


Buyer/Seller Interactions
- Traditional -



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Salesperson's System


- Generate Interest/Probe for Needs (Qualify)
- "Value Based" Presentation
- Close
- Handle objections (and/or follow up)
- Re-close

Buyer's System

- Hold Cards Close to Vest (Cloud/Mislead)
- Obtain Information
- Keep Options Open (Compare)
- Delay (Hide)

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Want vs. Need



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How customers view your product/service impacts how they respond to your marketing and selling efforts...

	Want	Don't Want
Need		
Don't Need		

Where does your product or service USUALLY fit?

Want: Desire, crave or demand
Need: Necessary obligation arising from circumstance

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5 Levels of Selling



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Adapted from:
The Trusted Advisor
by David H. Maister

TRUSTED ADVISOR
Exposes/anticipates problems *the client was not aware of.*


PARTNER = RELATIONSHIP BASED
Both parties are committed to solve problems & work together.

CONSULTANT = NEEDS BASED
Client shares what they want, but don't have.

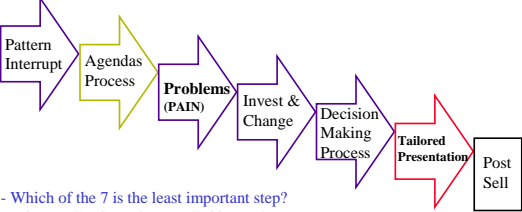
SOLUTION PROVIDER = SOLVES PROBLEMS
Client shares a specific need.

VENDOR = OFFERING-BASED SOLUTION
Features/Advantages/Benefits Approach

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Consultative Selling System



- Which of the 7 is the least important step?
- Why MUST Consultants sell this way?
- Where is the "close"?

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Undermining Beliefs in Consultative Selling

Each of the following beliefs are FALSE for consultants:

- "Build a better mousetrap and the world will beat a path to your door"
- "The Customer (or prospect) is King"
- "Give the Customer what they want!"
- "Everyone needs what I provide"
- "An educated consumer is our best customer"
- "The customer should decide"

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Great Consultants Rarely Provide What The Client Wants...

"Let's say you have \$1,000,000 tied up in your little company and suddenly your advertising isn't working and sales are going down. And everything depends on it. Your future depends on it, your family's future depends on it, other people's families depend on it . . . Now, what do you want from me? Fine writing? Or do you want to see the sales curve stop moving down and start moving up?"

Rosser Reeves - American advertising legend and inventor of the "Unique Selling Proposition")

Examples: _____

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Sales Template



Sales Template – An outline of sequential interactions required to 1) isolate & quantify problems 2) prescribe solutions 3) deliver promised results and 4) retain a long term client

How many interactions are required for each of these 4 steps?

What steps were followed in your most successful client engagements?
(hint: a good sales template often has 5-15 steps)

In which step did you quantify *and mutually agree* to the cost impact of their problem?

How quickly do you disclose this template to your clients and prospects?

Does your template differentiate you from your competitors?

If your template in your client's best interest to follow?

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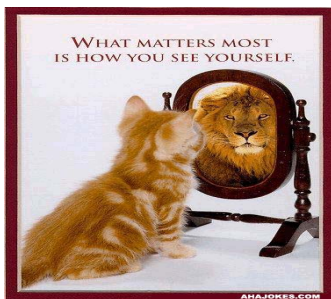
How Trusted Advisors Uncover Symptoms or Surface "Pain"



Feature/Benefit	Problem You Solve	Surface Symptom	Cost of Problem

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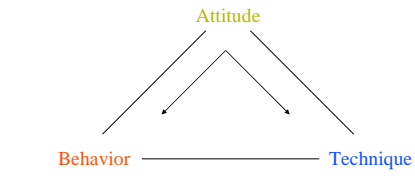
Concierge or Consultant?



"People perform in a manner consistent with their self concept"- David Sandler

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Traits of the Trusted Advisor



Undermining Attitudes:

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