



# Business Munch

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Developing great sales professionals who can compete and win

## Food for thought from Sales Partners

*Keeping in touch!*

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**Do your proposals give the reader a compelling reason to buy? Or do they look the same as your competitors?**

**Call us for a no obligation review of your proposal style and content**

Hi and welcome to the Business Munch where we aim to stimulate your thoughts on how you sell.

To Munch on this month:

**Starter: Where is all the great sales talent?**

**Main Course: When 'do nothing' is your biggest competitor**

**Dessert: The one piece of advice you can't generate leads without**

### Starter

#### Where is all the great sales talent?

It's a question many sales managers are asking.

To find some of the answers to this question, then come along to a seminar in Wellington on 23<sup>rd</sup> October.

The seminar is presented by Richard Liew, Director of Rev Ltd, and hosted by the NZIM Central.

Among the topics Richard will explore are:

- Why predicting which sales people will succeed before you hire them is so difficult.
- The key criteria businesses should be looking for when recruiting sales staff.

Click [here](#) to find out more and for registration details.

## Main Course

### When 'do nothing' is your biggest competitor

I was working on a hot prospect last month. The meetings went well, and the proposal was submitted in the knowledge it described a solution which met the clients needs and decision criteria. I was looking forward to starting work on the project. We had no competition, and just had to wait for the order. I'm still waiting!

Isn't it frustrating when clients decide not to buy? All your hard work, time and resources spent for nothing.

What proportion of opportunities in your pipeline end with the customer 'doing nothing'? They keep doing what they have always done, or defer to a later date. If this is your situation then take heart, you are not alone. It is one of the biggest hazards in sales (particularly for those who still play sales as a numbers game).

'Do nothing' is always an alternative for every buyer. And there are plenty of prospects out there who suck up our time and energy but are never going to buy. I often refer to the need to disqualify rather than qualify opportunities. If there is good reason why a prospect might not buy, then you are best to fix it before you try to proceed. Robust qualifying will help weed out these poor quality opportunities.

If it is clear to you that keeping the status quo is more compelling than any of the other alternatives in front of the prospect, then why go to the time and effort of developing and writing proposals hoping that you will entice someone to buy? You should be working on higher quality prospects.

So if you are thinking 'I'm not sure if this client is really interested', then rather than proceeding in the hope you will persuade them to buy, you should be asking a question.

***"I wonder under what circumstances deferring any action, or continuing with what you have now will be an option?"***

In complex sales this type of question goes against the outdated traditional rules of benefit selling and using your powers of persuasion to convince someone to buy. It will help build trust, and demonstrate that you are trying to the client make a good decision, rather than just trying to sell them something.

However if you can see that the solution is compelling, but the client doesn't yet realise it, then it is your job to help the client to understand this. Do it well, and a sale will be the outcome.

When you figure out that you are in front of a 'do nothing' prospect, it may be appropriate to submit a short formal response outlining your agreement that status quo is the best option at this time. Point out that should the situation change, you recommend that you jointly reconsider the alternatives again. Then keep in contact as tomorrow you may uncover the compelling reason to buy.

You will never eliminate the 'do nothing' buyers. But if you weed out as many as you can early on, your sales will increase as you spend your time with the people who will do something.

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**Key accounts  
under threat?**

**Call us to discuss  
your key account  
strategy**

## Dessert

### The one piece of advice you can't generate leads without

From 10 experts on B2B lead generation

In July, we offered 'The one piece of advice you can't sell without'. This month, we offer advice on lead generation.

In this **complimentary** e-book, 10 industry experts were asked to give one piece of advice on lead generation. They answered the question independently, and they all address different but equally important aspects of generating leads.

Read it here: [The one piece of advice](#)

There is rarely a day that goes by that I don't read a chapter from a business book. This will take you 15 minutes to read. Do it. One idea may make a big difference.

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### A Parting Thought ..... (on reading)

*Outside of a dog, a book is a mans best friend. Of course, inside of a dog, it's too dark to read.*

Groucho Marx

**Have Fun!**

.....**Paul**

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