



How to Ensure You Are the Best Fit for Your Prospect

Are you and your prospect aligned on these most critical points: business issues, problems, and solutions? Business issues motivate buyers to make changes. To create a need for your solution, you must link your capabilities to the problems that prevent your buyer from solving their business issue. This connection must take place in your buyer's mind.

In this course, you will learn how to:

- Find what motivates your buyer to want to change
- Uncover problems worth solving
- Link your capabilities to those problems
- Gain an agreement with your buyer on those three points

This course will take about 15 minutes to complete.

≡ Before agreement comes trust

≡ 3 keys for ensuring the best fit

≡ Key 1: Solutions and how to agree on them

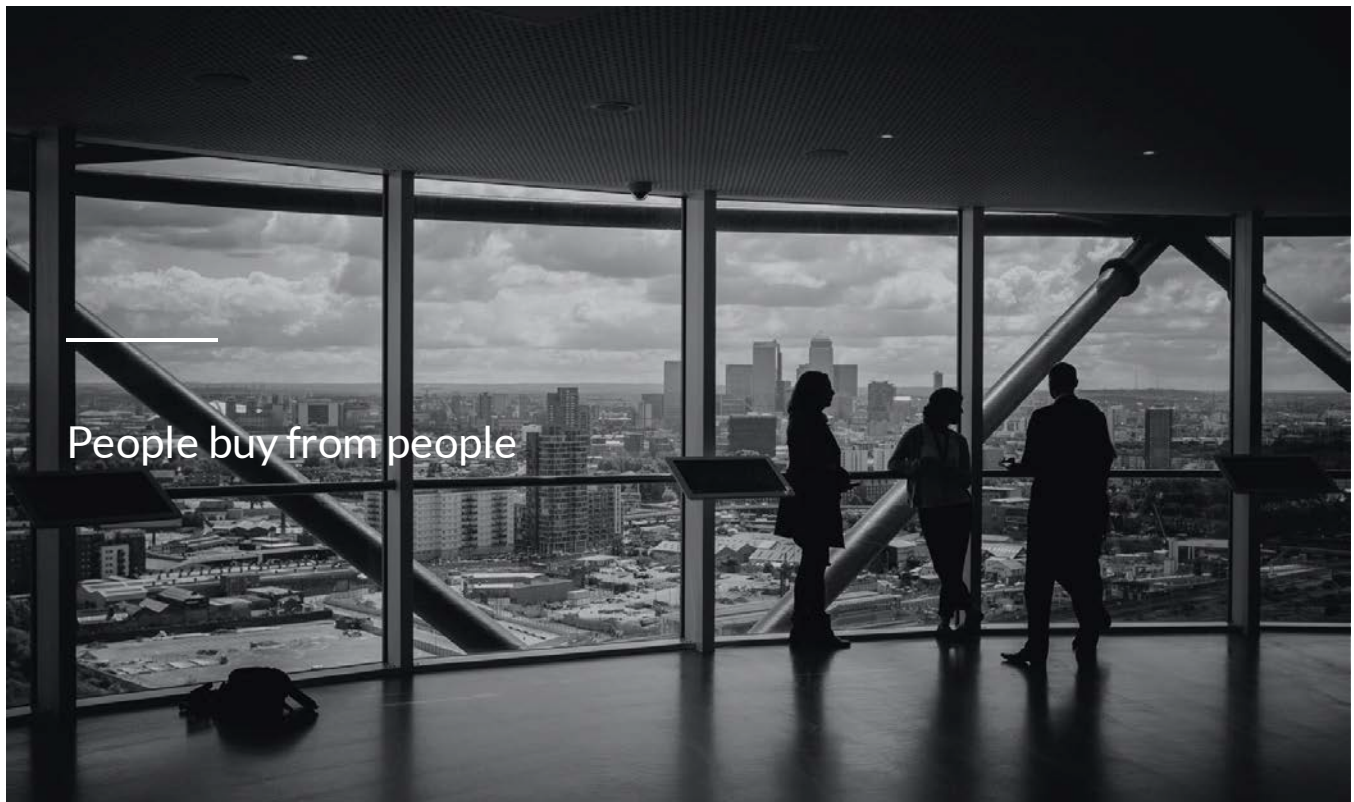
≡ Key 2: Identify your customer's high-level corporate objectives

≡ Key 3: Become a "problem expert"

❓ Check your understanding

≡ Summary

Before agreement comes trust



Imagine ...

