

“FUNDAMENTAL AND THE ART OF SELLING”

By: Nguyễn Sinh Mỹ, MBA (USA), M.sc (UK),
nguyensinhmy@gmail.com

OVERVIEW

- The number one thing that will ultimately determine your success day in and day out is right between your ears. It's your mindset.
- It's that very feat that drives us inward in our focus and that mindset causes the unintended consequence of distrust and disconnect with our customers.
- Number-one job of any sales profession is ultimately to solve the customer's problem
- Look for opportunities to present the facts, features, and benefits of our solutions before we've earned the right or the trust of the customer
- First step is adopting a servant's mindset. What can you do better understand the customer and their perspective?
- This process of serving, sharing, and then solving builds authentic trust up front and leaves the customer to a place where they genuinely want your help to solve their problem because they trust you.

MIND OF THE BUYER

- We know that people buy from they trust. They trust people they like and they like people that connect with.
- When a sales person launches into their presentation mode too early and not only bypasses the customer's mental trust process, it actually sends the brain into a place of skeptticism and judgement.
- Safety, connection, trust, understanding, opportunity, and credibility.
- Positively impact your customer, you must follow the path of connection to credibility.
- Can you quickly and genuinely create trust by connecting with your customer through mutual beliefs?
- Can you reinforce that trust through your understanding and empathy of their situation and/or issues?

IDENTIFYING POTENTIAL CUSTOMERS

- Who in the marketplace, is your product or service, most likely to help quickly and effectively solve a problem, and then work backwards from there
- An ideal customer could be described as a customer who values your product or service, a customer whom you can make a profit from.
- Start with the smallest market possible, if you identify a very focused group of potential customers that have the highest likely degree of success with your product or service, you will gain credibility faster and be able to expand your customer base.
- First, are they ready? Issue, do they have a problem that they need solved? Awareness, do they know they have a problem? Motivation, do they have a sense of urgency to solve their problem?
- Next up, are they willing? And this starts with timing, are they ready to solve the problem today? Are they researching? Are they currently looking for solutions to solve their problem?
- And finally, are they able? The first category here is money. Do they have budget to solve the problem? Next is authority, do they have permission or approval or the decision making.

UNDERSTAND YOUR CUSTOMER'S ISSUES

- Key is to understand the customer's issues through their lens, not yours.
- First I is to uncover the issue. If there's more than one issue, it's very important to help the customer prioritize them, that way you can address the most urgent issues.
- Second I to identify is the impact the issue is having on the customer. This is where you will quantify the problem, if you fail to quantify the problem, then the customer won't have a relative comparison to value when you reveal the price of your solution.
- Third I is invasiveness. This is really a subset of impact, but reaches across the customer's organization and look for the broader impact the issue may have.
- Final I is iceberg. This is the giant barrier that have prevented the customer from solving the problem prior to your meeting. Generally speaking, icebergs tend to be knowledge, time, and or budget or money.
- Addressing this area, you will reveal any potential objections the customer may have as to what will prevent them from moving forward with your solution.

BARRIERS TO CHANGE

- Can you think of something that you've recently changed, satellite provider, cell phone carrier, insurance?
- Change is hard for the vast majority of human beings isn't it? Getting your customer to change is equally as hard.
- Step one is does your customer have the awareness that they need to change, or even that other options are available?
- Next step, step two is how motivated are they to make the change, is there enough pain, etcetera? Change seldom occurs until the pain of staying the same exceeds the pain of change let that one sink in.
- Step three, how easily can they implement the change? If you have a great product or service, but your lead times are six months out, you've made it much more difficult for me to change to your product.
- In summary, it's really about your ability to help negative your customer through the awareness, plus motivation, plus ability equation, all while keeping in the mind the five subconscious potential barriers to change.

PRODUCT VS. SOLUTION

- Products and services are simply the vehicles that delivers the solution.
- A product, simply defined, is an article or substance that's manufactured or refined for sale.
- A solution is defined as a means of solving a problem or dealing with a difficult situation.
- People buy solutions, not products.
- Communicate the facts and the features and the figures and opinions around they physical characteristics of their products, rather than the process of arriving at a positive solution for the customer.
- Take a moment and make a list of all the solutions your product or service solves.

