



Chamber University

The Sales Cycle



WORKBOOK

K E Y P O I N T

SOLUTION SELLING

Why Solution Selling?

If you want to compete more effectively

Increase revenue and profits

Increase the speed and volume of sales opportunities

Close them sooner

We need to:

Fully understand each customer's business issues, their cause and effect

Key Principles:

- No Pain - No Change and pain flows through an organization
- Diagnose before you prescribe
- Three levels of Buyer need (Hidden Pain: no looking and unaware, Admitted Pain: willing to discuss problems and Vision of a Solution: they've accepted responsibility for the pain and are ready to take action)
- There are two types of opportunities - Those Looking (5%) and Those Not Looking (95%)
- Buyer's concerns shift over time

Pain x Power x Vision x Control = SALE

S A L E S P E R S O N O F T O D A Y

Challengers are far more likely to be high performers than any other profile.

- Challengers and Lone Wolves are more likely to be high performers than core performers.
- Lone Wolves can be successful if the environment matches their natural style, but regardless of success they pose a significant management challenge.
- Hard Workers and Problem Solvers are more likely to be core performers than high performers.
- The Relationship Builder is significantly more likely to be a core performer than a high performer.

The Hard Worker	The Challenger	The Relationship Builder	The Lone Wolf	The Problem Solver
Always willing to go the extra mile	Always has a different view of the world	Builds strong advocates in customer organization	Follows own instincts	Reliably responds to internal and external stakeholders
Doesn't give up easily	Understands the customer's business	Generous in giving time to help others	Self-assured	Ensures that all problems are solved
Self-motivated Interested in feedback and development	Loves to debate Pushes the customer	Gets along with everyone	Difficult to control	Detail-oriented

THE CYCLE





Prospecting

Benchmark your best clients to create a profile and then qualify prospects against that profile
Strategy for gaining the "face to face"

First Appointment Questions

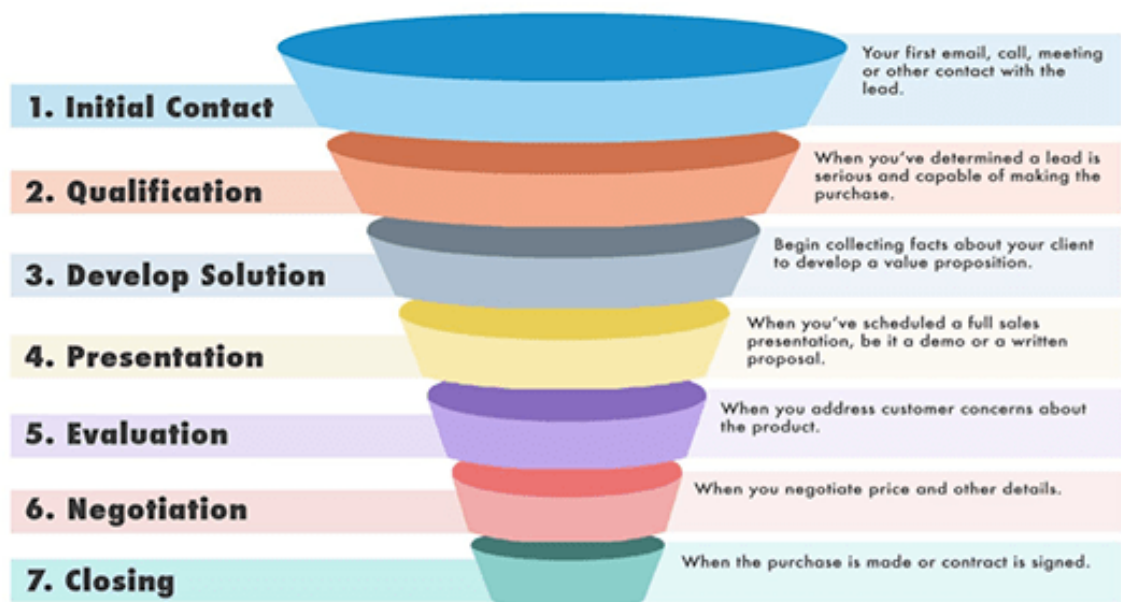
- About the decision maker
- About the company
- about their relationship to the product/service
- Reasons for use/details/analysis of use
- Current supplier features
- Questions about their hot buttons

Set next appointment before you leave! Do you need to meet other end users to gather info? Can you provide a difference? If so, move on if not, let them know.

Start the Sales Funnel Process

General Sales Funnel: 7 Steps

Generalized sales funnel that can be applied to any small business.





Key Player List

Key Play Title- Potential Pain
Owner/CEO - Profitability
General Manager - P&L Productivity
Manager - Production

Pain Chain

Typical Problem - How that "pain" flows through a company

Reference Story (create at least 4)

Client ONE

- Situation
- Critical Issue
- Reasons for the issue
- What We provided result

Value Proposition

We believe our clients should be able to:

Improve ...

Decrease ...

Improve on the quality of ...

And, gain greater feedback and response when dealing with ...through our ability to truly understand your expectations as a result of our in-depth Utilization Assessment which we conduct for all new clients at zero initial investment to you.

LEARNING BY APPLICATION

An illustration of an open book with a bookmark, set against a blue background with various icons like a hand, a speech bubble, and a target. The text 'LEARNING BY APPLICATION' is at the top, and 'ENRICHMENT ACTIVITIES' is below a horizontal line.

ENRICHMENT ACTIVITIES

Recommended Reading:

The Challenger Sale

The New Solution Selling.

Virtual Selling.