



Winning The Complex Sale

Establish Relevancy - The key to opening board room doors.

To gain access to senior people in organisations, you need to do this by establishing relevancy with the key issues they face in their business.

I asked a Managing Director recently how many calls from sales people he received – ‘not many’ was his reply. ‘And what would make you listen and talk to those who do call you’ I asked. The answer he gave was ‘if it is relevant to the issues I have in my business’.

Establishing relevancy goes a long way to answering the questions that go through the mind of the person you are calling:

Does this person sound professional?

Why are they calling me?

Is it worth my while talking to them?

Calling the owner of a business prospect and launching into describing your product, how good it is, and why he must see it is likely to result in a wasted call, resulting in no appointment. Or maybe you will get the standard response of ‘send me some information’ from which nothing further happens. Let’s face it, many sales people still do very little to establish relevancy, but launch into a scripted patter on their product or service, without knowing anything about the circumstances, or whether the product or service will be of any value to the person they are calling.

This ‘about me’ approach usually arises from most of the preparation being based upon what you want out of the call, which is then at the forefront of your mind. You can begin to change this by thinking about what the prospect will get out of the call.

So, how do you do establish relevancy? By establishing relevancy we mean connecting the issue that the customer faces in their business to the value of the solution that you provide. You will understand the issue they face in their business by doing research and preparation first. What is their strategy, what is impacting on the success of the business, how do they differentiate from their competition? Ask yourself, how is this company doing things today in the absence of your product or service? Do your homework!

In your opening you can then establish your credibility as someone who is knowledgeable about their customers business.

So if your solution overcomes production capacity issues, rather than starting with ‘I’d like to tell you about our system for getting an extra 10% production...’,

A more credible opening would begin:

‘From my experience within your industry, production is limited by the capacity of the xyz. I’d like to spend a few minutes getting your view on this issue....Is this a good time to talk?’

This style of opening will answer the questions on the mind of the person you are calling and establish that all important relevancy that is essential at the start of the conversation to establish your credibility.

True credibility is achieved by what you know about a customer and their business, not what you know about your own business and products.

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Sales Partners International partner with businesses who have complexity in selling their product or service to develop a sales strategy. Using a Business Development system called Diagnostic Skills, they then implement a system through training, coaching and consulting for the business to differentiate from their competition and win by the way they sell.

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