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## **Close More Deals: Power Selling for Those Who Hate to Sell**

Steve Waterhouse  
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1. Do you place too little value on our offerings?

CareerTrack Example

What is the range of prices for what you offer? \_\_\_\_\_ to \_\_\_\_\_

2. Do you do what you do, not what the client needs?

What services do your clients need that you are not offering them?

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3. Are you 'branded' narrowly?

Marketing materials

Web site

4. Do you sell to the top buyer?

My favorite contact: CEO's admin!

5. Are you priced by the day or the solution?

ROI's seldom get negotiated

6. Do you open the door wide enough?

7. How do you hunt for opportunities?

Ask

Listen

Chase the rabbit

Repeat

**Bonus Articles:**

“How to Leave a Voice Mail Message That Gets Results”

Email: [article19@waterhousegroup.com](mailto:article19@waterhousegroup.com)

“How To Save Time and Grow Sales by Automating Your Follow-Up System”

Email: [article25@waterhousegroup.com](mailto:article25@waterhousegroup.com)

## **Actual Proposal Beginning**

### ***Situation Summary***

You are faced with a declining market for your traditional products and new offerings are 12 to 18 months away. You have a sales team that has never been properly trained to sell the current products and has lost at least one \$4M sale as a result. They do not know how to open new markets and will need training in effective prospecting, especially considering they will not have the details of the new machines they are selling. Your sales have dropped by over 50% and you would like to rebuild the company to the former level of \$60M within 24 months.

### ***Objectives***

Among the results to be achieved are these key objectives:

1. Your sales representatives are able to contact appropriate end users and present them with a compelling sales presentation for your current products.
2. Your sales representatives sell to all decision makers, resulting in increased sales and deeper customer relationships.
3. Your sales representatives are able to identify opportunities for your new products and start a relationship with new prospects that results in sales.
4. Your sales representatives are using a consultative/solution based approach that results in improved sales and better feedback of client needs.
5. Your forecasting is improved as new product launch results are more predictable and your field reports more accurately reflect reality.

### ***Value***

The value to your organization in meeting these objectives includes:

- Increased sales and reduced sales cycle through improved sales skills.
- Increased average sale through improved value selling.
- Increased customer relationships and commitment by selling at higher levels.
- Increased profits through improved value selling of new products.
- Improved forecasting through the implementation of a consistent sales process.
- Improved sales for new sales representatives through improved training and coaching.
- Your sales are growing to your goal of \$60M and you continue to see growth in the following years.

**Actual Reference letter showing benefit of selling value**

Steve,

Thank you for helping us dramatically change the direction of our company. I wanted to share the recent numbers with you.

When we came to you, our average account did under \$5,000 with us. Since April of this year the average estimated revenue of sold accounts rose to over \$63,000. Remember this is just the average and we have landed numerous accounts over \$100K, \$200K and up to \$500K. Since April of this year 19 sales reps have booked 62 Top 40 accounts for a total of \$3.9 million of sold business. This is a huge change from the size and types of accounts we were going after and closing on just a year ago.

As you heard at the last sales meeting, every team thanked you for your contribution to their success. While we still have a way to go, it is wonderful to hear them learning and growing as a result of your training and coaching.

We have all grown significantly over the last two years. Your advice and counsel has been a critical component in our transformation.

I look forward to continuing our relationship.

Best regards,

John Holzscheiter

# What do you want it to do?

by Stephen Waterhouse

“What do you want it to do?” That's all he asked...

My wife and I stopped into a car dealership last night to look at cars. We were met by Robert who asked politely if he could help us. After we convinced him that we had no idea what we were looking for and just wanted to wander the lot, he told us to take our time and left us alone. Mistakenly, I thought I had shaken him.

On the way back to our car, Robert appeared again. He asked if we had found anything we liked and again I said that we were just looking and still had no idea whether we wanted an SUV, a minivan or a 4 door. I thought that level of vagueness, which was the actual truth, would end the conversation. Not so.

Robert started in. “I understand your confusion. There is so much to choose from. But just think of it this way...what do you want it to do?” Then he shut up.

Instantly, my wife said it had to carry stuff from the hardware store and be drivable by someone under five feet tall. I insisted that it held 5-6 people and have plenty of luggage room. Within two minutes Robert had gathered every requirement that we had discussed together as we considered a new car.

His next comment was irresistible. He asked, “May I show you a car that fits that description and will absolutely astound you?” How do you say no to someone who has just offered to give you exactly what you wanted and needed? You don't, and that's the point.

I have to admit that I don't find many shining examples of great salesmanship at car dealerships, but Robert was an exception. What he understood was the essence of consultative selling. Be of service, determine the need, and offer informed solutions.

At virtually every other dealership we visited, we were either ignored or greeted by a sales person who was quick to launch into the strengths of their brand without a clue what we were looking for. They could have been replaced with a tape machine that just played over and over.

Most companies spend weeks teaching their new sales people the details of their product or service. They want to create experts who can go out into the world and serve their clients. While that's all well and good, most spend a small fraction of that time teaching their new recruits *how* to sell those same products or services.

In my experience, there is little correlation between product expertise and sales results. Don't get me wrong, I think product knowledge is critical to success. I just don't see that the ones who know it best are the ones who sell the most. In fact, I often find top sales performers who are adept at leveraging off the knowledge of others because they know they lack some of the depth required to consummate the deal.

The best sales people are the ones that have the desire and the ability to determine what the client wants and needs, and the skill to match them with a set of possible solutions. That's consultative selling.