SALESFORCE SOLUTIONS

Comfortable Customers Buy!

Winning Sales Through Buyer Psychology

Troy Harrison

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Presented to the 2013 ASI Show

Slide 1

Comfortable Customers Buy!

Using Buyer Psychology For Sales Success
Presented by: Troy Harrison
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About Me

- Troy Harrison: Author of "Sell Like You Mean It!"
- 20 years of successful selling and sales management
- Specializes in training, consulting, recruiting, turnarounds

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The Sales Profession is in Trouble!

Old Tactics Don't Work!

- We make customers uncomfortable.
- Old, manipulative sales tactics.
- Customers can buy WITHOUT US.
- We must make the buying experience BETTER.

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The NEW Sales Mantra

- Comfortable Customers BUY!

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Characteristics of a Comfortable Customer

- They trust you.
- They believe that you have their best interests at heart.
- They like you.
- They respect you.
- Your stuff fits their needs.

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"Comfortable" Sounds Great!

- Uh, how do we get there?

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Deal With the Fear!

Fear inhabits the call:

- Customer's fear – making a bad deal
- YOUR fears
- Fear makes customer comfort impossible

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Dealing With Customer Fears

- Respect the Customer's Intelligence
- Respect the Buying Process
- Work to Solve Problems
- Make the sale a Focused Conversation

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Respecting Customer Intelligence

- Put away old, phony sales tactics
- Don't play defense
- Ask when possible, explain when necessary

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How Customers Buy – the Buying Process

- **Motivation** – something provokes the prospect to realize a need, look at potential solutions.
- **Investigation** – needs and wants are investigated and prioritized; goods measured against needs/wants
- **Evaluation** – price and terms; can I afford it, when can I get it?
- **Decision** – buy or not buy
- **Sales Process Must Harmonize with Buying**

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Work to Solve Problems

- Comprehensive Questioning is Best
- Focus on Customer Objectives
- Work to Define Success
- Think like a Marketer!

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Make the Sale a Focused Conversation

- RELAX!
- Use your own communication style

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Six Principles of Persuasion (Cialdini)

- Reciprocity
- Commitment and Consistency
- Social Proof
- Authority
- Liking
- Scarcity

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Creating the A-HA Moment

- GENUINE persuasion techniques are vital
- When customers believe they are being manipulated, they reject you
- Implement the six principles

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Reciprocity

- Focus on creating value for the customer THROUGH THE SALES CALL ITSELF
- What can you do to make them better, regardless of their purchase?
- Referrals, ideas, good discovery

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Commitment and Consistency

- OWN and LIVE your product and service
- Commit to the Purpose Driven Sales Call EVERY TIME
- Change with customers should be handled slowly and gradually

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Social Proof

- People want to be like other people
- Use TESTIMONIALS – paper, video
- Customer lists
- Sort by Industry and by SITUATION
- Allows them to see you through happy customers' eyes

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Authority

- Cast yourself as an authority figure
- Demonstrate Expertise
- LOOK and DRESS the part! If you look sharp you will BE sharp!
- Confidence counts – no shyness tripping
- Present with PASSION and ENTHUSIASM

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Likeability

- Likeability is NOT phony Fish on the Wall Selling!
- Likeability is about being nice, being polite, being friendly, and most importantly….
- COMMONALITY! Show that you care about their needs and concerns.
- Ask lots of questions that dig deep.

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Scarcity

- People want things that not everyone can have.
- In sales, success = scarcity.
- If you are successful, it's because you have other customers.
- NO BS! It will be spotted.
- Best way – controlling your calendar and time.

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Action Steps

- This is not TOUGH to implement – it requires FOCUS and PLANNING.
- Reciprocity – figure out a way to create value on every call
- Commitment and Consistency – Own and Live your role; prepare for every call
- Social Proof – gather and use testimonials every day

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Action Steps

- Authority – become a student of your discipline; look and dress the part every day.
- Liking – Good manners, commonality, questioning and interest.
- Scarcity – control your schedule, respect the value of your own time

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Above all…

- PASSION! People respond to your Passion and Enthusiasm!
- If you can't be passionate and enthusiastic….
- Find a different job!

