Closing the Gap: Your Sales Process and Their Buying Process

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Let’s get focused!

560 = 600

Can you add two punctuation marks to make this equation correct?
Two Colons....

5:60 = 6:00
Our Agenda

**Describe** the current state of the buying process and how it impacts our ability to sell

**Identify** the gap for your and how your prospect’s buy

**Leverage** techniques for re-synchronizing the selling and buying process

**Identify** the biggest differences between top performing and low performing sales representatives
Your job...

- Facilitate their buying process
- Collaborate as a business professional
- Educate
- Adapt, flex and synchronize
What is new?

☑ Buyer is more informed and often more demanding
☑ They have a defined process for b to b purchases
☑ Buyers are engaging sales professionals later and later in their process

**Law of buying:** Often the supplier who shows up earliest in the process becomes the consultant throughout the process
Value Buying Process™

QP = VisionMatch_D x Value x Power x Plan®
Identify the gap

- Loosening of the Status Quo
  - Identifying Business Issue
  - Business Decision Maker - Power
- Committing to Change
  - Identifying problems to solve
- Exploring Possible Solutions
  - Collaborating and creating the solution
- Committing to a solution
  - Having a Differentiated VisionMatch
- Justifying the Decision
  - Building the Value Case
- Making the Selection
  - Executing the Purchase
  - Realizing the Value
Identify where the buyer is?

✔ How late into the process are you?

✔ Is the opportunity a real one and winnable for you and your company?

✔ What are the competitive alternatives?
Where have you entered?

☑ Do you understand the buyers process?
☑ Do they understand your capabilities?
☑ Is that understanding complete?
Key components

✔ What is the common goal?

✔ How do we work together
Common goal and objective
Common Goals = Shared Vision

- Business Issues
- Customer’s Point of View
  - Solutions
  - Problems
Determining the goal is often the easy part....creating the plan is a bit of a challenge!
So What is it....
Changing the Game

**Business Issue**
- Problem A
- Problem B
- Problem C

**Value**
- Problem D
- Problem E
- Problem F

**Problem**
- Problem A
- Requirement A
- Problem B
- Requirement B
- Problem C
- Requirement C

**Solution**
- Requirement D
- Requirement E
- Requirement F
Re-Prioritizing

Problem D -> Requirement D
Problem E -> Requirement E
Problem A <-> Requirement A
Problem B <-> Requirement B
Problem C <-> Requirement C
Problem F -> Requirement F
Keys to Success

✓ Your professionalism: Be a business person
✓ Cooperative Relationship
✓ Collaborating to find the best alternative for your prospect
✓ Asking questions and allowing time for discussion
✓ Exploring alternatives
High Performing Sales Professionals

☑ Focuses on the value they can add
☑ Ask in-depth probing questions to better understand my business and my needs
☑ Discovers what is on my mind by focusing on what I say and how I say it (listens)
☑ Reassures me that their company has experience and expertise
☑ Finds valuable resources
☑ Stays current and informed about my business

» Source: United Professional Sales Association
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