Quid Pro Quo Selling Checklist

Mutual Respects

Quid Pro Quo: What for what. Equal exchange or substitution. For everything the seller does for the buyer, the buyer should also do something to help the seller (i.e. to help move forward the sales process).

What a Seller Needs: Access, Information, Partnership, Approval.

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| Typical Requests from Prospects | Response from Seller | Why it’s good for prospects |
| Meeting | Decision makers to attend | Shortens their buying process by determining if they are a good fit and we don’t waste people’s time. |
| RFP/Pricing | Clear, honest, and vulnerable issues from buyer  Timeline for decision or budget | Don’t want to waste their time by talking about features. Want to offer them the best price by charging them for features that they don’t need.  My past two customers saw a return in their investment in the first … |
| Proposals | Present the proposal in person, over phone, screen-share. | Want to make sure that we don’t leave anything out and are quickly available to answer any questions. |
| Short Presentation or Demo | Usability feedback.  All decision makers present. | Shortens their buying process by determining if they are a good fit and we don’t waste people’s time. |
| Free Trial | No because… | We provide unlimited access to data in the system and it wouldn’t do it justice if you couldn’t see the full power.  We do monthly subscriptions so if you don’t like it you don’t have to signup again.  What is your cost of product, if ScoutSheet can get you 1 customer it is worth the cost.  Won’t do our product justice without training or commitment on everyone’s part. |
| References | Agree on price and terms.  Meet with references together. | Our clients time is valuable and we don’t want to bug them until we absolutely have to. |
| Discount | No.  Yes if you give us three referrals and answer all NPS surveys. | If this software isn’t worth it’s price then it probably means it isn’t a good fit for you so it doesn’t make sense for either of us to move forward. |
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Boundaries: You must set boundaries so that you can consistently hold your ground. Don’t be afraid to say no politely. Ex: “No, because…let’s end this meeting right now so you guys can focus on finding the right product…we’d love to have you as a customer but only if you see the value we provide for all our customers.”

Importance of Good Sales & Marketing: Because 99% of products do not sell themselves.

Sales Security System: The natural firewalls people put in place when they think they are being sold. People want to buy, they never want to be sold.

Disengaging Sales Security System:

* Avoid using extreme adjectives like the best, top of the line, number one
* Avoid using words like deal, steal
* Avoid talking about scarcity of the item
* Tell them you are not on commission
* Talk about other competitors products and where they can find them
* Do things for them
* Be seen as a trusted advisor and not a salesperson
* Don’t’ make it all about business, ask at least two personal questions (locations lived, kids, job history, hobbies, business goals, sports). Tie these personal questions into examples so they don’t think you are just asking them random questions to lower their guard.

Attributes of a Business Consultant: Helps, listens, advises, guides, makes recommendations, corrects misconceptions, is an expert, has conviction, has credibility, has integrity, is community minded.

Cheap/Free Gifts You Can Give Customer:

* Information (checklists, articles, cheatsheets, books, websites, reports)
* Referrals (connecting them to customers) or lists of people you know that you could connect them to
* Testimonials (posting ads or online reviews that speak highly of them)
* Advice (expert advice or audit about their strategy)
* Food, snacks, candy
* Mail (personalized thank you cards)

Leo Burnett Sales Strategy: Don’t tell me how good you make it, tell me how good it will make me when I use it.

Seven Ways to get People to Like You:

* Be confident and enthusiastic
* Be sincerely interested in others
* Talk about the other persons interests and issues (write down their issues)
* Use their name often
* Give compliments
* Be a good listener
* Make them feel important

Personal Agendas: Sell to people’s personal agendas, not to their companies goals.

So What: Imagine buyers always saying “so what”. Ask them how experienced they are with the subject so you can talk in their terms and make sure they feel comfortable asking you to explain anything you say.

Prospecting: The most important step in sales and also the most tedious and thankless part of the sales process.

Aim Above Goal: Aim above your sales goals and you will likely land on your goals.

Sales Message: Continuity is super important so your sales message should be owned by your group and not by any individual member.

