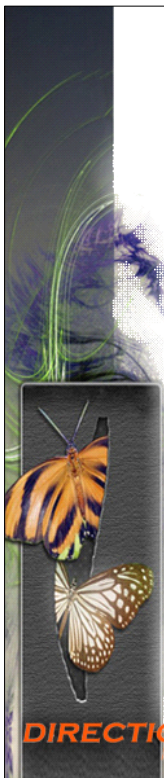


How to Increase Sales & Profits when Customers are Cutting their Budgets

**How to Ensure Sustainable Positive
Changes in Your Sales Team**

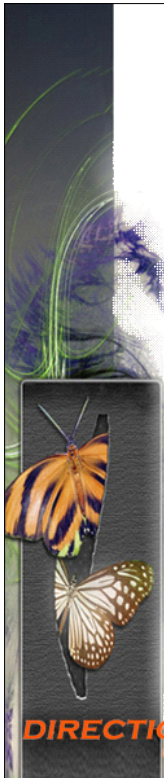
DIRECTIONS



Customers are a Lot More Stringent... ..

- Are there other places to cut costs that we haven't identified?
- Can we hold off on spending what we've budgeted for at least for another quarter?
- Can we get by, for now, with what we already have?
- Where do we need to focus our energies to increase revenues quickly?
- We have to make investments, but can we balance that against revenue?

DIRECTIONS



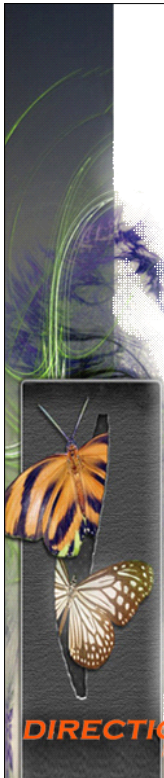
It's Twice the Effort BUT Half the Rewards for Sales People

Question is... ..
Are You Ready for It?



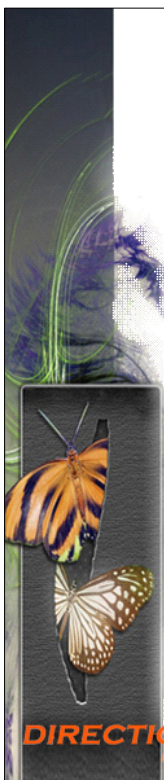
Customers are STILL Profitable...

They are just cutting on their spending to ONLY the Must-Haves



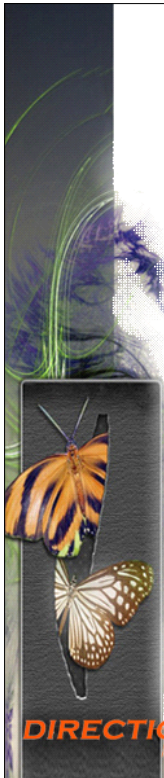
Selling Mission-Critical Must-Haves

- Price does NOT matter as much as performance
- Customers ONLY buy from trusted sources
- Customers will spend a lot more time, resources and manpower to evaluate possible solutions before deciding on a purchase



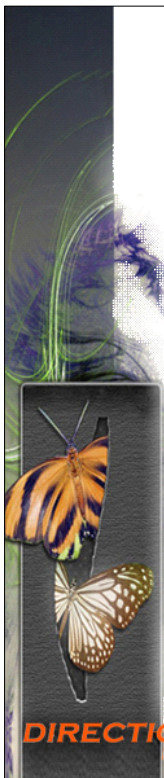
Shifts Required....

- From fulfilling existing needs
- From shorter sales cycles
- From a provider of products and services
- To fulfilling emerging needs
- To longer sales cycles
- To a partner where the customer trust you in **R**eliability, **R**elationship, **R**esponsiveness and **R**esourcefulness

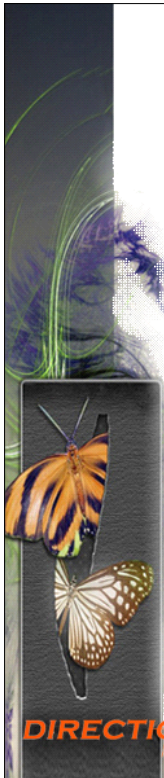


How do You Build Trust with Some
One You Barely Know....