You are marooned on a desert island with a bunch of strangers. To survive, you have to pick a leader. Everyone agrees the leader should be trustworthy, but unfortunately, their profession is all you know. How would you vote?

[Hubspot](#) surveyed people with these results:



49% trusted doctors



12% trusted accountants



10% trusted musicians



3% trusted salespeople

We trust people who appear to have the same model of the world as we do. We believe in people who speak our language and who understand our problems.



When prospects reach that crucial stage of rep interaction — the one designed to instill confidence in buying decisions — will they believe you?

What makes someone trust you?

Trust and rapport are essential for encouraging potential buyers to share their ideas. Successful selling depends on having a personal relationship with your buyer.

Can you identify what establishes trust with your buyer?

☐

Respect your buyer's time and deadlines

☐

Listen empathetically and confirm their feelings

☐

Demonstrate knowledge of your buyer's business

☐

Establish a shared understanding

☐

Deliver on promises you make

SUBMIT

No Trust = No Relationship

Ideas for building rapport

When you're selling to executives, remember they are just like you. They've heard just about every pitch out there, and will likely disengage when they hear another. Try these ideas for breaking through.

Idea 1

Practice empathy

Put yourself in the other person's shoes: What does success mean to them? On the other hand, if this initiative fails, will they be looking for a new job?

Idea 2

Listen

Throw out the script and lean into soft skills. Salespeople must master communications skills such as active listening and effective questioning techniques to take a customer-centric approach.

Idea 3

Right mindset

Go into every meeting with the mindset, *If the buyer wins, I win*. This enables you to connect authentically at a human level, build trust, and forge the business relationships that help your buyer feel confident — the essential ingredient to closing complex deals.

CONTINUE

How does trust lead to better selling?

Without trust, it's difficult to ask the kinds of questions necessary to uncover your buyer's problems and connect them to business issues (more about this later), or even encourage them to tell you what they think will solve their problems.

Think of your next sales call and the person with whom you'll be meeting. Do you feel comfortable asking these questions?

- What are the key goals and objectives of your business?

- What stands in the way of you contributing to your company's business objective?
- Why are you evaluating alternatives now?
- What are your corporate goals and objectives?
- What is your #1 focus or priority for this year?



To create a need for your solution, you must link your capabilities to the problems that prevent your buyer from solving their business issue.

This connection must take place in your buyer's mind.

3 keys for ensuring the best fit

What are the 3 keys for ensuring the best fit?

To achieve the best fit with your buyer you must confirm their business issue, related problems, and the desired solution. First, let's define what these terms mean in this context.

Definition 1

Business issue



A business issue is a time-bound, measurable metric that a buyer needs to address or resolve to achieve the organization's business objective to maintain or grow their business.

Problem



Problems are difficulties that prevent buyers from being able to address or resolve their business issues.

Definition 3

Solution



A solution is your buyer's view or opinion of the capabilities that will enable them to solve their problems and resolve their business issues.

Summary

By the time your prospect meets with you, they've will have ideas about how to solve their problems. They probably have a solution in mind. The goal is to uncover problems that you can uniquely solve, or at least solve better than your competition.

What you need to do:

- 1 Understand your prospect's idea of the solution and how your capabilities can help them.
- 2 Help them recognize additional problems they haven't considered.
- 3 Connect problems and solutions to the business issue.

Key 1: Solutions and how to agree on them

Most prospects have ideas about what it takes to solve their business issue. How can you encourage them to talk about their ideas?



Before solving your buyer's problems, always seek to understand their point of view first.



By asking questions and probing for your buyer's ideas, you can understand how to best position your own capabilities. And when they offer the solution, they take greater ownership. With ownership comes stronger motivation and buy-in.



When you understand their idea of the solution, you understand the context and can be more effective at positioning your capabilities.

