

OUT WITH THE OLD SCHOOL: A MODERN APPROACH TO SELLING TO TODAY'S BUYER



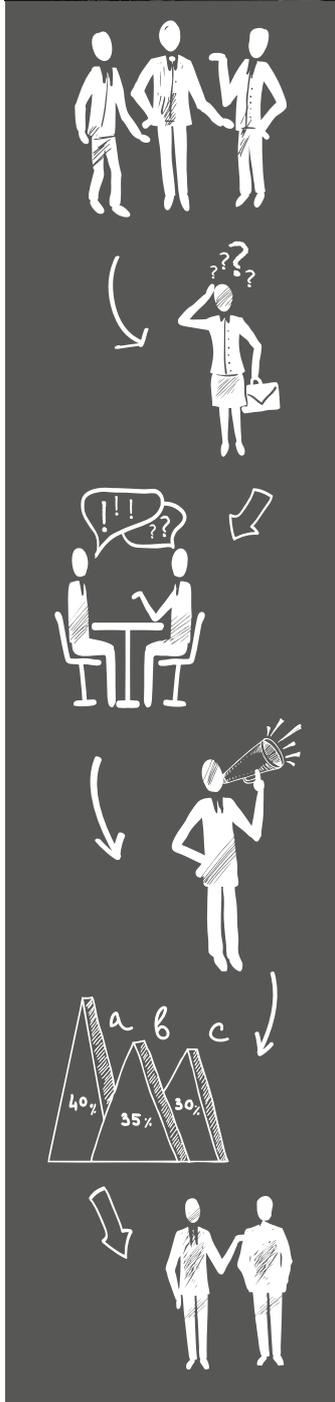
OLD SCHOOL

LOSES THE SALE



NEW SCHOOL

WINS THE SALE



RELIES ON RELATIONSHIP

With an average of 6.8 people involved in every buying decision (*), having a great relationship with a single contact is no longer enough to win the business. Ultimately, all stakeholders will need to be convinced that yours is the right solution

WINGS IT

Clients are busier than ever before and are inundated by sales people trying to get their attention. The days where salespeople could ask "Tell me about your company" are long gone, that is what a website is for. If the client realises you haven't put time into them then they won't put time into you.

DIAGNOSES NEEDS

Buyers are time poor and under pressure to drive results. All they are focused on is their needs, a long drawn out need find by a sales person offers no value whatsoever to the client. In fact, on a list of 42 factors that the strongest sales people exhibited "diagnosing needs" was 37th (+).

SHOUTS ABOUT FEATURES

Clients are inundated with different messages from different salespeople. On top of that, every message seems to sound the same - "We are the biggest, the best, the market-leader etc". Research shows that 86% of clients cannot see a significant enough difference between one option and another to pay a premium (*).

PROVIDES OPTIONS

The more choice that a client has, the harder it is for them to choose. The paradox of choice means that giving a client too many options can often lead to inaction.

USES CLOSING TRICKS

Using closing tactics to get a quick sale may work with your contact, but it is far less likely to work with so many people involved in the decision-making process

FOCUSES ON RESULTS

Today's buyer values a sales person's ability to help them achieve results over and above rapport or friendship. It makes sense. Your client can't convince other people in their business that they should buy from you just because you are a really great person.

PREPARES

Today's sales person has to demonstrate a strong understanding of the client's business to even get in the door. The client needs to see the value of the conversation, so the salesperson needs to be prepared to teach and share insights which connect personally with this client.

UNDERSTANDS AND EDUCATES

Buyers value a sales person's ability to educate them above all else. This could include teaching them about what has and hasn't worked for other businesses, keeping them up to date with industry trends or alerting them to challenges and threats.

TEACHES THE CLIENT HOW TO CHOOSE

The strongest salespeople focus on helping the client to choose in a certain way, before revealing that they are the only (or best-placed) solution to fit with these criteria. They teach the client what they need, before showing them why they are the only fit.

PROVIDES A RECOMMENDATION

Make it easy for the customer to buy by giving them a clear recommendation along with an explanation as to why this will achieve the results they and their company need.

COLLABORATES WITH CLIENT

The strongest salespeople collaborate with the client to build consensus throughout their organisation. If this collaboration is successful, then the order will follow.

