



Winning The Complex Sale

Are you prepared to do something quite special?

In the words of All Black coach, Steve Hansen, *'Winning is the result of how you prepare and if we prepare well we give ourselves a big opportunity of doing something quite special'*.

The better prepared you are the more likely you are to go in at half time 20 points up.

Like everyone else, on many occasions I have arrived at a meeting unprepared, usually because I had run out of time. The outcome of the meeting was invariably less than it could or should have been. How often do we come out of the sales meeting 20 points down?

Inadequate preparation is probably the biggest mistake sales people make.

There are three reasons why we should prepare:

1. It improves the quality of the engagement with the customer.
2. It raises our confidence.
3. It demonstrates that we are customer focused, organised and efficient. This is essential for our credibility.

What should we do to prepare?

Gain knowledge of the customer, their business, what impacts on the success of the business, their markets, and their customers. What can you find out about the person you are meeting with? The more you know, the more you will be able to achieve the 3 points above. Use the information to establish your credibility and to develop your customer focused meeting strategy. Note that learning your products is not included in preparation – it goes without saying. Customers expect you to know your own business, but what really makes a difference is when you know their business and have an informed opinion on the issues they face.

Where do we get this information from?

Sources of information will include company websites, press releases, annual reports, industry associations, your industry network and existing contacts within the organisation.

A few tips for your preparation:

When making a phone call, have your voice message prepared in case you need to leave one. (There is nothing worse than listening to a rambling, stuttering voice message)

When meeting someone for the first time, be prepared to get down to business straight away, explaining the purpose of the meeting, and the customer focused desired outcome. Many senior managers do not allow you rapport building time.

When making a presentation find out beforehand who will be at the presentation.

Interview them first, to get their perspective on the issues. Make sure this is covered in your presentation. Prepare supporting materials related to these perspectives and issues.

A final thought on this from Joe Paterno, the legendary American Football Coach who said.

'The will to win is important, but the will to prepare is vital'.

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Paul Newsom helps professional sales people to develop into top performers who can compete and win in a complex sale. Paul shares his experience of 20 years in professional sales to help sales people to differentiate by the way they sell. He provides one on one coaching, facilitates workshops and training for sales teams, and works alongside clients to develop a strategic approach to win large complex projects.

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