CONTINUE



Prepare for the next conversation with your buyer:

- Do your research on their industry and role
- Prepare relevant questions
- Be ready to take notes during the meeting

Sales Call Life Cycle

Pre-Call Planning



Preparing open and probing



questions.

During Call



Record their answers.

Post Call



Publish your notes where your team and manager can access them.

CONTINUE



Asking for your prospect's view of the solution is a critical skill to master.

Ideas you can apply:

- Create a list of open-ended and probing questions based on research and what you already know about your buyer.
- Don't use jargon, internal language, or your product/solution names.
- Listen for opportunities to connect their idea of the solution with your capabilities.

Key 2: Identify your customer's high-level corporate objectives



A business issue is your buyer's #1 priority. It is measurable and time-bound. Your prospect may call it by some other name, but all organizations have at least one.

Problems come and go, but business issues rarely change. It's why you want to uncover as many problems as possible that connect to

the business issue, and why your prospect is willing to spend money to solve it.

In order to create an opportunity, you must find the people in your prospect's organization who have business issues your products or services can impact.

It's important to use your prospect's own words when discussing business issues. They may not even call them "business issues." People trust people who are like them. Business issues are generally categorized in these terms. Listen closely when you hear your buyer mention them:

Flip each card to learn more.

Time to market



Are they behind schedule?

Cost management



Are they over budget?

Productivity/efficiencies



Can they deliver?

Quality



Is their output below par?



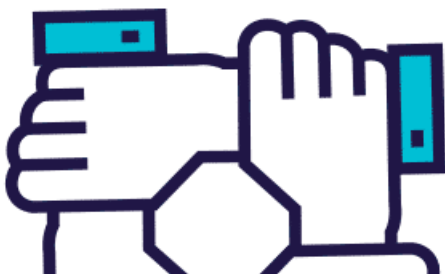
Compliance



Are they following the
rules?

Of course, your prospect may not be part of a for-profit organization. Any organization has business issues, but they may be described in different ways. Here are some examples.

Non-Profit



Cost management



Public sector



Mission and how it gets
funded

Education



Graduation rates or test
scores

Healthcare



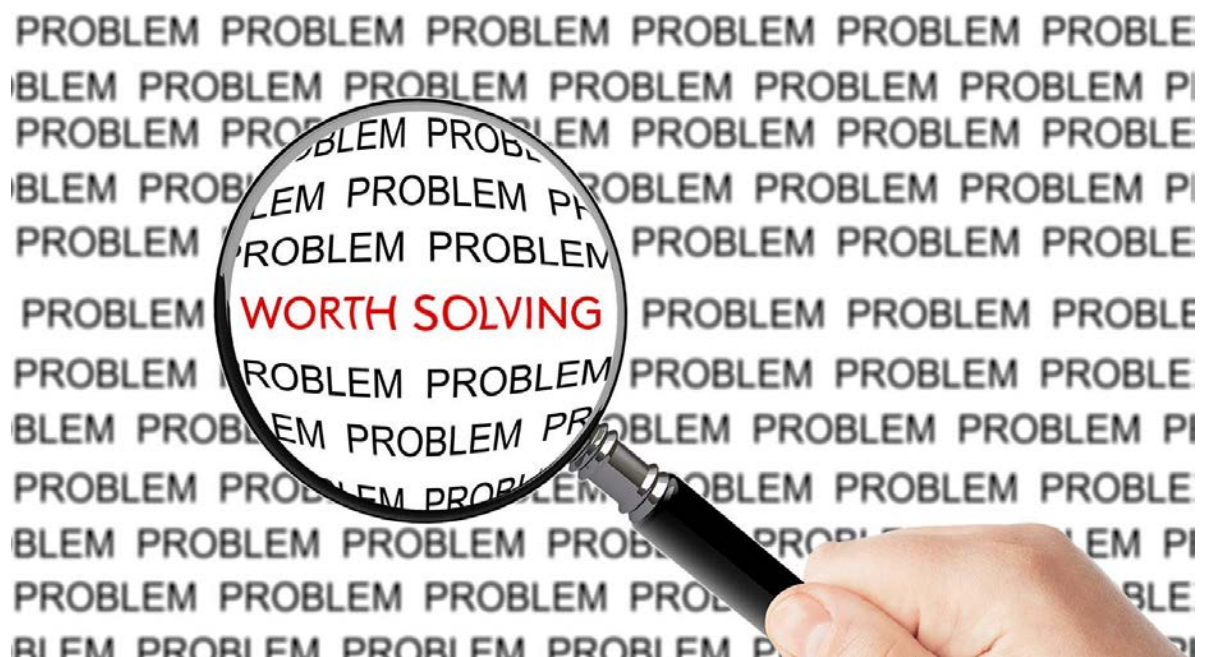
**Improving patient
outcomes, reducing
re-admits**

