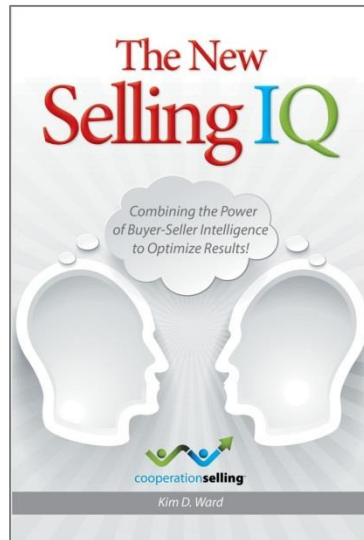


Radically Improve Your Sales Staff's "Win Rates"



Kim D. Ward



learningoutsourcegroup
sales & sales management training solutions

“Our Business Is Improving Yours”

Learning Outsource Group is an internationally recognized provider of learning solutions designed to support the business development strategy and initiatives of sales and customer-centric organizations.

Our Value Proposition



World Class Education & ROI Support



LEARNING OUTSOURCE GROUP

Partial Client List:



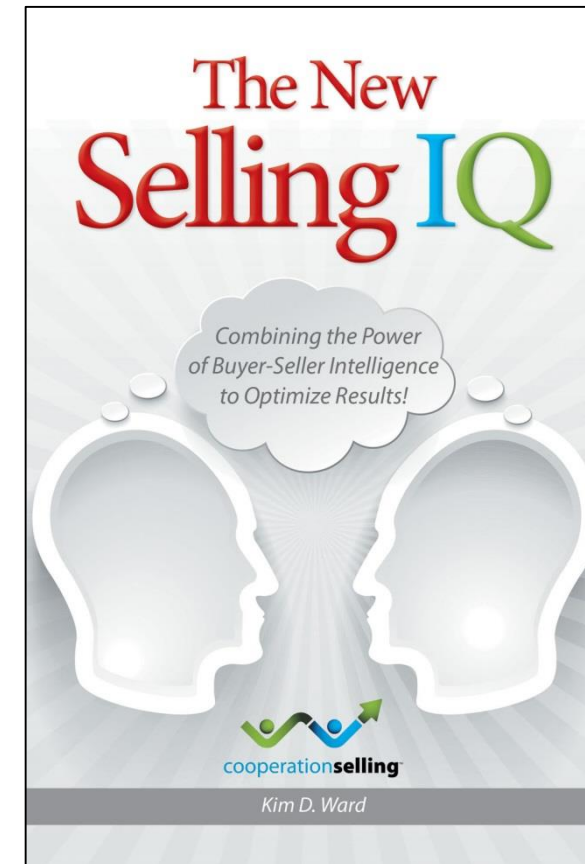


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cooperationselling****[™]

*Combining the Power of Buyer – Seller
Intelligence to Optimize Results!*



Selling Issues & Challenges



What are your current selling issues and challenges?

Gaining Trust

Service Issues

Competition

Identifying New Opportunities

Objections

Setting

Appointments

Budgets

Logistics

Questions

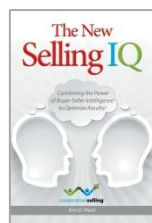
What Do Your Customers Want?

*What do you believe
customers want from a
seller / provider partner?*



What Customers Want From Sellers

- Understands Our Business
(Goals, challenges, opportunities, culture)
- Design The Right Applications
(Think well beyond product features, applications, equal value)
- Treat Me Fairly And I'm More Likely To Trust You
(A customer advocate inside their own vendor organization)
- Be Easily Accessible And Solve Our Problems
(Connected, available – diagnoses, prescribes, resolves issues – a solutions approach)
- Be Creative In Responding To Changing Needs
(Always in search of business / process improvements)



