

SELLING YOUR VALUE

KNOW YOUR VALUE – THEN SELL IT!

This article focuses on selling your value – by value we mean your competitive advantage, your differentiator, your discriminator, the reason why people say YES to you rather than NO!

This all starts with the sales conversation. Your selling task is to earn their trust and confidence as your partner – with emphasis on the word earn.

So where do you start?

STEP 1: CREATE RAPPORT

Rapport is the key

- Rapport is created or destroyed via senses
- Confidence is picked up via sensory perception. Prepare your emotional state well prior to the meeting: before you enter the room, consciously tell yourself you are seeking to add value to this person
- People don't buy your product, they buy your confidence. Product detail and logistics are secondary
- 2 questions the buyer is asking at this selection stage – Can they do the job? Do I like them?

Role of the senses

- What we see (visual) accounts for 55% of all communication
- What we hear (audio) accounts for 45% of all communication
- Of what we hear, the actual words account for 7% and tonality accounts for 38%
- People associate different words with different meanings

Roles of research

- Preparation is key, it tells something about you and your determination to earn the business and shape the initial conversation – websites, social media, companies office are just some of the research tools SO:
- 'I noticed from your website that you have just introduced a new product line'
- 'Your industry has had a big shake up recently, how have you coped?'

STEP 2: UNCOVER THE NEED

Typical Needs

- Uncover the pain experienced by the prospect. This is essential to values-based selling
- People buy for their reasons not yours. These needs are usually an outcome or benefit, not a 'thing' eg:
 - Saving time
 - Controlability
 - Simpler
 - Easier
 - More profitable
 - More reliable

Use Questions

- Ask good open questions and listen, always take notes, show empathy
- There must be a direct connection between your prospect's pain and the solution you are recommending: (don't go duck shooting where there are no ducks!)
- How long have you been in business?
- Tell me about your business and what's working well?
- Other than you, who are key decision makers
- What are your greatest challenges and goals?
- What are you looking to do?
- Why is solving this problem important?
- What are the consequences of NOT solving the problem?

So start applying these techniques and begin building some rapport with potential prospects. Earn their trust. Multiply your business. Easy.

This resource has been kindly provided by

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If you have any questions, please call 0800 CHAMBER (0800 242 623).

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