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SMME Clinic Masterclass

Strategic Selling

Selling your Value

Paul Hartnady

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STRATEGIC SELLING

SELLING YOUR VALUE



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STRATEGIC SELLING

DEVELOP WINNING STRATEGIES

CONTENT

1. STRATEGY / SELLING V MARKETING
2. FIRST CONTACT
3. WHAT'S ALWAYS IN THEIR MIND
4. SELL YOURSELF FIRST
5. FITNESS INDICATORS
6. SELLING STAGES, PHASES, & MAZES
7. BUSINESS LIFE CYCLES
8. PULL & PUSH SELLING
9. BUYER BEHAVIOUR
10. PRICING



UNDERSTANDING STRATEGY

STRATEGY IS AN *INTEGRATIVE, COHERENT & DURABLE* SET OF CHOICES THAT POSITIONS YOU ON A PLAYING FIELD OF YOUR CHOICE IN A WAY THAT YOU **WIN**

WHAT WE MUST KNOW ABOUT STRATEGIC SELLING:

1.WHY we should be on this playing field; and

2.HOW we are going to be better than anyone else at serving the Customer

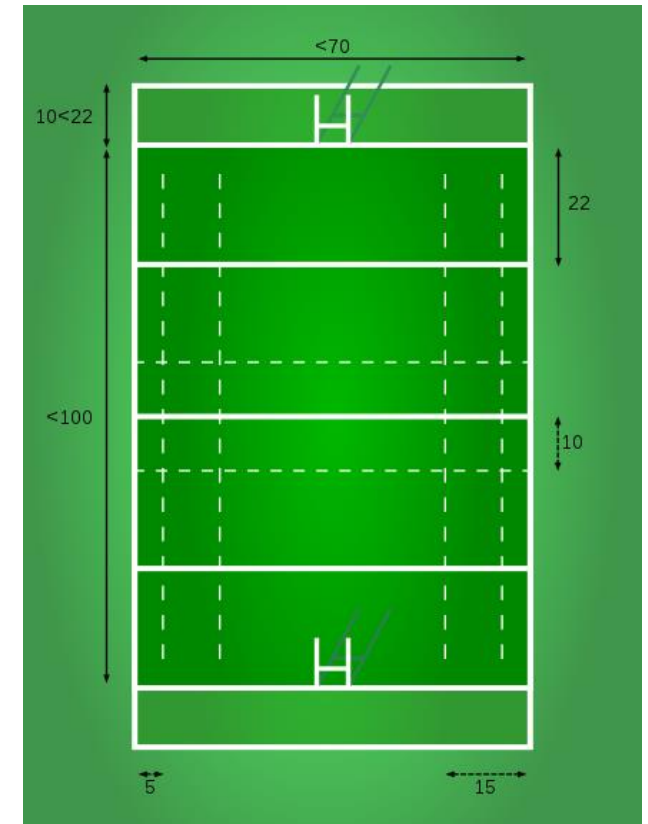
STRATEGY SPECIFIES OUTCOMES

(PLANNING SPECIFIES CONTROL) *YOU CAN'T CONTROL CUSTOMERS!!*

PLAY TO WIN – HOW DO WE DO BETTER THAN OTHERS?

AVOID PARTICIPATION & COMFORT ZONES - AND

HAVE THE CAPABILITIES AND THE SYSTEMS THAT SUPPORT YOUR STRATEGIES



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UNDERSTANDING SELLING v MARKETING

SELLING

IS THE HUMAN INTERACTIVE ENGAGEMENT WITH SOMEONE THAT AIMS TO INFLUENCE AND PERSUADE THEM TO EXCHANGE THEIR MONEY FOR THE PRODUCTS OR SERVICES OFFERED FOR SALE