Identifying the business issue is essential because ultimately that's how the value of an opportunity is measured.

Often, salespeople don't uncover the business issue, because when they hear about problems, they immediately offer their solution.



Not all problems are worth solving. Problems connected to the business issue get resources and funding to solve.



Learn how each prospect you're calling on communicates and articulates the business issue. Then, use their words in your written and verbal communication as you qualify, and advance the sale.

Select each + for more ideas.





Research is key to identifying what probable corporate objectives are. Know their corporate objectives before calling on them.



Ask questions about what prevents your prospect from achieving their corporate objectives.

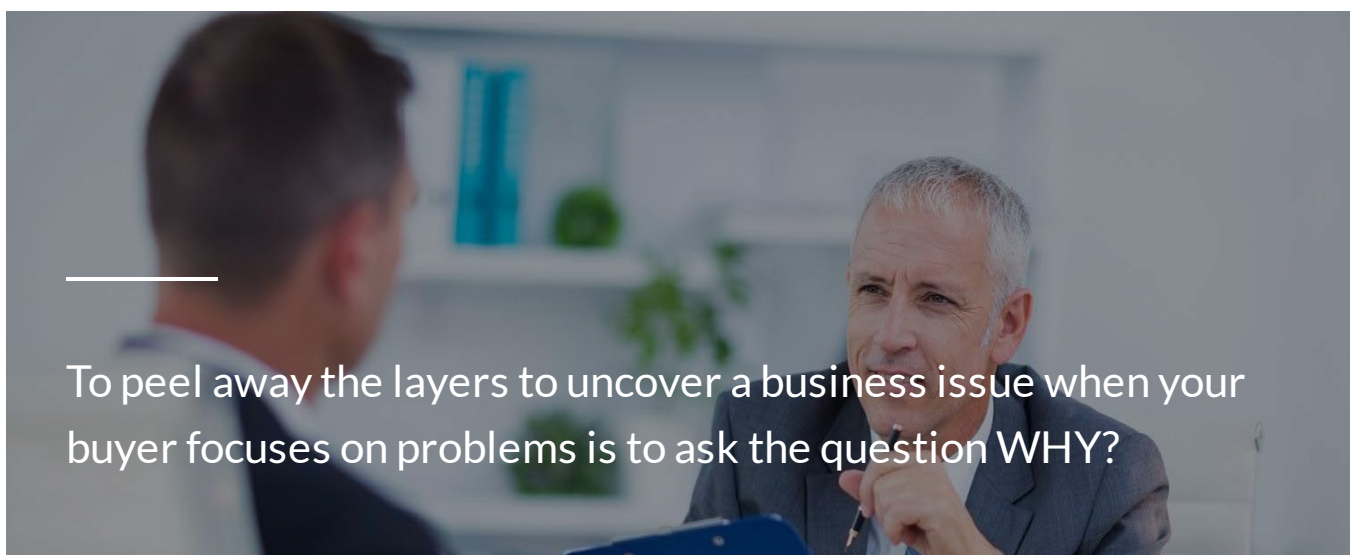


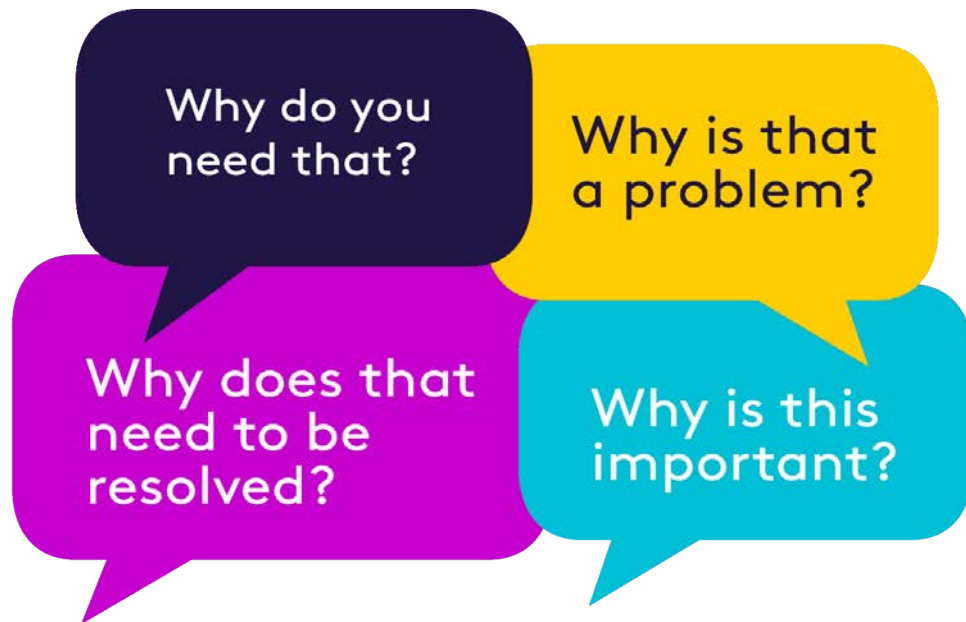
Ensure that conversations elevate to *Business Issue* conversations, not only Problems or challenges. Not all Problems are worth solving.

The business issue is something that is typically measured and managed at the most senior level of an organization.



To learn what your prospect calls business issues, ask them, “What are your corporate objectives and the biggest challenges you and your team face in supporting those objectives?”