....Such as Your Customer?

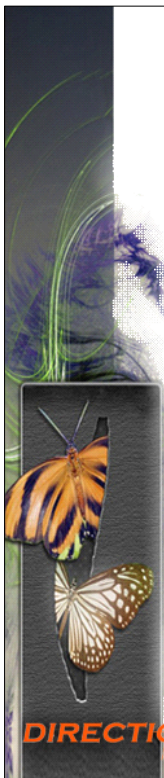


**Why is Trust So Important
These Days?**



Why You Need Trust

- Customers hate changes
- Customers need to mitigate risks
- Customers will hold you accountable for results



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

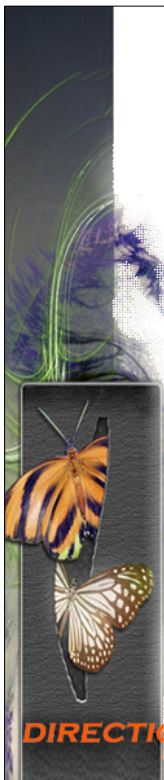
No other factor – product, quality or pricing – equals the impact of a salesperson.

Source: HR Chally



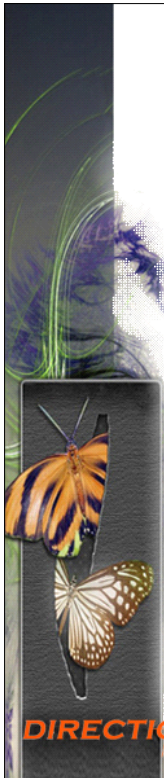
Being Honest and Truthful Helps...

...But It's NOT the Most Crucial



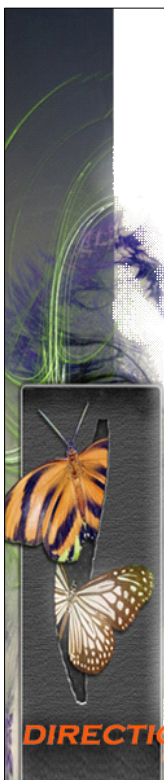
2 Types of Trust

- Integrity
- Ability



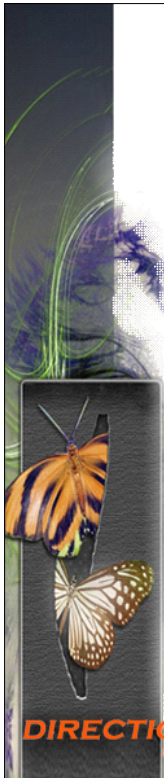
The 3 Things You Need to Do to Build Trust with Customers

1. Be proactive to show you care for your customer
2. Provide sensible solutions that work
3. Be honest and truthful

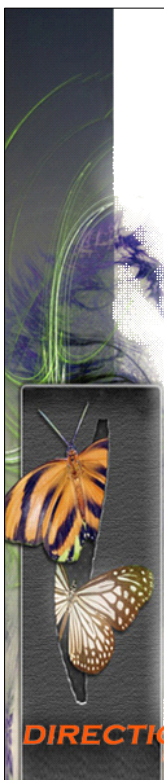


Reasons to Ask Questions

- Customers don't care how much you know, until they know how much you care
- "You Must Understand Our Business" – Research on what customers expect of sales people conducted with 80,000 customers conducted over 14 years
- Sales people who ask questions tend to be more successful than those who don't – Research conducted over 12 years with 35,000 sales people of the leading sales organisations in 23 countries



What are the Difficulties in Asking Questions?



Valid Business Reason

- The reason impacts the customer's concept of what they want to **accomplish, resolve, or avoid**
- The reason sets your phone call as a high priority for the customer
- The reason answers the question, "what's in it for me?" for the customer
- The reason is **clear, concise** and **complete**



Questions to Avoid on the First Encounter

- What is Your Budget?
- When can You Make a Decision?
- How Much Quantity do You Need?
- How Often do You Buy?

