

Case: Getting a New Customer to Use Your Product

You have been trying to break into one prospect in particular that you have targeted as a good fit and a potentially large account. Your main contact has been one of their R&D engineers. He is open to discussions with you, but claims he's not the final decision maker. He just likes to discuss technical issues with your technical colleagues. However, he's reluctant to make an actual commitment to buy.

This prospect currently has bought from your main competitor for a number of years, and is somewhat reluctant to switch suppliers. You have talked briefly with several other people in the company, and they have been interested in what you have to offer. However, till date you still don't have a commitment. You know your competition has a long relationship, but their products do not have the performance levels as yours do. Your product is more expensive per unit, but would offer them superior results at a cheaper overall cost in the long run.

Their purchasing manager has been pushing hard on costs and does not seem to care about the differences in your product. They seem to be just looking to cut costs.

You are now going to meet with their R&D director and the purchasing manager. Your objective is to get them to try at least for a small scale. How would you approach this sales situation.