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Establishing Relevance and Value in the Minds of Your Prospects

Selling today is not simple. It involves complex business thinking. Embracing this fact will give you a distinct and sustainable competitive advantage. It will make you stand out from the competition.

BECOME A BUSINESSPERSON

Product features and functions were once the bread and butter of every salesperson's pitch. In today's market, this approach simply does not work. The hard, cold truth is that you must be more creative to capture and maintain the attention of potential buyers.



First, stop thinking of yourself as a salesperson – with a bag of products and services – and begin seeing yourself as a businessperson. Shift your goals from selling products to establishing long-term, meaningful relationships with your prospects. Paint a clear picture in your buyers' minds of how this relationship will have a positive impact on their organizations.

UNDERSTAND YOUR PROSPECT'S BUSINESS

Develop an understanding of each prospect's business. This understanding must go beyond selling your product or service. It must include a grasp of the threats and opportunities facing your prospect. Then, you must clearly articulate the consequences of ignoring these opportunities and threats. When you do so, the relationship with your buyer moves to a higher level.

EXPLAIN THE BUSINESS CONSEQUENCES

To succeed, you must do your homework and change your selling approach. Avoid leading with the virtues of your products or services. Instead, uncover the clear issues and limitations that exist within your prospect's world. Explain and discuss the potential hazards and consequences to their business if these issues are ignored. Point out positive consequences that surface when the prospect addresses these hazards and limitations.

REAP THE COMPETITIVE ADVANTAGES

Your ability to identify and discuss consequences with potential buyers will create three distinct competitive advantages:

1. You will be perceived as a businessperson of true relevance and value. It focuses the conversation on the clear issues and limitations that threaten your prospect's business. These do not have to be huge revelations to be meaningful. The insight

Contact Duane to discuss how he can help your company or organization achieve more.
duane@cashin-company.com — 860-916-7081

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you bring to the conversation will elevate your significance in your prospect's mind. This alone makes you stand out in the crowd!

2. It reduces perceived risk in the eyes of the buyer. In today's business world everyone is cautious and concerned about making mistakes. When prospects are confident that you possess an understanding of their business, they are happy to move forward with you. The result is increased sales, a shorter selling cycle, and a lower cost per sale. This will be profitable for you and make you a hero in the eyes of your management.
3. You create perceived value in your solution. As a result your asking price is less likely to be perceived as high. In fact it is now perceived as a good value when weighed against the consequences of inaction.

STAND OUT FROM THE CROWD

Developing your business acumen and skills requires work. Becoming comfortable discussing consequences with prospects takes practice. However, I can assure you that developing these skills is necessary in today's changing business world. In fact, I believe it is a ticket to success. These are not just nice skills to have — they are literally worth their weight in gold!

Please call Duane Cashin for information about his workshops that address these critical skills and teach the strategies necessary to become a valued business partner and stand out from the crowd.

I'd love to get your feedback on this article.

Please visit my web site and tell me what you think.

www.cashin-company.com

Or email me directly: duane@cashin-company.com