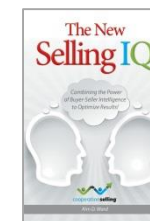
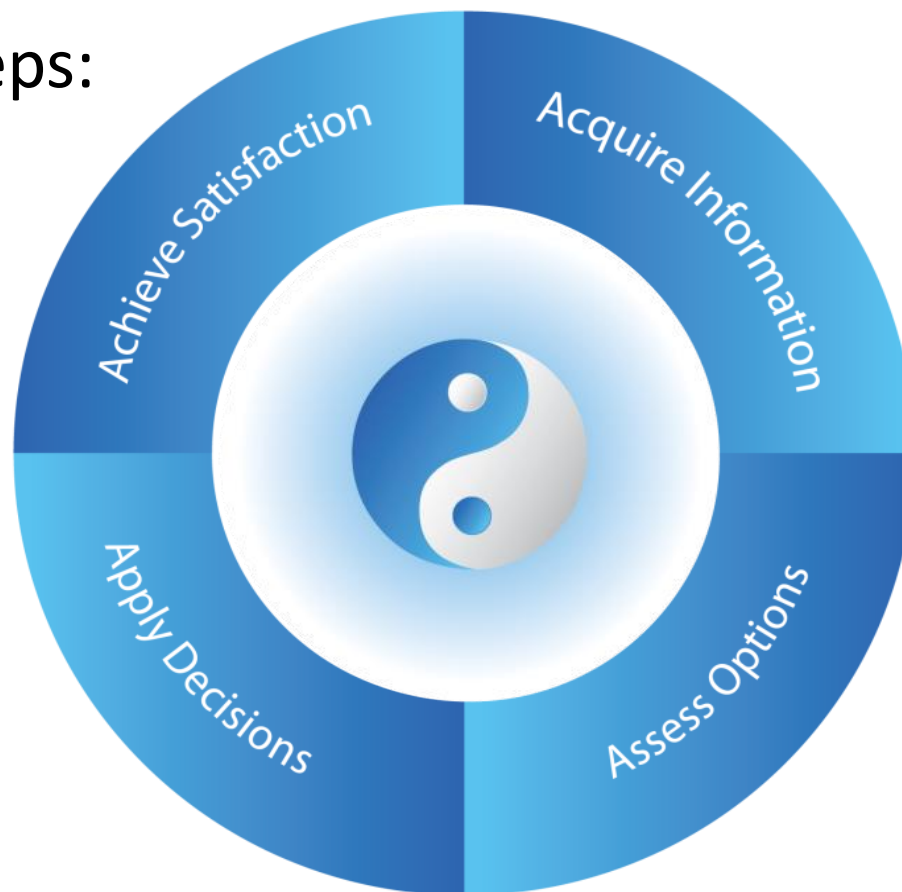
Page: 3-4



•Footnote: Chally World Class Sales Excellence Research

Selling Begins By Understanding Buying

Four Buying Decision Steps:



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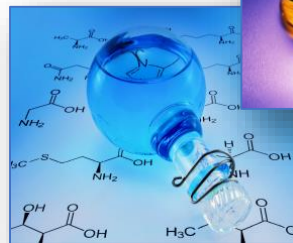
Research has shown that the customer is far more likely to award the business to the salesperson that has been through the whole decision process with them!

The Power And Purpose Of A Process



Art?

Selling? Is it...

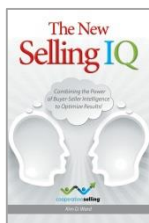


Science?

Both?

Selling Begins By Understanding Buying

Decision Influence Steps:



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Research has shown that the customer is far more likely to award the business to the salesperson that has been through the whole decision process with them!

Strategies For Improving Your Win Rates

Big Picture



Data



Strategies



Strategies:

- ✓ Decision Leveraging
- ✓ “Cause” Motivations
- ✓ The 3 C’s Approach
- ✓ Differentiation Statement
- ✓ Avoid Common Behavior
- ✓ DIScovery Questioning
- ✓ Power Of Three
- ✓ Decision Influence Groups



Decision Leveraging

BUYING DECISION STEPS

ACQUIRE INFORMATION

- Is making this decision important to me?
- Which sources of information do I trust?
- What could it cost me to make or not make this decision?

ASSESS OPTIONS

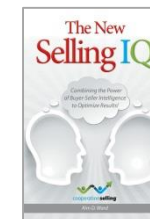
- How many possible decision choices are available and which one is best for me?
- What questions do I need answered before I can move forward with my decision?
- Do I still perceive enough value to proceed forward with my decision?

APPLY DECISIONS

- Am I still comfortable with my decision criteria?
- Have I considered all of the available decision options and chosen the one that is best for me?
- Do I still perceive enough value to move forward in making the decision?

ACHIEVE SATISFACTION

- Am I achieving the results I expected?
- Have my expectations changed?
- Will I continue to do business with the provide company?