Lead Exchange/Co-Marketing: Partnering with other firms to share leads and share marketing costs.

Job Span: The average job span for a sales person in technology is 18 months. They are either let go or move on. The best companies make sure a sales person is promoted instead of moving on.

Experts or mavens: Industries recognize these people as their voices and if they promote it, it must be good.

Connectors: Know a lot of people and can connect you to other people and other connectors.

In-Betweeners: People who don’t know a lot of people but connect disparate networks.

Lunch & Learns: Free food and information.

Criteria Prospects for Prospects:

* To listen
* To express a desire for the solution
* To commit to changing habits
* To agree to explore your product
* To share their situation and issues
* To share their decision criteria
* To share their concerns
* To agree to a plan to buy
* To decide if it is possible to solve their problems
* To accept responsibility for their issues

Published v. Political Org Chart: A published org chart is the standard hierarchy. A political org chart ranks the individuals in the company that have the ability to get things done. Depends on length at company, family or personal ties to ownership or top management, education and expertise, in-fighting.

Test In Live Environment: Test your sales people in the live environment that they will be selling in.

Professional Evaluators: People who are paid to analyze what the company should buy and often. Avoid dealing with these people.

Presentations Over Demos: Presentations should be sufficient to convince your buyers to purchase the product if you ask a lot of questions and qualify your buyer, resolve their issues, paint a logical word picture, sell the strength of your company.

Keep it Simple: A confused mind says no. Presentations are better than demos unless you have the most simple product ever.

Price: Never sell on price. If customer starts talking about price, shift the conversation to cheaper products that don’t the features and differentiation that you have.

Understanding the Alternatives: Know your competition and give you customers a list of the competition.

Avoid Scarcity: Don’t use the terms we only have a few left so buy now, instead to meet your guys timeline for … we need to get you signed up by.

Personal Questions: Ask questions like how is this affecting you personally, you will likely get a business response but follow up saying that you understand the business terms but want to know how it affects them personally.

Steps to Successful Presentation:

* Set the agenda at the start of the presentation
* Customize everything in the presentation for them, no hypotheticals
* List the issues on a chart or notepad or screen for everyone to clearly see
* Sell the experience of your company
* Address how the product will resolve each issue and cross them off
* Demo specific features with visuals, you don’t have to demo with the actual product
* Get and give confirmation that you and they have a clear understanding how your product meets their needs
* Trial close

Issue Demonstration:

* List customer issues and then have a demo that addresses each issue
* If you can’t do it in person, have a list of Frequent Issues that people can click on and it takes them to a demo video showing how the product resolves those issues.

After Presentation: You should be able to close within 5 days.

Remove Buyer’s Remorse: By reaching out to customer shortly after they purchase to make sure all is going well.

Call Reluctance: 40% of salespeople face a period of call reluctance that ends up costing them their job. Remove call reluctance by:

* Having a strong sales process and helpful scripts to follow
* Make sure they understand the law of large numbers and that 90% of their efforts will end in nothing
* Educate and train them constantly so they are motivated and inspired with new ideas
* Celebrate their wins
* Train them to act as consultants and not sales people
* Give them free resources so that they can provide a quid pro quo experience to the buyer. Most times call reluctance comes when they think they are wasting the buyers time.
* Have them spend a half day each week studying the value that the product adds to people so that they can see how they are improving lives
* Show them the value your product adds to customers and connect it to meaningful things (ex: because of our product, our customers are able to spend twice as much time with their kids)
* Do your homework on the buyer and make common connections

Wrong Level: 80% of salespeople sell at the wrong level (sell to people underneath the decision maker).

When decision maker get involved in decisions: At beginning to establish objectives and at the end to measure the results of the decision.

How to listen:

* Listen to their story
* Listen to their full story
* Listen to their full story with your heart
* Put yourself in their shoes

Ladder:

* Look at the person speaking to you
* Ask questions
* Don’t interrupt
* Don’t change the subject
* Empathize
* Respond verbally and non-verbally

Open Ended Questions: Never ask yes or no questions.