

# Sales Mastery® 'Lead the Pack'

## Sales Newsletter



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Travel is a way of life for wolves. They must keep moving to find food. Dawn and dusk are the preferred times of the day for hunting. Salespeople can learn from the wolf. Knowing is not enough, you must take action.

### Provider of 'stuff' or a problem solver?

There is an old saying in sales that goes something like this: "People don't buy green boots to wear green boots: They buy green boots to have dry feet." Your job as top salesperson is to identify the problems each customer wants to solve—then, and only then, provide the proof of how your products or services are a match and solution to the problem or situation.

There is a wide gap between getting someone to say yes and solving his or her problem. Problem solving is a two-sided transaction and is accomplished through understanding. Selling used to be about making a sale. Now it's about retaining the customer. Problem solving is most effective when there's a lot of conversation. This includes extensive probing on your part for customer needs, issues and consequences, then listening attentively to responses and discussion of potential solutions. Closing is not about getting a yes. It is about getting to an end point or decision regarding the match of your solution to their problem.

Creating real value means understanding your customer's situation as well or better than they do. That requires two-way communication—not the most effective presentation. Ask. Listen. If price is really the only issue, why do they need us? They don't. If your prospect is really a commodity buyer, get out of their way, and prospect for the "value" buyers. Those who need and appreciate problem solving skills and expertise you can bring to the situation.

When prospects seem overly concerned with the price of your product or service, they are telling you that you have failed to differentiate your offering from others. Consider your understanding of their needs, positioning, your differentiation, competitive advantages, and unique and precise solutions for their issues.

Great salespeople, first and foremost, have:

- Unwavering desire to succeed—a **passion** for success
- The ability to engage others, and **find new business**
- Skill in assessing and **qualifying** the opportunity
- A sense of **curiosity** and desire to learn more
- A **skepticism**, that requires evidence and proof
- High **self-concept** and a strong ego
- Confidence to **walk away**
- **Courage**—to explore, fail and get answers

### UPCOMING EVENTS

Please contact us to register.

**303.462.1277**

[www.LeadershipConnections.com](http://www.LeadershipConnections.com)  
[info@LeadershipConnections.com](mailto:info@LeadershipConnections.com)

#### Sales Mastery® 'Lead the Pack' SALES TRAINING

Every Tuesday | 8:30 AM—10:30 AM

#### SALES MANAGERS' WORKSHOP: Building High Performance Teams Part I

May 13, 2009 | 1:30 PM—4:30 PM

Hiring is one, if not the most difficult decision for owners and managers. Leading and managing is getting things done through others. Studies suggest the wrong "hire" impact is 3-5 times the annual compensation of the position. Great managers and great leaders know how to "see" the real candidate and choose the best candidate based on competencies, not just on a "feels right" decision.

#### SALES MASTERY TRAINING WITH COACHING & ACCOUNTABILITY

##### Ongoing sessions available

Our accountability coaches are experts in training, encouraging, and assisting sales personnel to stay focused and improve performance while achieving sales goals.

**Telling is not coaching.** Our team members know how to coach, inspire, train skills and hold sellers to a plan and develop personal accountability.

Call 303.462.1277 for details!

**LEADERSHIP  
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# Deciding Where to Sit

You enter a room to attend a meeting. Two seats are empty. One would put you on the same side of the table as your opponents and your boss. The other would put you across from them. Which do you head for? *Suggestions:*



**Think Opposite.** The power positions are opposite your competition or chief decision maker. Don't sit on the same side of the table or next to someone you want to influence. *Reasons:* You can't make appropriate eye contact. You also nullify the benefit of facial and hand gestures. It doesn't matter if the table is square, rectangular, oval, or round. Sit opposite.

**Consider table "weight."** If there's too much contention on one side of the table—you and your opponent—table weight is unbalanced. The meeting leader may silence your side of the table just to get the other side involved. In addition, you may lose some opportunities to press your points.

Read Garry's Article  
in the...

DENVER  
**BUSINESS JOURNAL**

## Be Clear When Selling Your Consulting Services

If you sell consulting services, you may be part of the majority that agrees selling intangibles (or services) can be more difficult than selling tangible items. There are three major challenges in selling services.

**Visit our website to find how to overcome the three major challenges in selling services.**

[http://www.leadershipconnections.com/Newsletters\\_and\\_Articles2.html](http://www.leadershipconnections.com/Newsletters_and_Articles2.html)

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