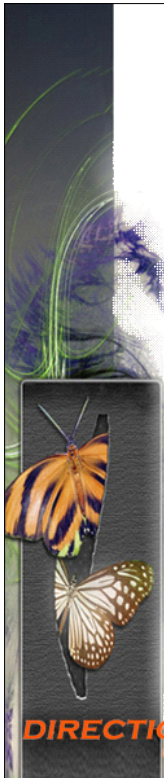
DIRECTIONS



Some Questions to Try Asking

- Which aspects do you like about us?
- What are some of your biggest concerns if you want to buy something like this?
- What are some of your concerns if you were to choose us/ our products?

DIRECTIONS



It's Just Not Enough to Ask
Questions...

...You Also Have to Listen

© Directions Management Consulting

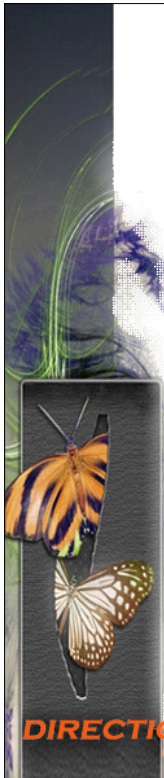
3 Levels of Listening

1. Internal Listening
2. Active Listening
3. Global Listening



Global Listening

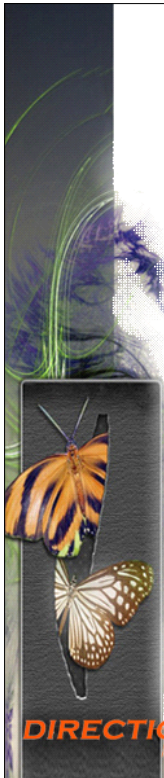
- What is his/ her overall emotion and mood?
- What are options or choices that he/ she is unaware?
- What assumptions or subjective judgement did he/ she make to arrive at the conclusion?
- What important things that he/ she did NOT say?
- What do you think will be his/ her next steps?



The R⁴ of the Customer's Experience

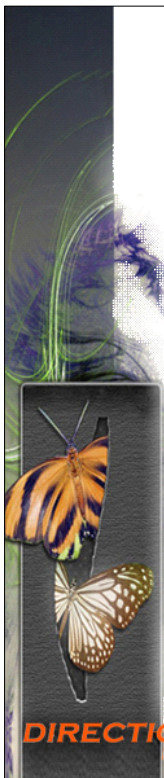
- **R**eliability
- **R**elationship
- **R**esponsiveness
- **R**esourcefulness





The R⁴ of the Customer's Experience

- **R**eliability
 - Product quality
 - Inventory
 - Delivery schedules
 - Maintenance
 - Price fluctuations
- **R**elationship
 - Helping the customer
 - Emotional bank



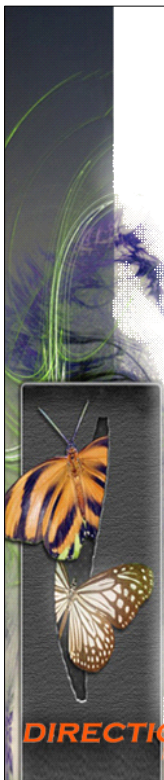
The R⁴ of the Customer's Experience

- **R**esponsiveness
 - Response time
 - Response frequency
 - Reachability
 - Initiative
- **R**esourcefulness
 - Internal resources
 - External resources



Is there anything new here that you didn't know?

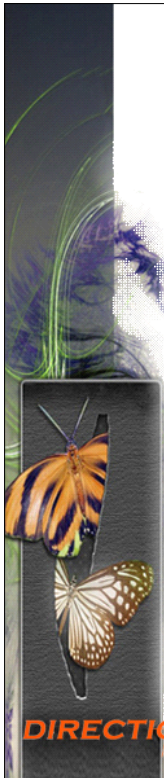
Hasn't most if not ALL of these concepts been covered by existing sales training?



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

Sun Tzu Art of War



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