.

Stay tuned to our website and social media channels as we continue to host knowledge-driven webinars and sessions designed to support our growing business community.

Don't miss out - follow, like & share @MyCompassRAK to stay updated on events, offers, and community highlights at Compass: your hub for growth, connection & collaboration.

You'll be able to find all presentations here: <https://compass.rakez.com/events/sales-strategies-that-close-deals>

The webinar will also be available on our YouTube channel: <https://www.youtube.com/@MyCompassRAK>

Stay connected! We look forward to welcoming you at Compass!

Q & As



3. I have my company set-up in RAKEZ for 2 years but never got a chance to meet the community... Is there a way for us to get connected with other companies. *AND* What's the best way to handle objections related to budget cuts or financial pressure?

Great question and you're definitely not alone!

We host networking events every week at Compass, and we highly encourage you to attend. It's a great way to expand your business network and build meaningful connections that can support your growth.

You can explore some of our upcoming events here: <https://compass.rakez.com/events>

For example, every Friday we host a B2B networking get-together. It brings together not only RAKEZ clients, but also DED-registered businesses, RAK TDA companies, potential clients, the wider RAK community, government entities, and Compass members.

Feel free to join and introduce yourself! It's the best way to start connecting!

4. What is mean contact center AI only? From my experience people absence it terrible thing, so can you clarify what included in this terminology please?

Good question, and I owe you a clarification. When I mentioned "Contact Center AI" in the case study, I wasn't saying "AI replaces people in the contact center." I meant we focused our sales effort specifically on the contact center vertical.

Q & As



5. When you lead the team of highly motivated sales people, sometimes the competition turns into jealousy and dark side effects. how to draw that thin line for the team?

Great question, and the fact you're asking it tells me you're already ahead of most sales leaders. You see the upside of competition but you're watching for the cracks. That's the right instinct.

Here's how I'd break this down from 15 years of leading sales teams at Cisco, Avaya, and startups:

1. DEFINE THE CULTURE BY DESIGN, NOT BY DEFAULT

Competition isn't inherently toxic. Oracle fuels internal competition by design; Larry Ellison's "samurai culture" literally acquires competing products and lets them fight in front of clients. Many call it toxic, but you can't argue with the results. The question isn't whether competition is good or bad. The question is: did you design the competition intentionally, or did it emerge chaotically?

If you haven't explicitly defined what "healthy competition" looks like on your team, the team will define it for you. And they'll usually get it wrong.

2. DIAGNOSE WHAT THEY'RE ACTUALLY COMPETING FOR

Salespeople are incentive-driven more than any other function. When jealousy surfaces, ask: what specifically are they competing for? Same customer? A promotion? The boss's attention? A leaderboard position?

Once you identify the object of competition, you can redesign the incentive structure. If two reps are fighting over the same account, that's a territory design problem, not a people problem. If they're competing for recognition, create multiple recognition paths (top closer, best pipeline builder, best team player, best comeback from a lost deal).

3. DON'T TRY TO CHANGE MINDSET. CHANGE BEHAVIOR.

This is where most managers get it wrong. They try to have "culture conversations" and "team bonding." That's slow and often performative.

Instead: identify the specific toxic behaviors you want to eliminate (hoarding leads, undermining colleagues in front of clients, withholding market intel). Then address those behaviors directly through coaching, clear policies, and consequences. Culture is the long-term outcome of consistently enforced behavior standards.

The thin line you're looking for isn't a feeling. It's a system: designed competition + clear incentive alignment + behavior enforcement. The culture follows.

Q & As



6. Considering this current safety situation , and situation during Covid time, how to deal on meetings? should we ignore the situation during the meeting like nothing is happening until client remind it about first?

Never pretend. Never ignore. But also, never lead with it if the client hasn't.

Here's the principle: match the emotional register of the room, don't set it.

PRACTICAL FRAMEWORK:

Open every meeting with a genuine human check-in: "How are things on your side?" That single question reads the room without forcing the conversation in either direction. If they want to talk about the situation, be human first, be a salesperson second. If they want normalcy and focus, give them that.

What you absolutely should NOT do:

- Don't open with your pitch as if nothing is happening. It signals you're tone-deaf or don't care.
- Don't bring up the situation yourself to show empathy and then pivot to selling. That feels manipulative.
- Don't avoid the client entirely because "it's not the right time." Your competitors won't wait.

FROM COVID, HERE'S WHAT I SAW WORK:

The sellers who won during 2020-2021 weren't the ones who pretended everything was fine or the ones who led with doom. They were the ones who acknowledged context and then pivoted to value: "Given everything happening, here's what I'm seeing work for companies like yours right now."

