

Effective Selling Skills and Strategies

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*Based on
„Solution selling: Creating Buyers in Difficult Selling Markets“
by Michael T. Bosworth*

Most people love to *buy* but hate to feel "sold"

- ◆ Feeling "sold" => you have lost control
 - *been taken advantage of, coerced, or manipulated*
- ◆ „You are guilty until proven innocent“
 - *Salespeople are guilty by association of all the sins that other salespeople have committed on their buyer.*

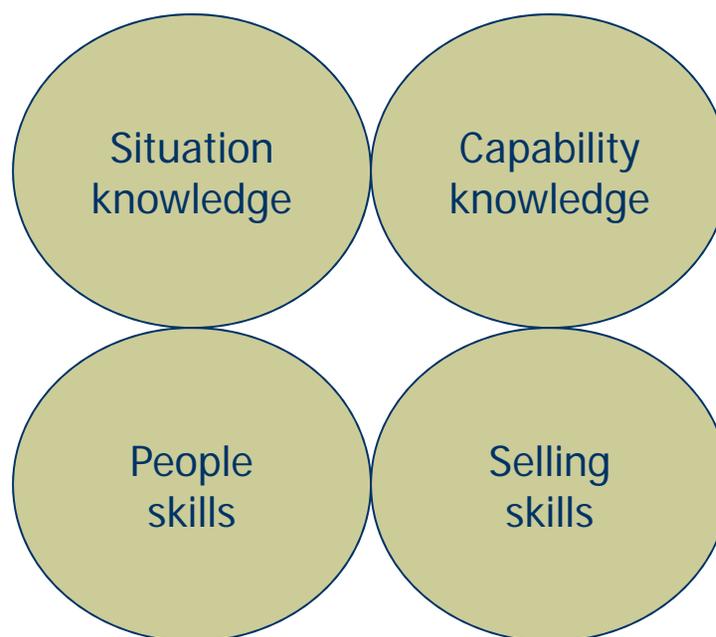
Most people love to *buy* but hate to feel "sold"

- ◆ We face buyers who have been abused by almost every smooth-tongued scheme, intrigue, conspiracy, price manipulation, connivance⁽¹⁾, contrivance⁽²⁾, deceit⁽³⁾, deception⁽⁴⁾, dishonesty, fraud, lie, double-handed machination, maneuver, ruse⁽⁵⁾, ploy, finagle⁽⁶⁾, sleight-of-hand, trick, and trap known and practiced in the marketplace

(1) involvement, participation
(2) set-up, machination
(3) dishonesty, trickery
(4) trick, fraud
(5) scam
(6) wangle, engineer, persuade

Buyers are suspicious

- ◆ Buyers carry psychological baggage left over from previous encounters with sellers. Plan on that!



Situational Fluency

Knowledge of

- ... how the buyer operates (with or without the product/service)
- ... what specific product/service in the offering ***match situationally*** with the buyer

Capability Knowledge

- ◆ A „situation“ is when a specific person in a specific function needs a specific *capability* at a specific point in time.
- ◆ Need for an ability to *integrate* their capability knowledge with their knowledge of the buyer's situation(s).

People Skills

- ◆ People buy from people
- ◆ Sincerity → Competence → Trust
- ◆ **Empowerment**: help buyers feel in control of their buying
- ◆ People buy from people who can create **vision** for them

Selling Skills

- ◆ „Solution“ is equivalent to the buyer’s vision.
- ◆ Completing a sale is about moving the buyer to ***visualize future satisfaction*** with the ***bias*** of our product or service in mind.
- ◆ ***Action vision***
 - ***who*** (the buyer) will be taking ***what*** action (specific), ***when*** in time (triggering event) via the seller’s capability
- ◆ **Take action!** 😊

Levels of Buyer Need

- ◆ Latent pain → Pain → Vision
- ◆ Latent need
 - Ignorance (unaware a better way exists)
 - Rationalization (tried to solve the problem before and was unsuccessful)
- ◆ The challenge: get the „*mindshare*“
 - Buyers have 5 to 9 „slots“ in their foreground
- ◆ If pain (need) exists the seller can create the vision
- ◆ The problem of the *alignement*

Faces of Pain

- ◆ The main problem: salespeople fail to align themselves with their buyers.
- ◆ **We are working from the buyer's point of view!**

Three Levels of Need

#1 Latent needs to latent pain

- Only the seller sees the need
- Buyer's *ignorance* or *rationalization*
- Premature elaboration
 - „You need a way to ..., don't you?“

Three Levels of Need

#2 Pain or „Active need“

- The buyer is *uncomfortable*: recognizes a need or pain but does not know how to solve it
- The buyer is looking for a solution *if* he thinks a solution is possible
- ~~Action before~~ the buyer shares the Vision ☹
 - The seller must get the buyer to admit pain to him *personally*