BREAKING DOWN THE -DNA- OF YOUR SOLUTION

- It's our features that are the obvious initial characteristics that allow us to tell one person from the next.
- In certain circumstances, the benefits of those features may allow for one person to have an advantage over another.
- But great salespeople, they know all the details of their customer's problem they are solving and can relate the benefit of the features of their product, plus the resulting feeling the customer gets having used your solution to solve it.
- Do this while at the same time creating differentiating space from their competition by ensuring the advantage they possess over the competitor comes through loud and clear.
- Make a list of the top five problems that your customers tend to have. Make them problems that your product or service can solve
- If you can successfully do this across the board, it will be extremely easy for your customer to see you as the obvious choice for their solution.

PROOF OF YOUR SOLUTION

- Need for proof that a product or service actually does what it says it does is rooted deep in our brain's subconscious mechanisms that drive self-preservation.
- Proof that a product or solution works helps us minimize that risk.
- First proof source is that of the expert. Depending on the sophistication of your product or solution, an expert can really elevate the credibility of your solution in the eyes of your potential customers
- Celebrity endorsements are quite powerful, particularly in the direct-to-consumer space.
- Next up, we have the user proof source. Regardless of the product or service, when you can demonstrate credibility through the eyes of the end user you generate significant momentum and influence on new customers.
- Fourth proof source at our disposal is the wisdom of the crowd, this proof source is like the user proof source is like the user proof source, but supercharged.

ABILITY TO IMPLEMENT

- First, that the solution will deliver what you promised. That it'll actually solve the problem.
- Second, that you can implement is effectively and on the agree upon time frame.
- Third, that there's continuity of customer service throughout the relationship.
- First, create a system by which someone on the sales team is the quarterback of the account.
- Second thing you can do is to cross train your delivery team on both customer service and sales. Then you can cross train your sales team on delivery and customer service, and finally cross train your customer service team on sales and delivery.
- Finally, have a system of customer satisfaction meetings and surveys that happen on a regular basis.

VALUE OF AN EFFECTIVE SALES PROCESS

- Humans, we actually like routine. The familiarity is actually a stress reducer.
- Actual definition of process is: a series of actions or steps taken in order to achieve a particular end.
- First reason is that it helps create a consistent voice to the customer base
- Second reason is consistency of results. Every great sales process should create great results.
- Third reason is really, no one has arrived as the perfect salesperson.
- When you think of elements of your sales process today, what do you think is working well? What do you think needs to be improved?

ELEMENTS OF AN EFFECTIVE SALES PROCESS

- Sales has a series of activities that takes place prior to the sales call, then the sales call, and then a series of activities that happen after the sales call.
- First is the presales activity, which falls into two subcategories planning and preparation.
- Next stage is the customer-engagement stage, this is where the planning and preparation get demonstrated at game time.
- Finally in stage three, postsales activities is where close the loop on the process.
- In this stage, we do things like solution implementation customer service and support, gather customer feedback and get the feedback from our manager or coach on what went well, and how we improve the next call.
- Reality is, this stage is critical to your long term customer loyalty and results in significant increases in cross selling opportunities.

HOW TO DEVELOP YOUR OWN SALES PROCESS

- Now you get to take those elements and design a sales process that works for you.
- We will build this process around the three stages, presales activities, customer engagement, and postsales activities.
- Make a list of things that you need to know about your prospect, details like title, industry, current solution provider, maybe buying cycle, how did they engage with you, did you cold call them, or maybe they contacted you in some other way.
- How well do you know the details of your solution, and how it actually solves a problem? What do you still need to know? Who can you reach out in your company in order to understand it better? How well do you know your competition? Make a list comparing and contrasting your solution with theirs.
- Now, move into the preparation phase.
- Practice your call with a coach or peer, then review it again on your own visuallizing the scenarios.

THANK-YOU