



blueprint

SALES TARGETS

5 reasons why they're being missed

1 STARTING ON THE WRONG FOOT

A positive mindset is crucial in everything you do, and specially in selling. It will boost your confidence, help you to cope with setbacks and to show focus and improved decision making.

Being authentically customer-focused is another determining factor in yes or no hitting your sales targets. Are you just pursuing your own targets, or do you have the authentic desire to create mutual value for you, your customer and for the enduser?

Follow these rules to make sure you are starting on the right foot:

- **Adopt a growth mindset** and get up with the right **energy** to persevere in the face of failure? You will hit the dreaded NO somewhere today, but if you do take the time to face it and to learn from it, it'll be a lasting learning experience
- **Think 3WIN** all the time (your business, your customer and the enduser) and "customerize" your objectives, i.e. reflect the benefits your sales proposition provides to all parties involved.

2 LEAVING WITHOUT LUGGAGE

Filling your backpack with relevant **ZC** business knowledge is crucial for your ability to **consult your customer** and therefore for your **credibility** as an expert. It is the foundation under your selling and negotiation house. It helps to analyze and understand your customers needs, challenges and objections, and to prepare your 3WIN commercial proposition. Take the time to:

- Check your customer's website and understand their vision, strategies and objectives
- Analyze their performance versus market average
- Check Google for the latest news on the **ZC's**
- Revise the notes of your previous visit
- Gain insights from the knowledge you've gathered



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3 BASHING YOUR BUYER

What buyers hate most about sales persons is the fact that they are only interested in achieving their own objectives and do not seem to care about the customer needs. They bash them with the features of their proposal expecting a positive reaction

Value-based selling is based on a consultative approach to provide money made, money saved, risk reduced and/or qualitative value to the customer.

It requires a solid understanding of your USP, focus on research and knowledge (7C's and advanced questioning and listening skills) to understand your client's needs, finding common ground to provide them with genuine value and by focusing on quality over quantity.

4 FIGHTING INSTEAD OF DANCING

Welcome the objection! Do not fight it as it may make your customer even more defensive.

Take them by the arm, acknowledge their doubt or question (but not the objection) and lead the dance resolving the objection by using **SLIPPER**. And remember to:

- Use a **5E persuasive selling structure** for logic and clarity
- Prepare **objections** and responses prior to the conversation
- When they arise, start dancing instead of fighting
- Quantify and qualify the objection
- Use SLIPPER to resolve

5 WAITING FOR THE CLOSE

Do not be afraid to **ask for the order** or an agreement. It is such a pity having started with a positive mindset, spending all that prep time, demonstrating 3WIN value creation and managing the objections, when ultimately the deal is lost because you simply didn't close.

Whatever method you prefer:

- Trial close – "If we could complete today, I could ensure you'll be delivered by Monday"
- Alternative close – "Would you prefer x or y"
- Assumed close – "Would you like to receive the shipment on Monday"
- Fear close – "Mind you, stock is limited, so you'd have to order now"
- Next steps close – "So where do we proceed from here, what are the next steps"

Show leadership when it comes to closing!