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LaSalle Insights

Establishing Value Through Questions An Approach for Increasing Sales

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LaSalle Solutions, like Cisco, works with prospects (and customers) to help them better understand their needs and identify pain points. This process is critical to establishing value and completing a sale.

For a prospect to take action, three considerations must first be explored.



1. Value

It either has high value if resolved or carries a significant opportunity cost if ignored—or maybe both. Either way, the value must be significant.



2. Priority

The pain point must carry a high enough priority in relation to the other issues on their radar that they feel an immediate need to resolve it.



3. Need

The prospect may think a pain point needs resolving, but they probably haven't thought through it enough to understand how, if at all, it is impacting their business. Because unless their company has unlimited resources, they can't expect to resolve every issue.

Understanding Impact

Sales reps often fail to help prospects develop the scope of their issues to the point that they are compelled to take action.

Let's suppose a prospect indicates difficulty fulfilling orders on time. At this point, the severity of the issue is unknown to the sales rep. It could simply be a pain in the neck with little to no impact to the business or so severe that their customers are canceling right and left due to the company's inability to provide timely deliveries.



The key to success lies in a two-word question that the sales rep should be ready to use over and over again: **Sowhat?**

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An Approach for Increasing Sales

continued

So What?

The question is a powerful mental reminder to the sales rep to ask questions to improve their own understanding of the issue. More importantly, it helps the prospect understand the magnitude of the pain point and its impact on the organization.

Understanding Through Questions

"So what?" questions can take many forms:



How have your customers been affected? Have complaints increased? Orders decreased? By how much?



How much time does your organization spend addressing the issue? Has morale been affected as a result?



What might happen if this issue is not resolved quickly? Or not at all?



Could this issue have an impact on your organization's top- and bottom-line financial targets.

The sales rep must continue asking questions until reaching the bedrock—the financial and other impacts as well as the root causes of what would happen to the company if this problem were not solved.

Win-Win

The result is a win-win for the customer and the sales rep:



The prospect realizes that their issues are real and more severe than previously thought. This realization could very well be the catalyst that results in the prospect taking action to solve the issue(s).



The sales rep establishes himself or herself as someone who understands the organization's business and is capable of resolving their pain points and creating value, thus resulting in a sale.

Learn more about how LaSalle uses questions to complete sales and help organizations understand the true impact of their pain points.

Visit www.elasalle.com/winwithlasalle for more information.



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