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Buyer “Cause” Motivations

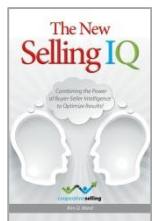
Every buying decision begins with a motivational **Cause** or reason for considering the decision.

If anyone is going to consider making a decision to do anything... it's because:

- ✓ Change is **Needed**
- ✓ Change is **Coming**
- ✓ Change is **Required**



The ‘Secret’ Competitor: Status Quo = No Change



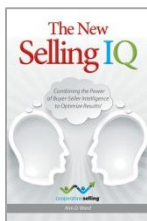
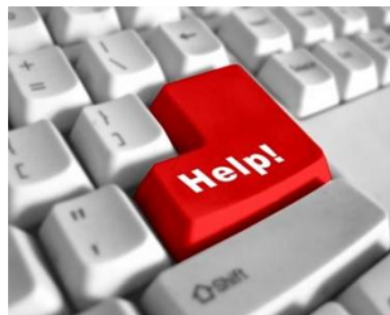
Buyer “Cause” Motivations

There are 3 Buyer ‘Cause’ Motivations:

Situation Repair – “Obvious Pain”

Explanation:

Something is not functioning or producing at a reasonable, effective level and must be repaired or replaced. If the decision maker does not take action then they may suffer painful consequences.



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Situation Improvement – “Opportunity Pain”

Explanation:

Nothing is broken. Everything is working fine. This pain is created because the decision maker realizes that there is an opportunity that may be or is being missed. This can be just as painful as “obvious” pain.



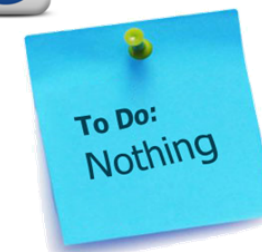
Situation Continuance – “Pain Avoidance”

Explanation:

Salespeople do not commonly consider this to be a motivation. It’s considered by customers as more of a logical or reasonable choice. The decision maker is satisfied with perpetuating their current condition and don’t perceive the value in considering a change or decision. The decision maker simply maintains the “Status Quo.”



Continue

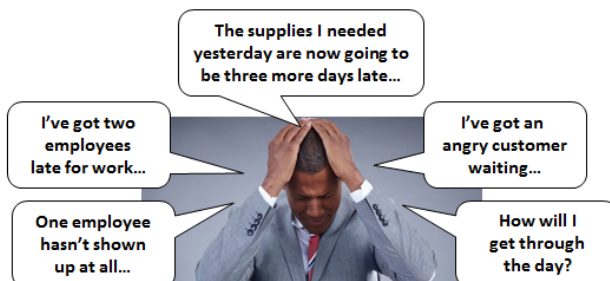


The 3 C's Prospecting Approach

The 3 C's of prospect approach are...
Courtesy, Cause and Commitment.

Courtesy – *Be courteous of their time.*

Customers are very busy at work. They have decisions to make, and work to accomplish every day... just like salespeople do.



Cause – *Provide decision or action motivation*

What might be a motivational 'cause' for them to engage with you?

Repair
Obvious Pain

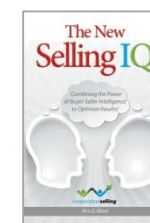


Improvement
Opportunity Pain



Commitment – *Ask for a decision or action*

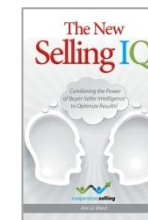
What action commitment would you like them to make?
(Continued conversation? A meeting?)



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Developing A Differentiation Statement

What do your customers truly want and need that you, your company and/or your solution do better than your competition?



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Avoid Common Selling Behaviors

Why do you think that happened?

*What
Occurred
&
When?*



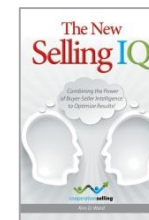
*What
might
happen if
you do...
nothing?*

What could those things cost?

DIScovery Questioning Method

In order to best help the customer determine decision criteria, priorities and value... consider using the “*DIScovery*” *Questioning Method*.

<i>DIScovery Questioning Method</i>		
D	Diagnose	Ask questions to help the customer more clearly understand the customer’s current condition.
I	Inform	Share your findings and insights with the customer to determine or confirm perceptions in common.
S	Suggest	Offer additional recommendations which will improve the customer’s condition and create the greatest value.
C	Confirm	Gain solution to criteria match up agreement while differentiating yourself, solution and company.



