

DEFINING VALUE.

Value is a total experience you deliver to your customer in the form of product, company and you, and is the most effective way of selling against price.

Quite simply, value is whatever the customer considers valuable.

How will you determine what your customer considers valuable?

Ask Questions and Listen to the Answers

Questioning skills may be the most important skill set a salesperson could possess.

Prepare your questions before the appointment. If you are uncomfortable asking the questions, your potential customer will be uncomfortable answering them and you may not get the complete or true answer. What are you trying to find out? You are attempting to uncover the customer's needs around products and business. There are two key areas: What's in it for them and what's in it for me:

What's in it for them?

- Issues: What problems are they trying to solve and what opportunities do they have?
- Company Issues: How do they win in the market? How do they compete?
- Their Objectives: What are their objectives and attitudes?

Finding out about the customer's needs is essentially the "what's in it for them". We are trying to learn why it would benefit them to make a change – essentially building what we will sell later in the call.

What's in it for me?

- Competition: Who is it? What does this customer like or dislike about them?
Are we ahead of our competitors or behind them?
- Time Frame: When will the purchase or product/distributor change take place? Is it urgent?
- Decision Maker: Who is it? Should anyone else be present in your meeting?

Listen!

- Listening is very important to the process. Don't ask a question if you're not going to REALLY listen to the answer.
- Take brief notes.
- Dig deeper. Ask follow up questions and drill down to help uncover more urgent needs, but don't interrogate.
- Confirm what you heard.