That framing, "given everything happening," does three things at once: it acknowledges reality, it signals you're paying attention to their world, and it positions you as someone who has insight worth hearing even in tough times.

The bigger principle: in high-context cultures like the Gulf, reading the room is not optional. It's the first competency signal your prospect is evaluating. Get it wrong and no product demo will save you.

Q & As



7. What's the best way to handle objections related to budget cuts or financial pressure

This is one of the most common objections in B2B, especially in the Gulf right now. But here's what most salespeople get wrong: "budget cuts" is rarely the real objection. It's a socially acceptable way to say, "I'm not confident enough in this decision to fight for the budget."

Matt Dixon's research in The JOLT Effect found that 40-60% of deals lost to "no decision" aren't actually lost to competition or budget. They're lost to INDECISION. The buyer is afraid of making the wrong choice and "budget" is the safest excuse.

THE JOLT FRAMEWORK FOR BUDGET OBJECTIONS:

J - JUDGE THE LEVEL OF INDECISION

Before responding, diagnose: is this a real budget freeze (CFO mandate, hiring freeze, visible cost-cutting), or is this one person's fear of championing a purchase? Ask: "Help me understand, is this a company-wide freeze, or is this about finding the right way to position this investment internally?"

O - OFFER YOUR RECOMMENDATION

Don't give them 3 options and let them choose. That increases indecision. Instead: "Based on what you've told me about [their specific pain], here's what I'd recommend, and here's exactly why." One clear path forward.

L - LIMIT THE EXPLORATION

When a prospect says, "let me do more research" or "let me compare more vendors," that's indecision disguised as diligence. Limit it: "I've worked with 12 companies in your exact situation. The three things that actually matter for this decision are X, Y, and Z. Everything else is noise."

T - TAKE RISK OFF THE TABLE

This is the move most sellers miss. The prospect isn't worried about spending money. They're worried about spending money AND not getting results. Reduce that fear: pilot programs, phased rollouts, performance guarantees, "Session 1 guarantees" where they can opt out early.

THE REFRAME:

Never argue against "we don't have budget." Instead, reframe the cost of inaction: "I understand budget is tight. But let me ask you this: what is the cost of NOT solving [their specific problem] for another 6 months? Because that cost is real, it's just invisible on your P&L right now."

Budget objections are almost never about money. They're about confidence. Your job isn't to discount. It's to make the decision feel safe.

Q & As



8. How much time or depth of research do you recommend doing on a prospect company before making the first contact?

Never pretend. Never ignore. But also, never lead with it if the client hasn't.

Most people will tell you "do your homework." That's vague and useless. Here's a specific framework.

THE KILL SHEET STANDARD (15-20 minutes per prospect):

For your first contact to earn a response, you need exactly 4 things researched:

1. COMPANY SNAPSHOT (3 min): What do they do, how big are they, are they growing or contracting? Check LinkedIn company page, Crunchbase if funded, their website's careers page (hiring = growing).
2. COMPETITIVE LANDSCAPE (5 min): Who are their top 2-3 competitors? What differentiates them? This is where 90% of salespeople stop, and it's where the magic starts. Knowing their competition means you can say something intelligent about their positioning.
3. PAIN SIGNALS (5 min): What's happening that creates urgency? New funding round? Leadership change? Product launch? Bad Glassdoor reviews about sales culture? A LinkedIn post from their CEO complaining about growth? These are buying signals, not just research points.
4. YOUR HYPOTHESIS (2 min): One sentence: "If I were advising this company, I would..." This is your Trust Flip. It proves you didn't just research them, you THOUGHT about them.

Total: 15-20 minutes. Not 2 hours. Not 30 seconds.

THE RULE: If you can't write one sentence about why THIS company should talk to you specifically (not your company, YOU), you haven't done enough research. If you're spending more than 20 minutes, you're procrastinating, not preparing.

This 15-minute investment converts at 5-10% reply rate versus the 0.5% most people get from generic templates. That's a 10-20x improvement for 15 minutes of work. The math is obvious..

Q & As



9. In cases where the contact likes you personally and the company but still won't buy, what questions should I ask them directly to uncover the real objection?

This is one of the most frustrating situations in sales, and it's also one of the most misunderstood. Let me give you the research first, then the practical questions.