SELLING REQUIRES AN EXCHANGE OF ENERGY WHEREBY TRUST IS ESTABLISHED TO ENABLE FEELINGS OF VALUE & SATISFACTION

MARKETING is a **SUPPORT** to SELLING & REQUIRES GOOD PLANNING

STRATEGIC SELLING IS **TACTICAL** AND REQUIRES
FLEXIBILITY, RESPONSIVENESS, INNOVATION, ADAPTABILITY



MARKETING STRATEGIES

*The **WAYS** we **PLAN & EXECUTE MESSAGES** that **SUPPORT SALES***

VALUE INNOVATION STRATEGY
Changing Competitive Boundaries



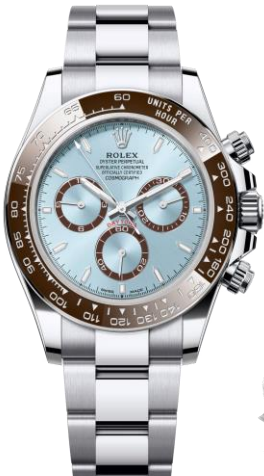
CIRCE DE SOLEIL



CAMPAIGN STRATEGIES
Your directed promotional themes



ROLEX



TESLA



WITH or WITHOUT-YOU STRATEGY
Waitlists & Registers



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SELLING STRATEGIES

*The **WAYS** we **CONDUCT ENERGY EXCHANGES***

PROSPECTING
RESEARCH
APPROACHES
MEETINGS
NETWORKING
SOCIAL INTERACTIONS
ATTENDING EVENTS
DOMONSTRATIONS
TRAINING
PRESENTATIONS
PITCHES
HANDLING OBJECTIONS



SHOE in the DOOR



PERSONAL ENCOUNTERS of ANY KIND



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STRATEGIC SELLING

THE **INTERACTIVE ENERGY EXCHANGES** THAT POSITION YOU ON A
PLAYING FIELD OF YOUR CHOICE IN A WAY THAT YOU
WIN THE SALE

*“Planning is essential before the battle. But once you
are on the battle-field, planning is useless. Your options
become tactical and strategic if you are to win”*

Dwight Eisenhower

(Supreme Commander Allied Forces 1944)



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1ST Contact Selling Strategy = **VALIDATION** **THE FIRST 90 SECONDS**

1. **FIGHT or FLIGHT:** Eye contact & Smile [5 secs]
2. **ELEVATOR PITCH:** Name / Brand / Service [15 secs]
3. **GRAB ATTENTION:** Why you are here (Big Idea) [30 secs]
4. **WHAT'S IN THEIR MIND?:** Get them talking [40 secs]



AUTHENTICITY

NO FEAR FOR BEING WRONG
NO GUILT FOR PAST MISTAKES

KNOW WHAT YOU WANT

FIND OUT WHAT YOU'RE GETTING
ADAPT UNTIL YOU GET WHAT YOU WANT



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WHAT DO YOUR CUSTOMERS BUY?
IT'S NOT WHAT YOU'RE SELLING – IT's WHAT THEY BUY
AVOID PREMATURE PITCHING

What's In It For ME?

PRIMORIDAL NEEDS

**Acceptance, Connectedness, Contentment, Freedom,
Greed, Guardianship, Pain relief, Prestige**

VISION

Personal / Business / Social

PRIMARY MOTIVATORS

***Family / Financial / Social / Spiritual / Career / Mental /
Health***

**So What?
Who Cares?
WIIFM?**



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WHAT & WHY THEY BUY

WHAT?

YOU

- CONNECTION
- CERTAINTY
- SIGNIFICANCE
- ACCEPTANCE
- PAIN RELIEF
- GRATIFICATION
- CREDIBILITY
- AUTHORITY
- INSPIRATION



Their THOUGHT PROCESS
SO WHAT? WHO CARES? WIIFM?

FITNESS INDICATORS
BRANDING ARCHITECTURE

WHY?

To make me **look good** amongst my peers, management and communities where I live & serve