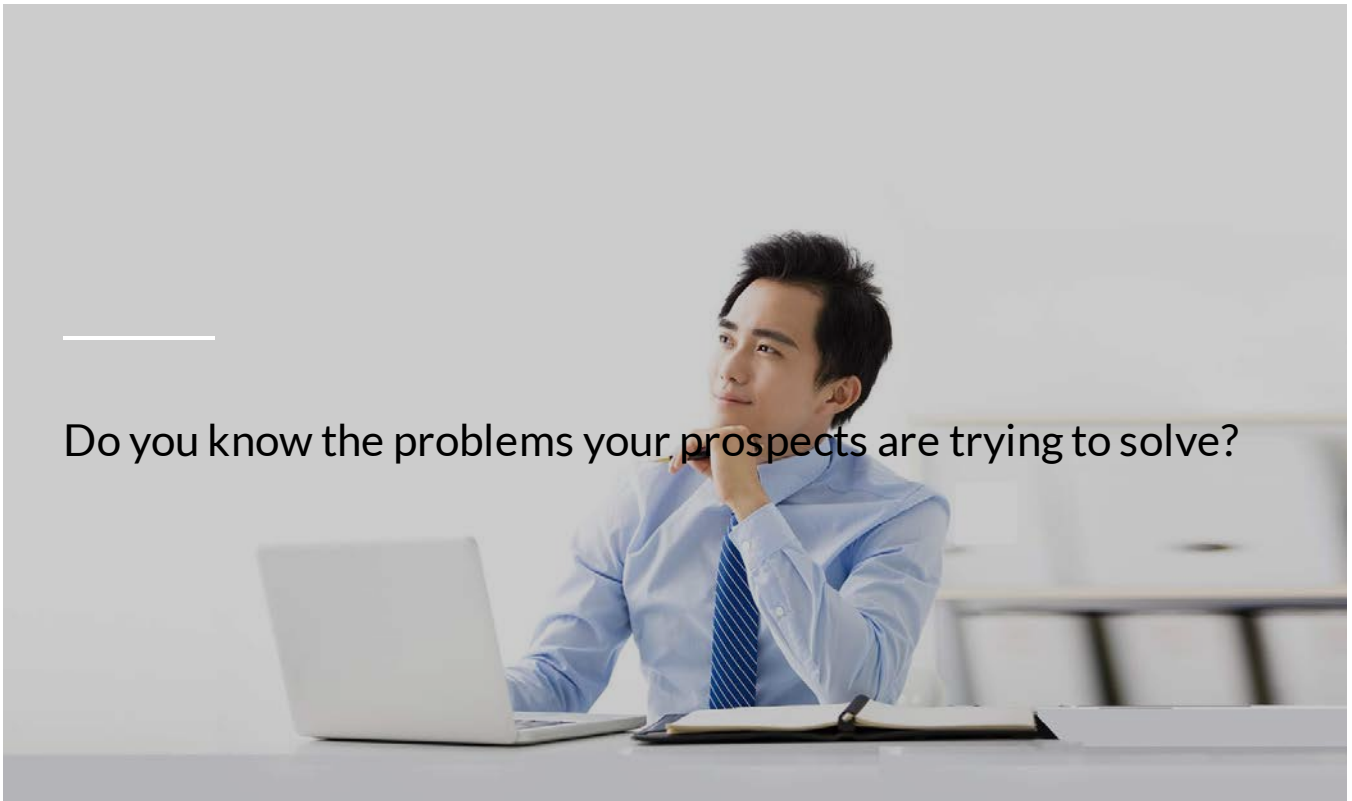




Make a habit of elevating the conversation to the problems that you solve and why they are worth solving, and the related business issue.

Key 3: Become a "problem expert"

Do you know the problems your prospects are trying to solve?





After uncovering the business issue, your next objective is to learn what problems, challenges, and obstacles could create a need for your solution.

Your ability to uncover more and more problems leads to a more significant and broader solution.



Help your buyer recognize that there may be problems they haven't acknowledged or recognized.

The more time you spend uncovering problems, the larger your opportunity, and the more you will differentiate yourself.

By becoming a Problem Expert, you deliberately make problems visible and recognized.

Now, try your skill at identifying problems

How good are you at recognizing a problem when you hear one? In this exercise, decide whether it is a problem or a solution statement. Drag the statement to the correct box to see how you did.

Drag the statement to the correct box.

Problem

Our software crashes when
choosing Save.

We can't hire qualified
employees.

Our store doesn't get
deliveries on time.

Solution

We think our team needs
more training.

Our software needs more
quality control.



Make a habit of uncovering as many problems as possible before
you present a solution.

Try these ideas:

1

Write a list of questions designed to reveal problems (then ask them in your next sales call.)

2

Map the problems you uncover to the prospect's business issues.

Remember, it's not enough to know what problems your solutions solve.
