



**Transforming Technical People into
Top-Notched Sales Professionals**

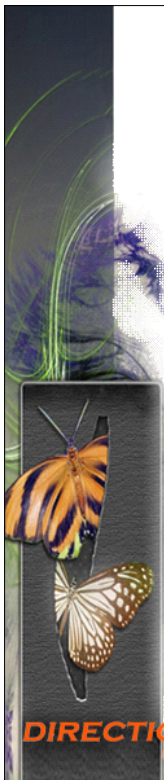
Level 2
Oscar Room 奥斯卡

DIRECTIONS



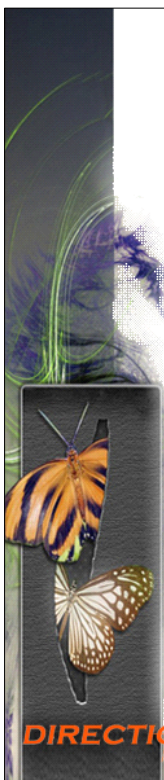
**What are Some of the Key
Challenges Faced by Our
Technical Sales People?**

DIRECTIONS



Transforming Technical People into Top-Notched Sales Professionals

- Customers are Different from Machines!
- Understanding Customers' Buying Behaviour
- Using Your Analytical Abilities to Win Sales and Customers



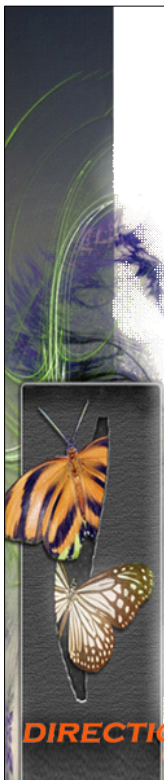
Customers are Different from Machines!

- Machines:
 - Same Input, same process, same output
- People:
 - Same input, same process, different outputs



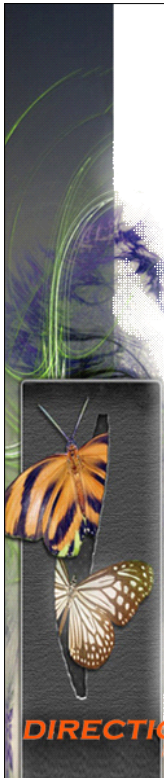
The Good News... ..

There's ALSO an Operating System for Humans Too!



Customers are Different from Machines!

- Customers may not buy the "best" solution
- Customers may not care about technical details
- Customers can change their minds at the last minute



The salesperson is **NOW** the single largest factor **(39%)** in a customer's purchasing decision

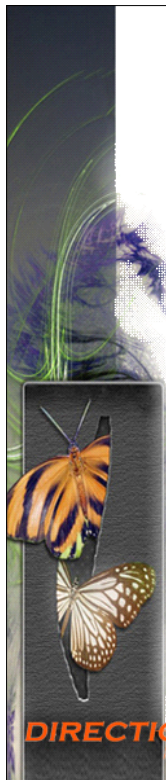
No other factor – product, quality or pricing – equals the impact of a salesperson.

Source: HR Chally

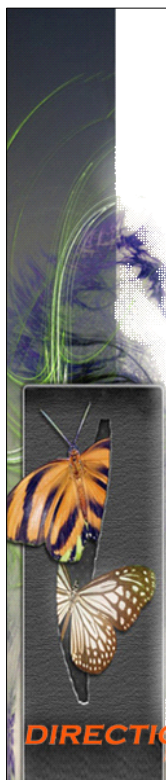


Understanding Customers' Buying Behaviour

- Customers may not always know what they want;
- Customers may buy for relationship reasons, than for rational reasons;
- Customers may be pressured internally to buy from existing vendors, despite better solutions elsewhere



Price vs. Value

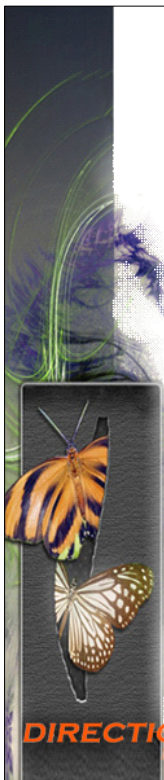


The Influencers of Complex Sales

- The Decision Maker
- The Fault Finder
- The Gatekeeper
- The User
- The Sherpa/ Guide

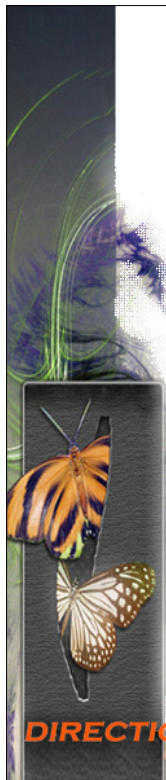


Analysing Your Customer's Buying Process



行千里而不劳者，行于无人之地也

If you can march 1,000 miles and
not feel tired, you will be
undefeatable



Q&A

Contact info@directions-consulting.com for more details, OR log on to: www.psycheselling.com/page4.html to get monthly updates OR <http://cydj001.blogbus.com> for the Chinese updates