Three Levels of Need

#2 Pain or „Active need“ – cont'd

- The challenge: get the „*mindshare*“
 - Buyers have 5 to 9 „slots“ in their foreground
- Give the buyer a reason to pay attention
- The difference between a latent need and pain is *hope*

Three Levels of Need

#3 Vision of a Solution

- Vision processing
 - Take the buyer from his vision back to the point of original pain or discomfort, and then ...
 - reconfirm the vision *before* your product or service comes out

Three Levels of Need

#3 Vision of a Solution – cont'd

- Take the time to diagnose
 - People want to buy from people (!), who ...
 - ◆ validate them
 - ◆ understand their business
 - ◆ see the world through their eyes
 - ◆ share their vision
 - ◆ Em
- Qualified buyer: buyer and seller must participate together in the vision of a solution

Feature vs. Advantage vs. Benefit

- ◆ **Feature**

This (paper) coffee cup has a handle ...

- ◆ **Advantage**

... that will prevent your fingers from burning ...

- ◆ **Benefit**

... which you said you wanted to avoid.

Feature Statement

- ◆ Sellers love feature statements ...
... because it is so straightforward, so easy.
- ◆ Sellers assume ...
... everybody wants a handle.
- ◆ Sellers assume* ...
... everyone understands how they could use the feature.

Feature statements invite buyer objections! ☹

* Used and promoted extensively by marketing and advertising people

Advantage Statement

- ◆ Advantage statements address assumed (undeveloped) needs.
- ◆ Advantage statements are attempts to explain **how** the product can help the buyer
- ◆ „**because of ... you can ...**”
 - In **whose** opinion?
 - If the buyer doesn't see it in that way, it doesn't matter how **right** the seller is!
- ◆ Assumptions can get you in trouble! ☹

Benefit Statement

- ◆ Vision of a solution required: create it or re-engineer it!
- ◆ Purpose of the benefit statement: confirm to the buyer, that the seller believes he can fulfill the vision
- ◆ The benefit statement should be aligned with the buying cycle
- ◆ Use the product/service to ***prove!***
- ◆ Salesmen like to make presentations ☹️
- ◆ Successful salesmen have ***conversations***

Three Levels of Need

#1 Latent need / pain



Reference Story

#2 Pain or „active need“



9-Block Vision Processing Model

#3 Vision of a Solution

Diagnose Before You Prescribe

- ◆ ~~“You need ...”~~
- ◆ People are impatient
 - Once a seller knows something, it's hard for her to have empathy for those buyers who do not know what she knows
- ◆ The problem of premature elaboration
- ◆ Buying is personal and it demands a personal relationship.

Power Buys from Power

- ◆ (Professional) buyers prefer to buy from salespeople who have the most „command over their company resurces”
 - „What can go wrong here?”
- ◆ Power is two-way street!
 - „What she means by that is ...” ☹
- ◆ Words can reduce the sellers power
 - *maybe, possible, perhaps, we might be able to*

