

FIVE BIGGEST MISTAKES BY ACCOUNT EXECUTIVES

1. **Too focused on their own agenda** and not enough on the customer's agenda.
 2. Sell too fast.
 3. **Focus on what they have, rather than what the customer needs.**
 4. Over aggressive selling.
 5. Fail to address customer's fear in buying.
-

- Too many self-focused, product-pushers, who are more interested in the sale than they are the *customer's needs*.
 - All top sales people care about the result of what they sell; that means that they have to **focus on what value** the customer achieves after they buy.
 - Most sales people **can't describe how their customers buy!**
 - Partner with the customer's buying process and get in synch with *how the customer is thinking!*
 - Redefine "selling" to "*helping people buy*".
-

8 Steps to Successful Selling – Learning Process

NEED

1. Change
2. Discontent

LEARN

3. Research
4. Comparison

BUY

5. Fear
6. Commitment

VALUE

7. Expectation
 8. Satisfaction
-

Five-step Sales Approach

1. Initial Approach
2. Needs Assessment
3. Present Value Proposition
4. Validate Solution Applicability To Client's Needs
5. Close

Eight Roles of Selling That Match Customer's Buying Process

NEED

1. Student – Change
2. Doctor – Discontent

LEARN

3. Architect – Research
4. Coach – Comparison (studies the competition & implements a game plan to win the sale)

BUY

7. Therapist – Fear (Draws out customer's fears & helps to resolve them)
8. Negotiator – Commitment (discusses to reach a mutual commitment; doesn't close the sale but begins the relationship)

VALUE

9. Teacher – Expectation (identifies customer expectations, set maximum value and tests for value improvement)
10. Farmer – Satisfaction (cultivates satisfaction; grows the account)

This technique applies to anywhere a customer perceives any level of risk associated with buying. Customer must acquire information and deliberate (think about it) before making the purchase decision.