THE RESEARCH: 2.5 million sales conversations and discovered something that changed how I think about selling: 56% of deals lost to "no decision" aren't lost because the prospect prefers the status quo. They're lost because the prospect is INDECISIVE. They want to buy. They like you. They see the value. But they're paralyzed by three specific fears:

1. VALUATION PROBLEM: "Am I choosing the right option?" (too many choices)
2. INFORMATION GAP: "Do I know enough to decide?" (fear of missing something)
3. OUTCOME UNCERTAINTY: "What if it doesn't work?" (fear of failure)

When someone likes you but won't buy, they're almost always stuck in one of these three.

THE QUESTIONS TO ASK DIRECTLY:

For Valuation Problem: "It sounds like you're weighing a few options. If you had to decide today with the information you have, which direction would you lean? What's the one thing that would make you confident in that choice?"

For Information Gap: "What would you need to see or know to feel 100% comfortable moving forward? Not 80%. 100%."

For Outcome Uncertainty: "Let me ask you honestly: is your hesitation about whether this is the right solution, or about whether ANY solution will actually deliver the results? Because those are two very different problems."

THE POWER QUESTION (use this one): "I can tell you see the value in this. So let me ask: what would need to be true for you to say yes today? Not what's stopping you, but what would need to be true?"

This question does something powerful. It flips from "what's your objection" (which triggers defensiveness) to "design the conditions for yes" (which triggers problem-solving).

KEY INSIGHT: When the contact likes you but won't buy, do NOT go back to selling harder. That's what 73% of average reps do according to Dixon's data. Instead, help them feel safe about the decision. Offer a smaller first step. Reduce scope. Add a guarantee. Make the "yes" smaller and less scary.

Remember: once purchase intent is established, the customer's primary concern shifts from "will I succeed?" to "will I fail?" Your job is to make failure feel impossible.

Q & As



10. Hi, I'm 21 and just starting out in sales as a Business Developer for a business center. If you had to give one piece of advice to someone at my stage to accelerate growth and stand out, what would it be?

First: you're 21 and already in business development. That's a head start most people don't get. The fact that you're asking this question at this stage tells me you're going to be fine.

If I had to give ONE piece of advice from 20 years in sales, it's this:

BECOME THE PERSON WHO DOES THE HOMEWORK NOBODY ELSE WILL DO.

At 21, you don't have a network. You don't have a brand. You don't have 20 years of war stories. That's fine. None of that is required.

What you CAN do right now, today, that 95% of experienced salespeople won't do:

Research every single prospect before you contact them. Not a Google search. A real 15-minute deep dive. Understand their business, their competition, their recent moves. Then open your message with an observation that proves you put in the work.

Why this works: In a world of spray-and-pray outbound (500 generic emails a week), the person who shows up with actual homework stands out immediately. You're 21. People will underestimate you. Use that. When a 21-year-old sends a message that demonstrates more insight about my business than the senior VP who pitched me last week, that's memorable. That's how you build a reputation fast.

SECOND PIECE (bonus because you asked nicely):

Learn to be comfortable with silence. In conversations, after you ask a question, stop talking. Count to 4 in your head. The person who fills the silence first loses leverage. At 21, you'll feel the urge to fill every gap with words. Resist it. The best sellers I've ever worked with, including the ones who outsold me, were the ones who knew when to shut up. "i am still learning this"

You have time, energy, and zero bad habits. That's an unfair advantage. Use it before the industry teaches you the wrong playbook.

Q & As



11. Thank you for sharing your thoughts. I have been trading for 16 years here, and I have found key events such as major holidays, the company's anniversary or the current event, allows you to make connect with them. You don't talk about each others business but to congratulate them, ask how they are and staff, share related stories which might be of interest to them. A super easy way to touch base, give helpful information and you're indicating still in the market.

Most people will tell you "do your homework." That's vague and useless. Here's a specific framework.

Spot on, you've discovered something that most salespeople never figure out: the best touchpoints aren't sales calls. They're human moments.

What you're describing IS signal-based selling, you just haven't labeled it that way yet. Let me reframe what you're doing through a system lens, because the difference between doing this occasionally (when you remember) and doing it systematically (every time, for every key account) is the difference between good instincts and a revenue engine.

THE SYSTEM VERSION OF WHAT YOU'RE DOING:

What you call "key events" I call Trust Signals. Holidays, anniversaries, current events, these are moments where a non-sales touchpoint builds the trust bank account. Every deposit you make in that account reduces the friction of your next sales conversation.

The framework comes from Chet Holmes' "Dream 100" strategy (Ultimate Sales Machine). The idea: identify your 100 most important accounts, then create systematic, ongoing touchpoints that have NOTHING to do with your product. The goal isn't to sell. The goal is to be impossible to forget.

