

Sales etips



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Prospects May Not Know How to Decide

Before your customer receives the specifics about your offering, do they know the differentiators important to them? Do you? In other words, have they already determined how to evaluate differences? If your customer knows the parameters they use to make a decision, your job is simply

to uncover their criteria and try to match it or change it. If they have not established decision criteria, your job is to influence the criteria favorable to your offering. Let us pretend three different widgets could fulfill their need at a similar price. Will they use durability, warranty, service, reputation or some other criteria? After diagnosing needs, and before presenting, shorten your cycle by helping buyers establish decision criteria favorable to your offerings. If you cannot meet the criteria, focus on changing or overcoming the criteria with others.

“An expert is someone who has succeeded in making decisions and judgments simpler through knowing what to pay attention to and what to ignore.”

- Edward de Bono

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