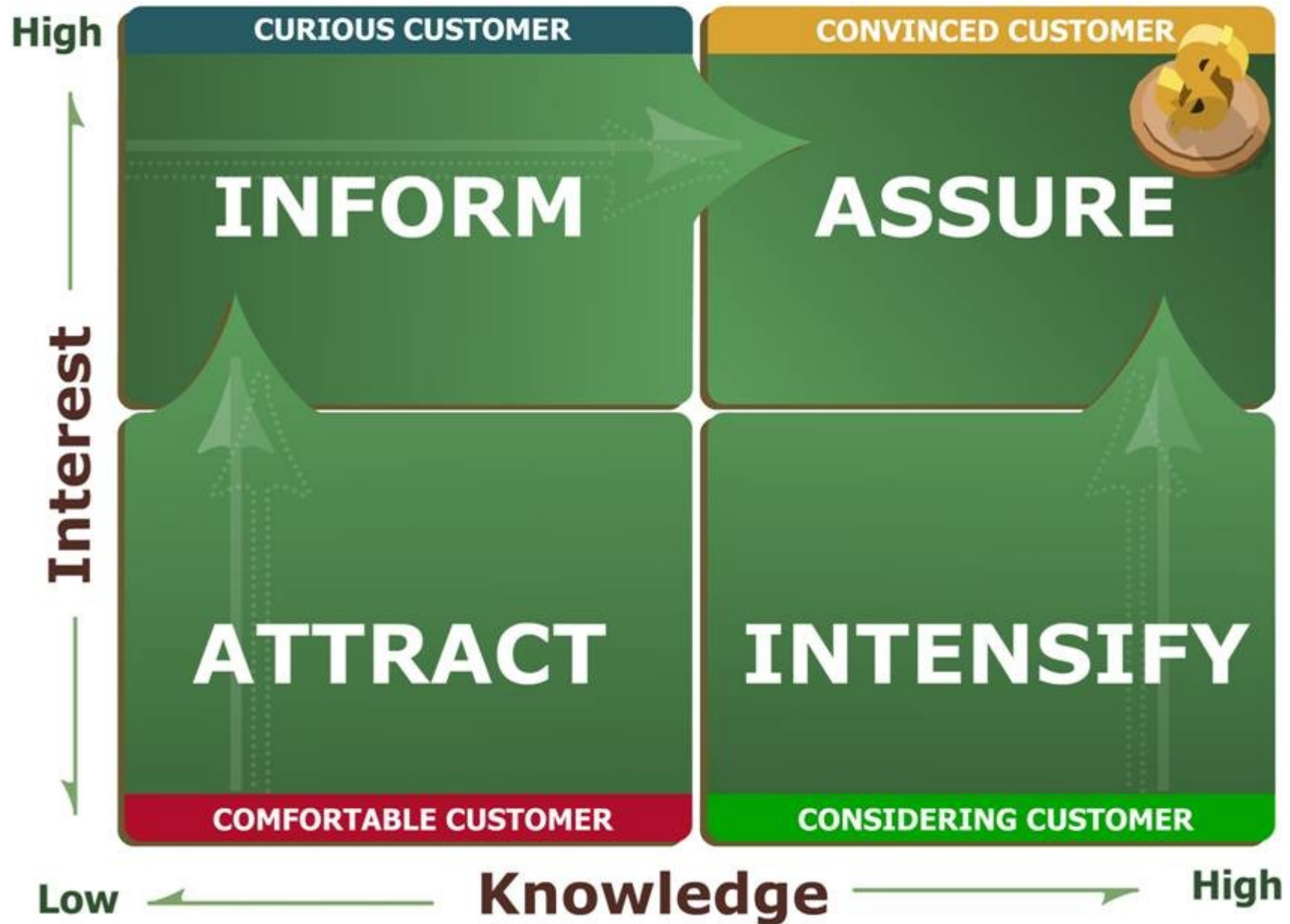


High Impact Selling Skills



If the Customer Is:

Comfortable	Curious	Considering	Convinced
<ul style="list-style-type: none"> • States satisfaction with current supplier • Easily distracted • Is unable to articulate a baseline understanding of your products or services 	<ul style="list-style-type: none"> • Asks questions • States urgency of need • Willingly discusses risks • Lists reasonable demands 	<ul style="list-style-type: none"> • Hesitant to alter past behavior and supplier allegiance • Sets technical "logic traps" • Understands what your product/service can do • Has specific-and often legitimate-reasons for using other sources of supply 	<ul style="list-style-type: none"> • Confides in you • Acts as a third party resource • Volunteers feedback • Frequently demands and deserves a higher level of responsiveness and value

Then Your Tactic Should Be:

Attract	Inform	Intensify	Assure
<ul style="list-style-type: none"> • Provide a clear-cut reason for the prospect to consider options • State bottom-line appeal of your product/service • Present compelling reasons to change • Ask thought provoking and practical questions 	<ul style="list-style-type: none"> • Participatively investigate customer requirements • Clarify customer's objectives • Detail the benefits of what you have to offer • Ask for tangible commitment 	<ul style="list-style-type: none"> • Summarize points of agreement and ask for a tangible commitment • Ask for and acknowledge customer concerns (problem solve) • Provide objective pros and cons and proof that your product/service can deliver versus the competitor • Summarize points of agreement (total offering) and ask for tangible commitment 	<ul style="list-style-type: none"> • Check back on a regular basis and LISTEN! • Reinforce continued usage • Find creative ways to keep interest level high • Solicit ongoing support and referrals • Expand to other products and services (if appropriate)