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Slide 25

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COMFORTABLE CUSTOMERS BUY!

I'm going to let you in on a secret. In fact, it's the biggest secret in selling, and those who master it have a much greater chance for success than those who don't. It's this: **customers are people.** That's it. That's the big secret. Of course, there's a secret that goes along with this one: **Comfortable Customers Buy.** In fact, the more comfortable we make customers, the more likely they will to buy more, early, and often.

The trouble is that too many salespeople make customers *uncomfortable.* That's because salespeople tend to deal with competitive selling situations with fear-based tactics designed to prevent the customer from buying from anyone else. The trouble is that, in doing so, they usually kill trust, price, and profit. It doesn't have to be that way. When you're in a competitive selling situation, ultimately you should remember that **the customer will buy from whom they want to, regardless of your tactics.** Hence, the key is to become that person (or company). Here are the characteristics of a comfortable customer:

They trust you. There's no replacing trust. Your buyer must believe what you say; if they don't trust you, all your claims, features, and benefits don't matter. That doesn't mean that you don't have to prove your claims with evidence (such as independent reports, testimonials, etc.), but it does mean that those items of proof will enhance your credibility.

They believe that you have their best interests at heart. As salespeople, we represent to our customers that we are intent upon generating wins for them by selling them our stuff. That's great – as long as the customer buys into what you're saying. The moment that the customer disbelieves you, and thinks that you're out to pluck their wallet, kiss your sale goodbye.

They like you. Honestly, I hesitate to include this one – it's led to more stupid and insincere selling than anything else in our profession. But, it's still true – they have to like you. **That doesn't mean that you have to strive to be their best fishing or golfing buddy.** It just means that they shouldn't recoil at your presence. Customers buy from people other than buddies, relatives, and best friends all the time – but they seldom if ever swing that business to someone they *don't* like. So instead of the tired old fish-on-the-wall rapport building tactics, just be natural, recognize that we are all connected in one way or another, and be a good person.

They respect you. This is trickier. Respect is often confused with likeability and trust, but it's not the same thing. Respect is all about finding you a worthwhile person, which is why "underdog" selling or begging for business doesn't work. If your customer perceives you as unsuccessful, they will perceive that you are unsuccessful for a reason – and they'll stay away.

Your stuff fits their needs. Ever tried to push a rope uphill? That's what you're doing if you're selling something that isn't truly a fit for what ails your customer. To retain trust, credibility, and respect, you must be vigilant in making sure that your products or services are really a fit for what your customer needs – and if not, don't offer them. Losing today's sale (which is already lost because you're not a fit) can give you a jump start on tomorrow's.

You present good value. "Value," in this definition, simply means that your customer perceives that what you're selling is worth what you're asking them to pay for it. It doesn't mean "lowest price," "most features," or any other nonsense. It just means that your customer believes that the money spent is justified by the benefits received.

Where salespeople get into trouble is when they try to bypass these essential reasons. Offer the lowest price? Fine – your customer will shop your price to the salesperson that they want to buy from. Creating a 'buy today' sales tactic? Your customer will ask you to leave.

For you to be the successful salesperson, you must hit the six touch points above – and then and only then will your skills in closing, overcoming objections, etc. come into play, because only then have you created *comfort* in your customer.

Troy Harrison is the author of "Sell Like You Mean It!" and the President of SalesForce Solutions, a sales training, consulting, and recruiting firm. He will be speaking at the 2013 ASI Shows. For information on booking speaking/training engagements, consulting, or to sign up for his weekly E-zine, call 913-645-3603, e-mail TroyHarrison@SalesForceSolutions.net, or visit www.SalesForceSolutions.net.