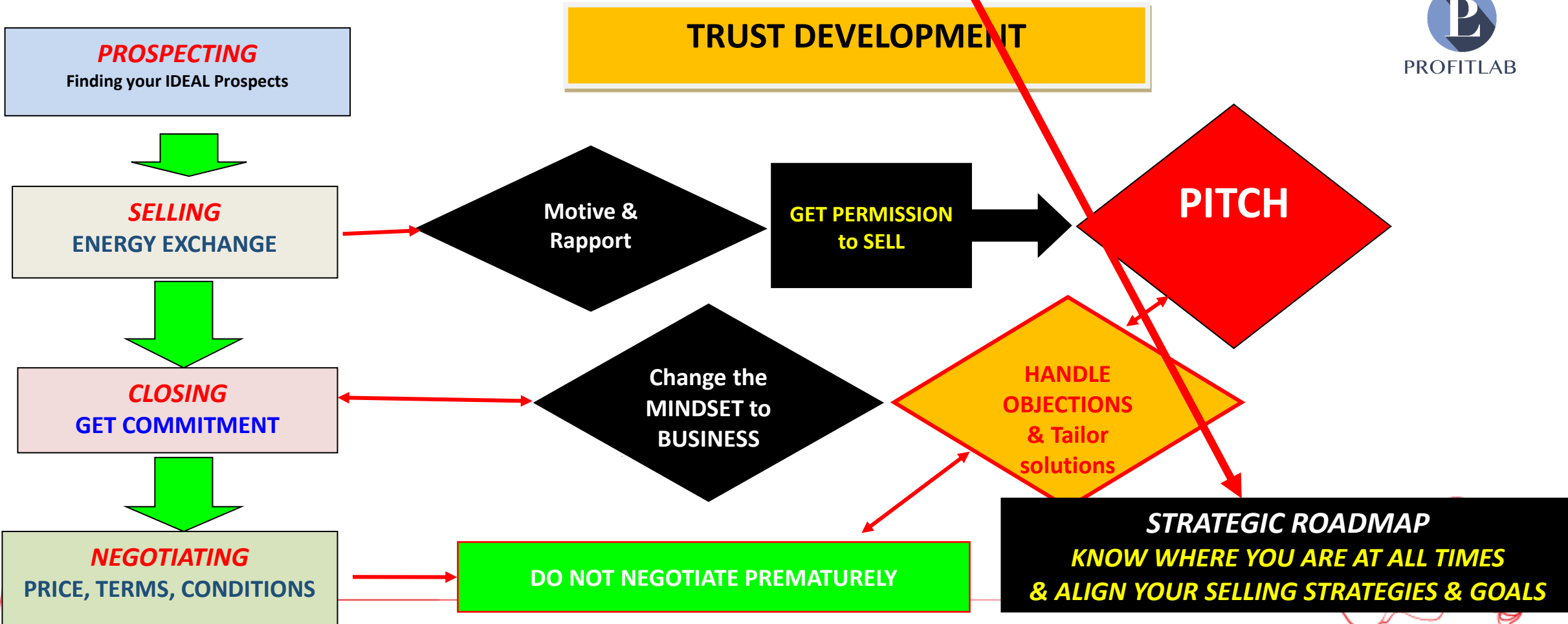
SATISFY THEIR EMOTIONAL NEEDS

A SELLING Strategic Goal
SELL YOURSELF FIRST & ASK THE RIGHT QUESTIONS
OUTCOME = TRUST



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WHAT IS YOUR SALES PROCESS?

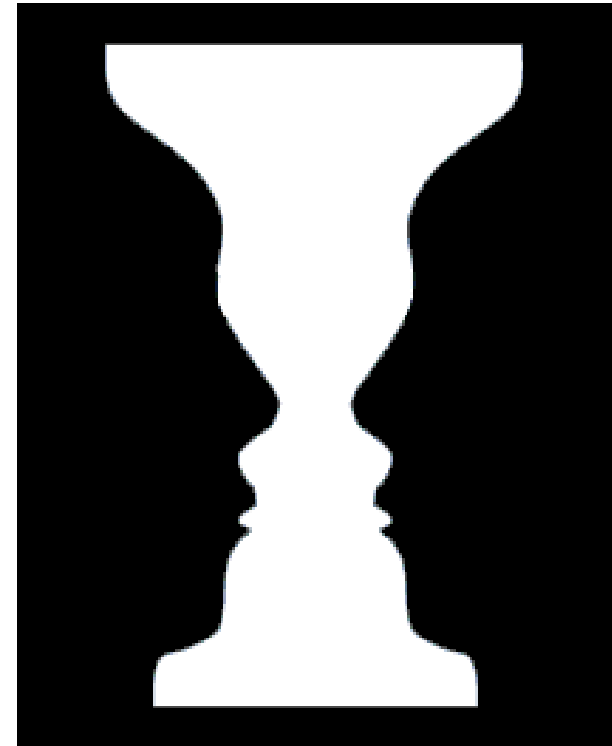


RESPONDING STRATEGY

ASK THE RIGHT QUESTIONS

1. *CLARIFY = ask back*
2. *AGREE THEIR THINKING*
3. *SHOW THE VALUE*

*They don't know what they don't know.
Find out what's in their heads to enable you
to get them to see what you see.*



*"IF I HAD ASKED MY CUSTOMERS WHAT THEY WANTED, THEY WOULD
HAVE TOLD ME 'A FASTER HORSE'!"*

Henry Ford



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WHAT IS YOUR LIFE-CYCLE STAGE?