Your prospect needs to admit that those problems exist.

Before you make your next sales call, answer these questions:

- What problems can you solve for your buyers?
- What problems can you solve better than your competition?
- How can you increase the number of problems recognized by your prospect to grow your opportunity size?

Check your understanding

Click on Start Quiz to see how much you've learned about the three keys for ensuring a good fit with your prospect.

Question

01/03

Which of the following will help create a need for your solution?

- ☐ Waiting on leads
- ☐ Focusing on price
- ☐ Uncovering problems you can solve

What's a good way to establish trust?

- ☐ Convince your prospect that your solution is the lowest price.
- ☐ Demonstrate that you know your prospect's industry and role.
- ☐ Impress your prospect with your product knowledge.

What's a business issue?

- ☐ A high-level impediment that prevents corporate objectives from succeeding.
- ☐ A combination of people, process, or technology.
- ☐ Your prospect's idea of what it will take to solve their problems.

Summary

Key Takeaways

Always take detailed notes after important sales calls. Your notes should include the answers to these questions:

- 1 Was a business issue uncovered?
- 2 Were your prospect's problems connected to the business issue?
- 3 Did your prospect tell you their idea of how to solve their problems?
- 4 Can your prospect say you are uniquely qualified to address their needs and have the best solution?

Always confirm your buyer's business issue, related problems, and gain agreement on the desired solution.

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