HERE'S HOW I USED THIS IN ENTERPRISE SALES:

During holidays and milestones, I'd send small, unexpected, slightly humorous gifts with a note that tied back to the prospect's business challenge:

- A funky calculator with a note: "To help you calculate the ROI of finally fixing your customer experience. Happy Eid."
- A Rubik's cube with a note: "43 quintillion permutations to solve this. But only one obvious move for Arabic conversational AI."
- A sand timer with a note: "Every grain that falls is a lead your competitor just captured. The clock is ticking. Happy New Year."
- A mini magnifying glass with a note: "The best deals aren't found. They're detected. Ramadan Kareem."

The gifts are cheap (\$5-15). The notes are specific to their business. The timing is a holiday or milestone so it feels natural, not salesy.

YOUR NEXT LEVEL:

You're already doing the hard part (recognizing the opportunity). The upgrade is: systematize it. Build a calendar. Track every key account's important dates. Automate the reminders. Turn your instinct into a repeatable process. That's when 16 years of relationship wisdom becomes a scalable competitive advantage.

Q & As



12. Great webinar, very insightful. I'm curious: after guiding prospective clients through the decision phase and leading with both competence and warmth, how do you effectively follow up to bring the conversation back to the deal and close it, without risking disappointment or losing momentum? base, give helpful information and your indicating still in the market.

This is one of the most critical moments in any deal. But before the tactical framework, let me challenge the premise.

THE FOUNDATION MOST PEOPLE MISS (i struggled with this like everyone and everytime i face this situation, i back track it to wrong positioning at the start)

If you positioned correctly from the start, the close is not a separate "move." It's a natural progression. When you've anchored the price properly, demonstrated what it takes to solve their problem, and built trust through competence and warmth, asking for the business should feel like the next logical step, not a leap.

The problem most sellers face at this stage isn't "how do I close" but rather "I didn't position strongly enough earlier, and now I'm trying to manufacture urgency that should have been built in from the beginning."

So first: audit your positioning. Did you anchor the value before you revealed the price? Did you make the cost of inaction clear? Did you frame the investment in terms of what they GET, not what they PAY? If yes, the close is straightforward.

STEP 1: ASK FOR PERMISSION WITH CONFIDENCE

This is the bridge. Don't "circle back." Don't "check in." Instead, ask directly with confidence:

"Based on everything we've discussed, I believe this is the right fit. What would it take to get this across the line?"

Or: "You've seen the framework, you've seen the results. Help me understand, what needs to happen on your side to move forward?"

These questions do something critical: they transfer ownership of the next step to the prospect without pressure. You're not pushing. You're asking them to tell you the path to yes.

Q & As



12. CONTINUED

After you've asked that question, Matt Dixon's research (The JOLT Effect, 2.5M sales conversations analyzed) becomes your tactical playbook:

THE FOLLOW-UP FRAMEWORK (3 RULES):

RULE 1: NEVER "CHECK IN"

"Just checking in" and "circling back" kill more deals than any competitor. They signal you have nothing new to offer. Every follow-up must add value.

Instead try:

- "I came across [specific article/data/competitor move] relevant to what we discussed. Thought you should see it."
- "I was thinking about [their specific challenge] and had an idea to run by you."
- "One of our clients in [similar industry] just shared first 90-day results. Thought the numbers might help your internal case."

RULE 2: REDUCE THE SIZE OF THE NEXT STEP

If they're stalling, the "yes" feels too big. Make it smaller.

- Instead of "ready to sign?", try "would it make sense to do a 30-day pilot with just your top team?"
- Instead of "let's schedule implementation," try "what if we start with one use case and expand from there?"
- Instead of "when can you get budget approval?", try "who else needs to feel comfortable? I'm happy to run a 15-minute overview for them."

RULE 3: NAME THE ELEPHANT

From Chris Voss (negotiation): when momentum dies, name the fear directly.

"It seems like there might be some hesitation, and that's completely normal for a decision this significant. Is there something specific that would need to be different for you to feel confident?"

Or more directly: "Are you worried this might not deliver what we discussed?"

Naming the fear shows you're paying attention, removes the pressure of pretending everything is fine, and gives them permission to share the real blocker.

THE TIMING:

Follow up within 48 hours with a specific next step. Wait a week, momentum dies. Follow up daily, you're desperate. 48 hours, always with something new, never with "just checking in."

The goal of every follow-up isn't to close. It's to move one step forward. Stack enough steps and the close happens naturally.

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