

Winning Moments of Truth



Why our role is affected by when we enter the sale, and what we can do about it.



Introduction



What is a "Moment of Truth?"



When you enter makes a difference



What's in it for us, as sellers?



When you enter early



When you enter late



Conclusion

Introduction

Every Moment Matters

If it seems like you're getting less and less time with prospects today, you're right. That's why we must make as much progress as we can with the little time we have.

In this course, we will explore:

1

Why where we enter a sale completely alters our role in it.

2

What to do when we enter a sale truly early – in the priority phase

3

Some tips so we can operate when we're brought in very late

CONTINUE

What is a "Moment of Truth?"

Every. Single. Interaction.

Every interaction with a prospect should be considered a moment of truth. It either moves you forward, toward a sale, or sets you back. Some times, that setback is inserting more time into their journey. Other times, it could lead to the prospect losing interest, entirely.

Every email, phone call, virtual or in-person meeting can be considered this important. With this mindset, we can approach each interaction with more intention. Even though more and more is demanded of people in sales positions today, we cannot lose sight of how important it is to prepare and hold ourselves accountable for the outcomes of our interactions.

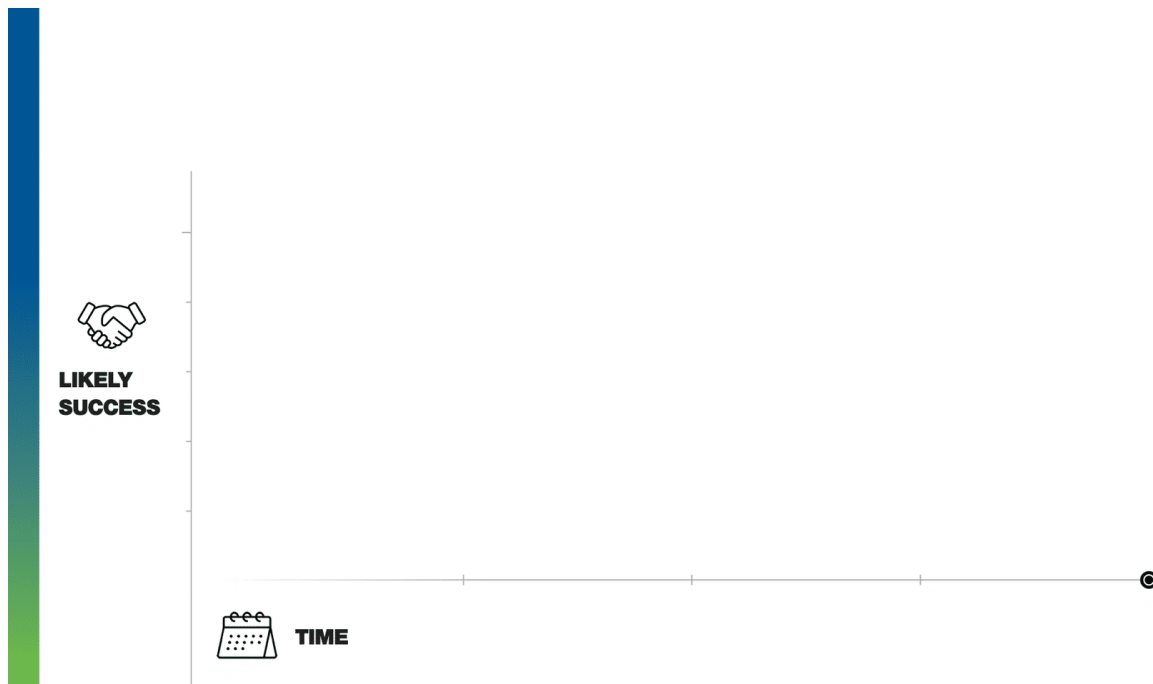
CONTINUE

When you enter makes a difference

Let's think about a typical sale, from the standpoint of when we start interacting with a prospect. In some sales, we're involved early on, while they're still trying to figure out their options and learn what could be possible. Other times, we enter at the very end of the sale, when the prospect knows what they want and just wants to know the price.