YOUR BUSINESS STRATEGY TO WIN



3 PRIMARY SELLING STRATEGIES

DEMAND-PULL <i>Marketing Led</i>	SUPPLY-PUSH <i>Relationship Led</i>	CHANNEL PARTNERS <i>An Aligned Selling Strategy</i>
COMMODITIES / QUICK RESPONSE SERVICES / ONLINE BUYING	TECHNICALLY COMPLEX SERVICES & PRODUCTS & CUSTOMERS (E.G. Large Retailers)	The 5 Buyer Influencers User/Technical/Financial/Control & Sponsors
THEY <i>NEED</i> SOLUTIONS <i>They Call You</i>	THEY <i>WANT</i> VALUE <i>You Call Them</i>	DP – <i>Negotiation led buying</i> SP – <i>Relationship led buying</i>
VALUE based on <i>SERVICE &</i> <i>INFORMATION</i> given	VALUE based on <i>TRUST</i>	ASK QUESTIONS that align with their <i>PRIORITIES & VALUES</i>
BUYING DECISION based on <i>PRICE</i>	BUYING DECISION based on <i>EMOTION</i>	Outweigh their comparative ANCHOR – what could they buy instead?
THEY <i>DON'T</i> WANT CHOICE	THEY <i>DO</i> WANT CHOICE	



SELLING STRATEGIES for BUYERS

Introductions
Endorsement
power

Quality & Service
Sabotage power

Terms & Conditions
Power - Can't say yes
CAN say NO

Performance
NOT Price
Veto Power

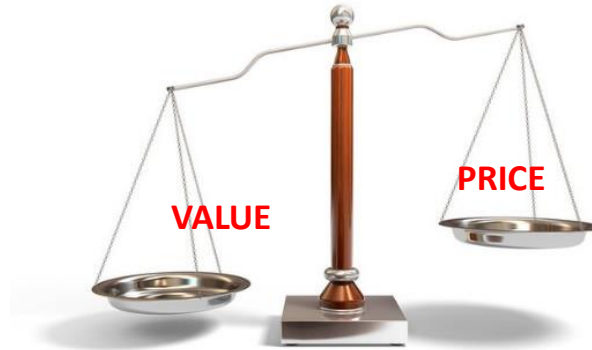
1. THE SPONSOR
2. THE USERS
3. THE GATEKEEPER
4. THE FINANCIER
5. THE SIGN-OFF

BLUE OCEAN
FOCUS

Strategic Visionary
Helicopter View
Leader Power



PRICING STRATEGY



WHEN IS PRICE A DOMINANT ISSUE ?

THE OFFER TRANSACTION	PRICE DEPENDENT	STRATEGY <i>GET TO A NEGOTIATION ASAP</i>
TENDER	YES	<i>Lowest Price</i>
QUOTE	YES	<i>Variable Price dependent on add-ons</i>
PROPOSAL	SOMETIMES	<i>Differentiation Value and Choices</i>
1-2-1 SELLING	NEVER	<i>Handle Price Objections</i>
1-2-many PRESENTATION	NEVER	<i>Buyer Influences & Value propositions</i>
NEGOTIATION	NEVER	<i>Negotiate Price with Terms & Conditions</i>



STRATEGIC SELLING

SELLING YOUR VALUE TO **WIN**

1. SELLING STRATEGY = AIM TO WIN USING TACTICAL EXPERTISE
2. DISSOLVE PRIMAL FEARS
3. FIND OUT WHAT'S IN THEIR MIND
4. SELL YOURSELF FIRST
5. ALIGN BENEFITS WITH FITNESS INDICATORS
6. RESPOND WITH STRATEGIES FOR EACH SELLING ACTIVITY
7. KNOW YOUR LIFE CYCLE STAGE AND ALIGN STRATEGIES
8. DEVELOP STRATEGIC RESPONSES FOR PULL & PUSH SELLING
9. RESEARCH BUYER BEHAVIOUR & ALIGN SELLING STRATEGIES
10. USE PRICING STRATEGIES THAT PROVIDE PERFORMANCE VALUE



SELLING TAKES COURAGE & REQUIRES RISK

SELLING **STRATEGIES** ASSIST IN OVERCOMING ASSOCIATED FEARS



"It is not the strength of the body that counts, but the strength of the Spirit." J.R.R. Tolkien.

*"Courage is being scared to death, but saddling up anyway."
John Wayne.*



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Thank You!



Practical Business Remedies

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