Phases of Buying

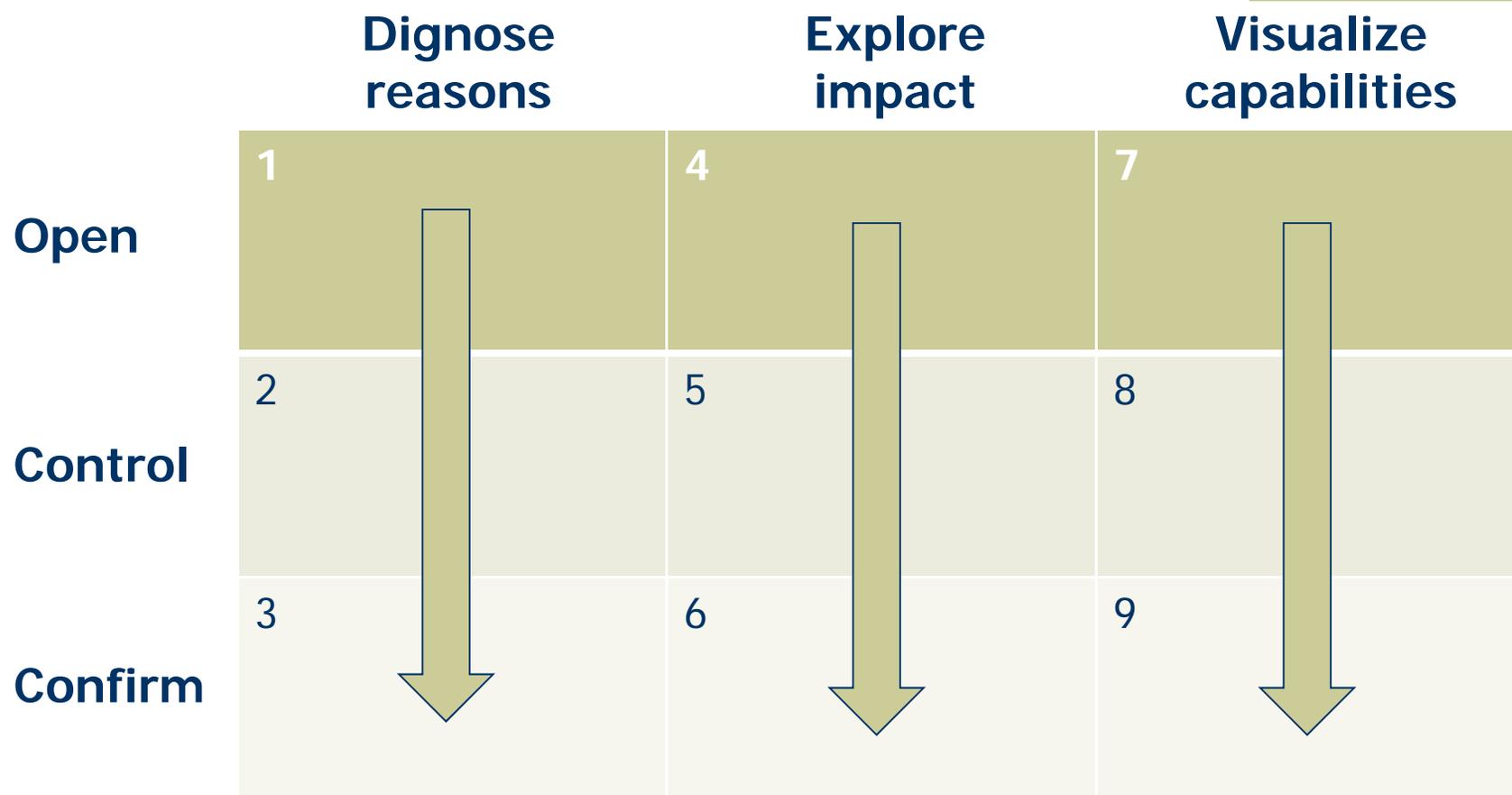
Phase I: Define needs

Phase II: Evaluate alternatives

Phase III: Risk evaluation and action

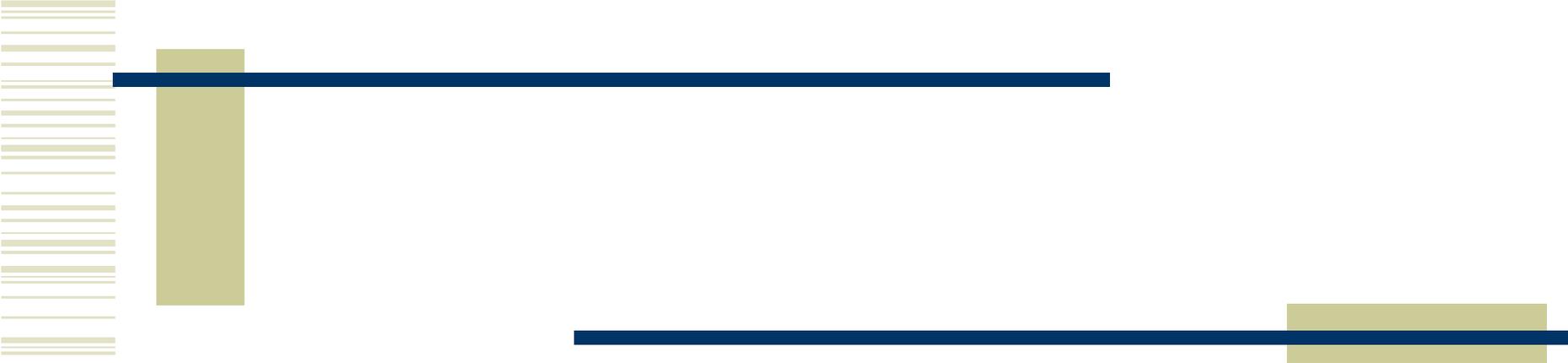
- ◆ Make yourself equal before you make yourself different!
 - Vision reengineering
- ◆ Don't close before it is closeable!
 - If you are the one helping them buy, they will buy from you.

Vision processing



Participate in the Buyer's Vision

	Dignose reasons	Explore impact	Visualize capabilities
Open	Tell me about it, what is causing you to have this ... (<i>repeat pain</i>)?	Besides yourself, who else is impacted by this (<i>repeat pain</i>) and how they are impacted?	What is going to take for you to solve this (<i>repeat pain</i>)? Could I try a few ideas on you?
Control	Is it because?	Is this (<i>repeat pain</i>) also causing ...? If so, wouldn't (<i>Mr./Ms.</i>) be concerned?	What if there were a way for you /your people to ..., would that help? What if you were also able to ...?
Confirm	So, the reasons for your (<i>repeat pain</i>) are ...?	From what I have just heard (<i>repeat the who and how</i>), this isn't just your problem, but a ... problem?	From what I just heard, if you had the ability to ... (<i>repeat capabilities</i>) could you solve (<i>repeat pain</i>)?



Thank you for your attention!