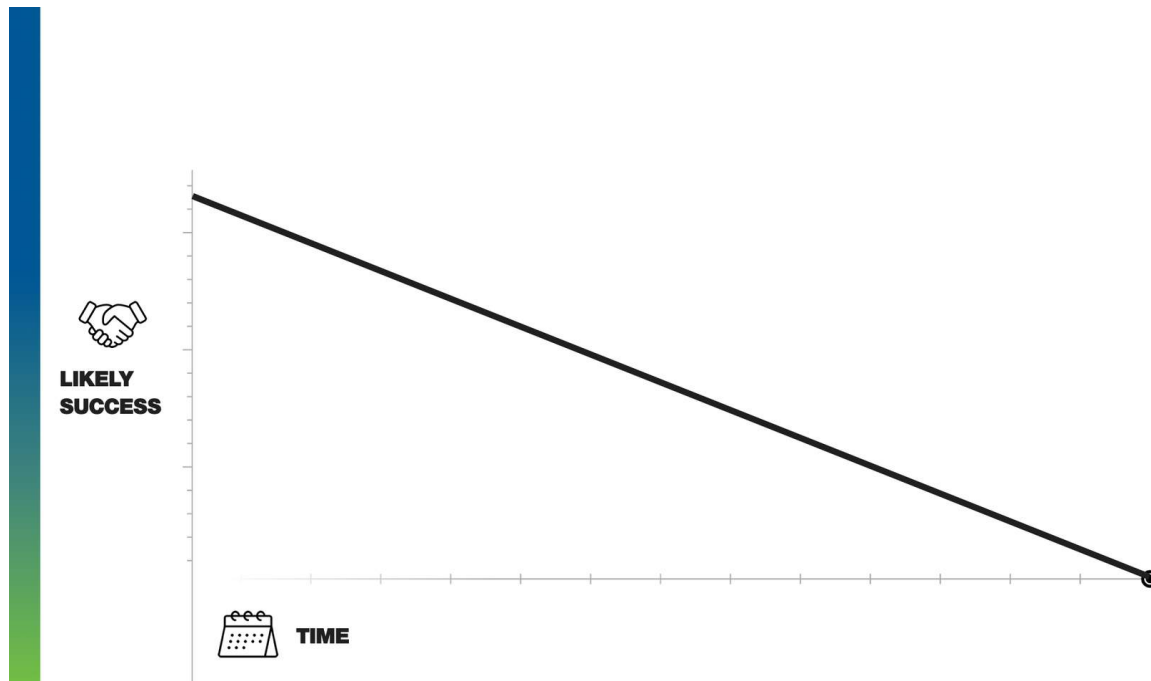
This makes a big difference in how we sell. Click through the slides below to explore why:

Think of it like this...



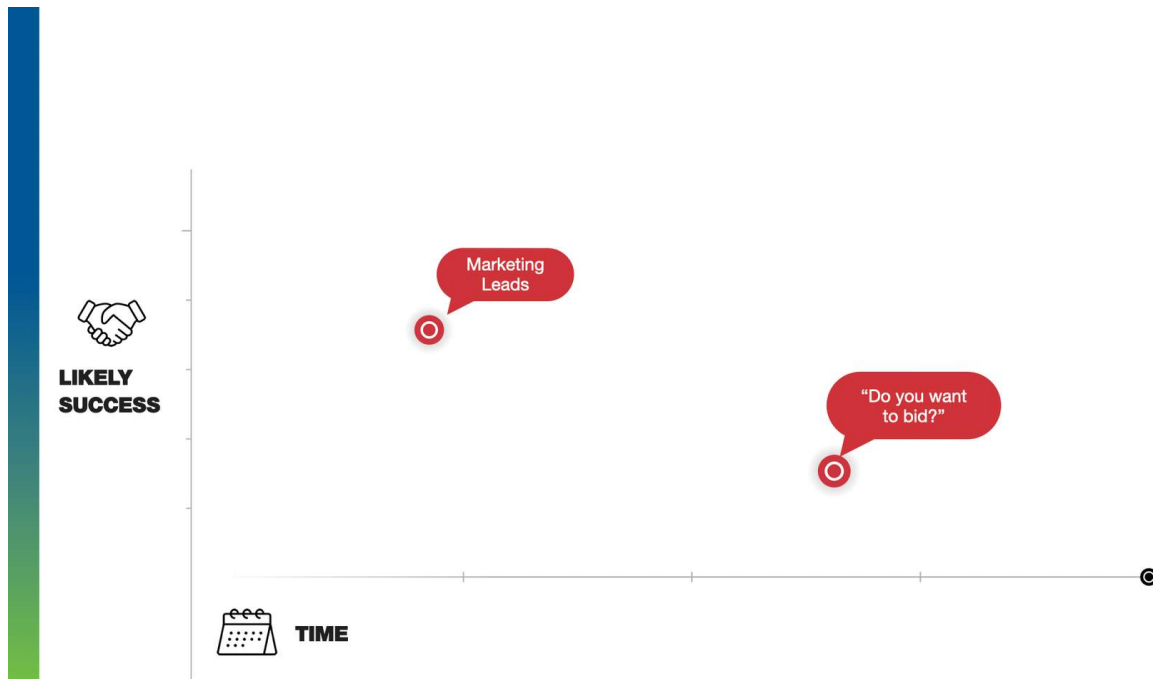
If we map the time where we enter the sale along with our chances for success, we get a 2-D graph that looks like this.