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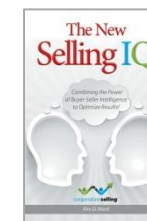
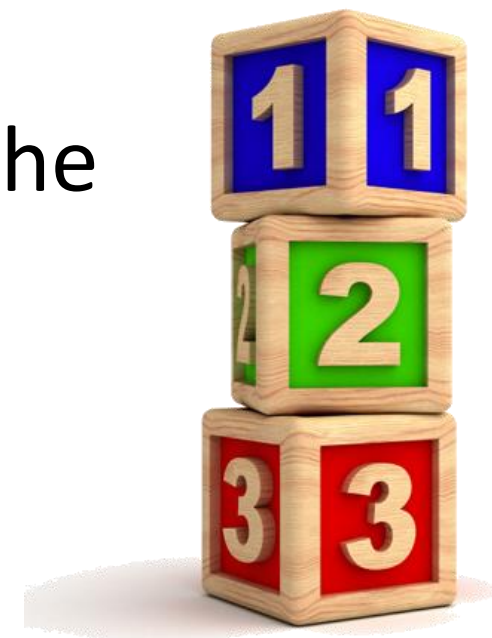
The Power Of Three!

Important!

Always try to uncover at least 3 ways to help the customer improve their condition

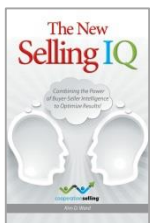
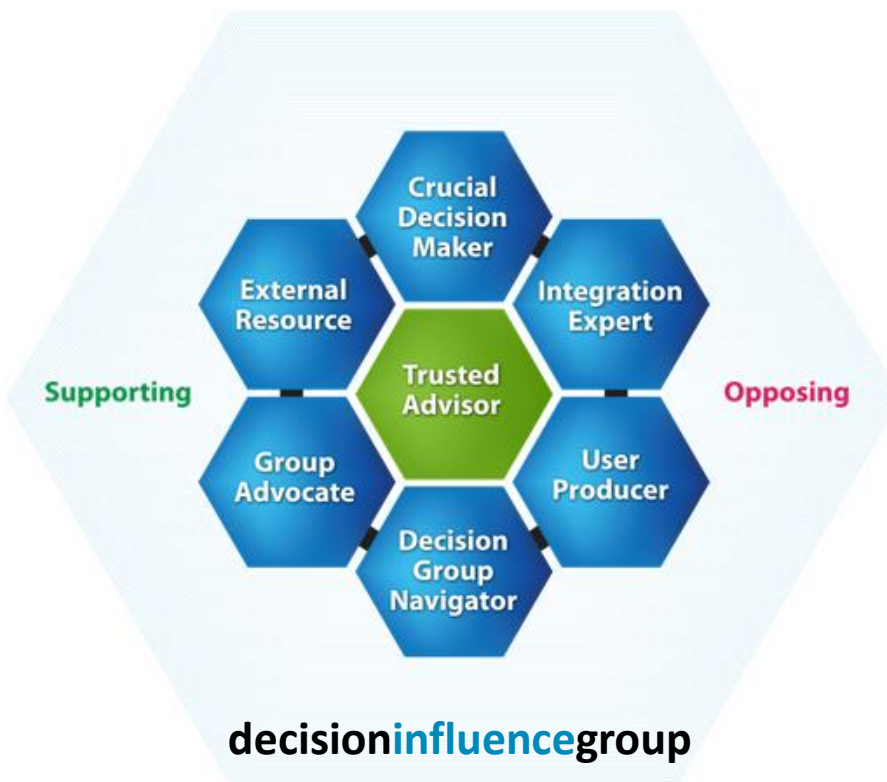
By doing so, you will create the following benefits:

- ✓ Increase the customer's perception of value
- ✓ Differentiate you and your solution
- ✓ Create competitive advantage
- ✓ Reduce customer resistance
- ✓ Show that you care about them



Navigating Decision Influence Groups

What is a Decision Influence Group?



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Definition:

A formal or informal collection of people who participate in a decision process. DIG members are most commonly engaged because of some assumed risk, delegated authority or for the purpose of limiting decision mistakes and improving decision satisfaction.

What percentage of the time do you think your selling professionals find behind the scenes influencers when selling? How well do they navigate?

'DIG' Deeper For Better Selling Results!



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