The Slope



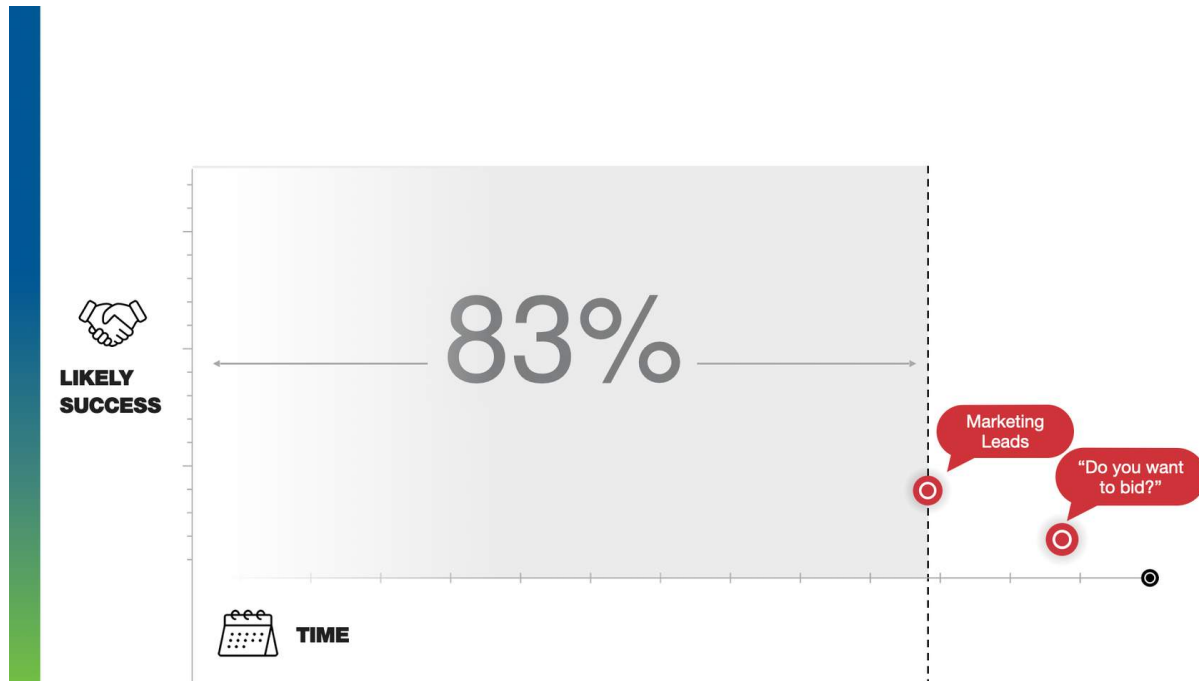
Most of us would agree that as we enter later in the sale, our chances for success get smaller. So if we are to put a general line on this graph, it would slope downward from left to right, like this. Earlier equals higher success. Later equals lower success.

Entry Points



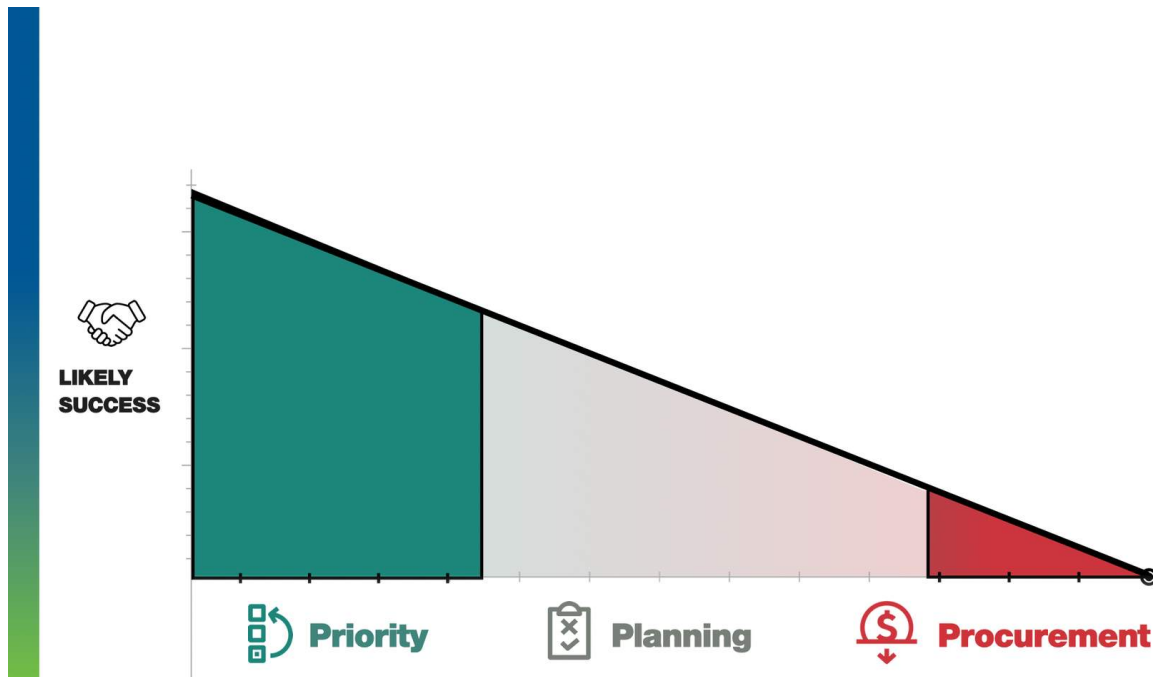
Thinking about the various ways we enter, we can start putting them on this line. Someone calling us to get one more quote is likely very late in the sale. Someone contacting us through our marketing materials – like a website contact form – might be earlier than that.

Even Leads are Late



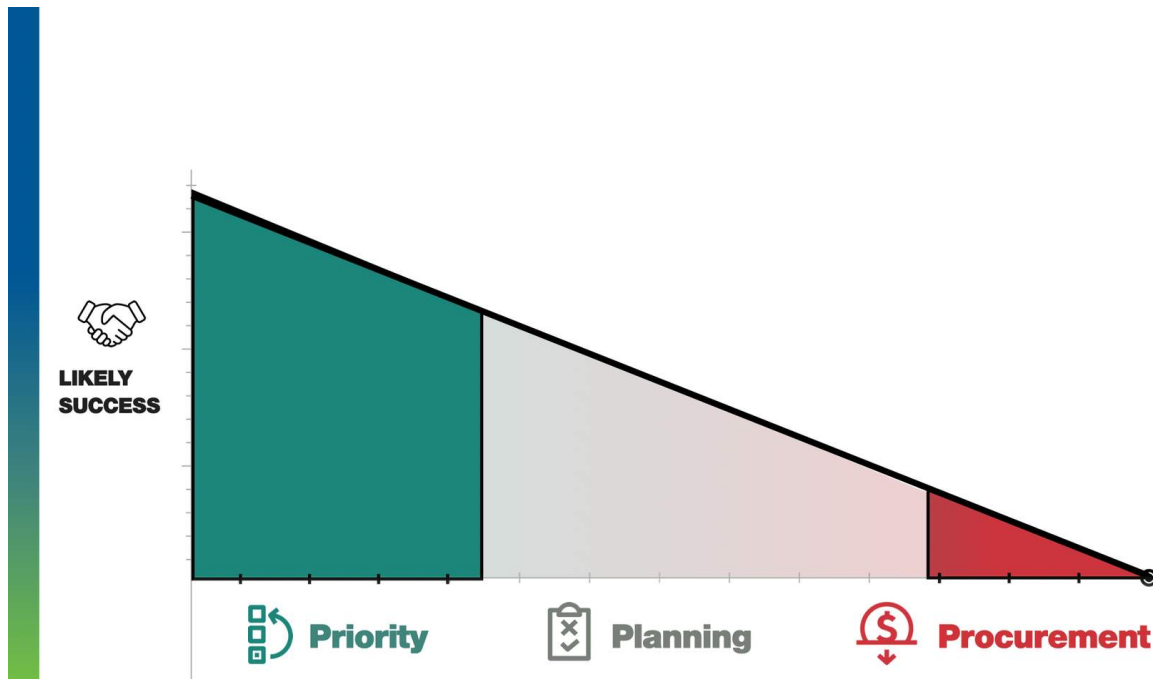
But think about that contact form. There was a lot of work done to get to the point of submitting that. In fact, most studies show that prospects are leaving sellers out of the conversation for longer and longer. In some industries, up to 95% of the journey is done without contact. The general consensus right now is that the average is over 80%. We are typically only interacting with prospects during the last 20% of their journey.

We Can Map Their Journey Onto Our Chance of Success.



In previous courses, we've referred to the three stages of a purchase: Priority, Planning and Procurement. We can map those phases right onto our chart, like this. That marketing lead probably is happening in or just before procurement.

What It Means



If you want to have greater success, that means entering during the priority phase. Entering there, we must not discuss details or prices. We have to talk about different things. Same goes for planning and procurement.

It's not just about having more time, it's about changing the nature of the conversation.

CONTINUE

What's in it for us, as sellers?

It's about delivering more value and protecting your prices.

You know how some sales, or some prospects are better than others? Some are even *fun*.

When we're able to be a part of the process and really offer our full value, we enjoy those interactions more. So do our customers. But something else happens, too.

When we can deliver all of our value, our prospects and customers don't question the price, certainly not as much. In some cases, we can even deliver so much value that we keep competitors away from getting involved at all.

In those cases, we're usually entering during the priority and planning phases. It gives us enough time to dig in, ask the right questions and figure things out together.

When we feel like we're getting squeezed on price, we've usually entered in the procurement phase.

CONTINUE

When you enter early

We Discuss Priorities

Remember the many "real impacts" we found together? This is where those start to get used. Entering during the priority phase offers you the chance to talk about solving problems.

- Ask probing questions to understand the real challenges your prospect is facing. Don't take answers at face value. Really find out what they need to solve.
- Align your solution with solving that challenge. Don't worry about the details, just show them how it will work.
- Back up your explanation with a story about a customer like them who solved that problem with your solution. It doesn't have to be a shiny case study, and it's best if it's your own story.
- Continue to work with them as "their person" for solving that specific problem. If you consult well, you'll be brought along through planning and will likely be alone at procurement, without competitors.

CONTINUE

When you enter late

We Try to Change Minds

Successfully pivoting a procurement sale back into priority phase is difficult and is typically not worth your time. There are some things you can do, though, to change how they think about what they're buying.

- Ask questions to find out what is still not satisfactory. Knowing what they wished they were getting could help you find out how to differentiate your solution.
- Ask them about your real impacts. They may not realize that your solution has broad implications. Asking them if they've considered the impact of your solution on two or more areas of impact could open up more conversations. It can also help them see you different to your competition.

CONTINUE

Conclusion

Be honest with yourself.

For each prospect, really examine where you've entered the sale. Adjust your conversation accordingly. Prepare for each moment of truth based on this. Hold yourself accountable for outcomes.

You've completed the course. Your progress has been noted and you can close this tab.