WELCOME:

NSCA Members

October 21st 2014

NSCA- Chuck Wilson- Executive Director
Corporate Sales Coaches:
Bob Lobascio- CTS, Jack Cullen & Len D’Innocenzo

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Webinar Series

Driving Sales Growth – During Change

NSCA- Chuck Wilson/ Executive Director
Corporate Sales Coaches-
Bob Lobascio- CTS, Jack Cullen & Len D’Innocenzo
Agenda

- This is going to be Interactive !!
  - Polling
    - Level set where you are with your peers on issues and market dynamics
    - Sharing knowledge and perspective
  - Raise your hands – ( hand icon in yellow )
  - Ask questions
Agenda

❖ Information on NSCA- Webinar Series
  ❖ Driving Sales Growth During Change
    ❖ Sales Strategies for Challenges of the New Normal – what do your customers want from you – NOW?
    ❖ Changing profiles, roles, goals - strategies to prosper in times of change…

❖ What would you do if you knew?

❖ Coordinating with Business Survivor Events

❖ Take-aways to put into use immediately-

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Agenda- Learning Objectives

❖ Speaking of Take-aways… Chuck Wilson’s rule;
❖ SCN Hush - Hush Secrets Issue October 2014

13 Secrets - Bob’s Scorecard
- 5 Secrets with clear “How to” - yes!
- 6 Secrets with no “how to” - huh?
- 2 Huh?
Webinar Series – Driving Sales Growth During Change:

- What would you do if you knew …?  
- Strategies for Challenges of the New Normal – what do your Customers want from you – NOW!  6/24/2014

Deliverables at the end of the Webinar

- Resource guide to Published /reference info
- “Top ” ideas to implement right away
- Access to NSCA sponsored tools to improve your selling process
Webinar Series – Driving Sales Growth During Change: **What** would you do if you knew …?

- **What the buyer was really thinking** – just as you launched into your sales process?
Webinar Series – Driving Sales Growth During Change: **What would you do if you knew …?**

- What the buyer was *really* thinking - just as you launched into your sales process?

- What are today’s buyers (New Normal/Convergence Buyers!!) thinking **WHILE** you are speaking?
Webinar Series – Driving Sales Growth During Change: **What would you do if you knew …?**

- What the buyer was *really* thinking—just as you launched into your sales process?
- What are today’s buyers (New Normal/Convergence!!) thinking WHILE you are speaking?

- **When your prospect actually makes buying decisions – and what they are based upon?**
Webinar Series – Driving Sales Growth During Change: **What would you do if you knew …?**

- What the buyer was *really* thinking- just as you launched into your sales process?
- What are today’s buyers (New Normal/Convergence!!) thinking WHILE you are speaking?
- When your prospect actually makes buying decisions – and what they are based upon?

- **What is the correlation between “making a good first impression” – and winning the business with better margins?**
Webinar Learning Objectives

- Webinar Series – Driving Sales Growth During Change:
  - What would you do if you knew …?
  - Learning Objectives – strategies to use when armed based on answers to the above ??

And by the way-
Where are these issues in the sales cycle?
Consultative Sales Process - what are you perhaps...overlooking?

SALES METHODOLOGY
Customer Focused Selling

BEGINNING/EXPANDING THE PARTNERSHIP
> Gain commitment to action (closing)
> Negotiate a Win/Win
> Ask for a reference and testimonial letter
> Continue to look for opportunities to provide value throughout the organization
> Gain knowledge of your client’s clients and attempt to identify value based propositions

PRESENTING YOUR VALUE PROPOSITION
> Craft and present a customer focused solution
> Respond to their business & personal needs
> The evaluation & justification

PLANNING FOR SUCCESS
> Where to go – Who to see – and What to say to create interest
> Gain favorable attention
> Understand important business issues, opportunities and challenges

DEVELOPING STRONG RELATIONSHIPS
> Read behavioral styles & adjust
> Build credibility & trust
> Active Listening

DISCOVERING WHERE & HOW TO ADD VALUE
> Customer Focused Sales Interview (F.I.N.D.) to uncover needs, goals, priorities and personal win
> Qualifying the opportunity
> Map the political and power structure & aligning to it
> Understand the competition's products, strategies, and business practices (strengths & weaknesses)
Consultative Sales Process- what are you perhaps...overlooking?

The Customer Focused Selling System-
- Importance of the Sales Person- in Customer Focused Model
- Understanding Behavioral and Selling Styles
- Establishing Credibility and Trust
- Prospecting – Creating Interest and Pre-call Planning
- Customer Focused Interviews
- Gaining Commitment – Closing
  - Overcoming Objections
  - Win/Win Negotiations
- Strategic Account Planning
- Territory and Account Management
- Executive Bridging/ Team Selling
Before we proceed – we want to be sure to build upon previous concepts -

**Raise you hand** if you attended our sales Webinar on June 24th
Changing Profiles, Roles, Goals and Responsibilities

- IT/AV Convergence is reaching a boiling point …

What does your buyer want from you …
What we covered – concluded

Customer Focused Selling is NOT-
- Product selling
- Solution Selling
- Relationship selling
- Challenger Sales

If the Buyer has truly done 70% of the research before engaging sales (current theory) identifying and addressing business issues are your clear differentiators.
Polling question - June 20th webinar

What is “Convergence” from your perspective:

a. Buying decisions for AV and Security Systems are now - or soon will be under IT
b. The merger of Commercial and personal systems/solutions
c. Moving AV and Security systems from stand-alone to IT networks
d. IT dept. is leveraging its buying influence to reduce their costs- and margins for Systems Integrators
e. All of the above
Polling question - your responses

What is “Convergence” from your perspective:

10%  a. Buying decisions for AV and Security Systems are now - or soon will be under IT

10%  b. The merger of Commercial and personal systems/solutions

5%    c. Moving AV and Security systems from stand-alone to IT networks

5%    d. IT dept. is leveraging its buying influence to reduce their costs- and margins for Systems Integrators

70%  e. All of the above
Polling question #2 from our June Webinar:

My buyers today are:

a. Harder to reach than in the past
b. Readily accessible to me
c. Reluctant to enter into relationships- more distant
d. Loyal and willing to give me first right of refusal based on our relationship
Consultative Sales Process- what are you experiencing?

Polling question – your response

My buyers today are-

30% a. Harder to reach than in the past
23% b. Readily accessible to me
37% c. Reluctant to enter into relationships- more distant
10% d. Loyal and willing to give me first right of refusal based on our relationship
Webinar Learning Objectives

Webinar Series – Driving Sales Growth During Change: **What would you do if you knew …?**

- What the buyer was *really* thinking- just as you launched into your sales process?
- What are today’s buyers (New Normal/Convergence!!) thinking WHILE you are speaking?
- When your prospect actually makes buying decisions – and what they are based upon?
- What is the correlation between “making a good first impression” – and winning the business with better margins?
Webinar Learning Objectives

- Webinar Series – Driving Sales Growth During Change: **What would you do if you knew … what… when ?**

  **Polling Question #1** How quickly do people judge you?
  
  a. 30 seconds
  b. 1.5 minutes
  c. 7 seconds
  d. 2.75 Minutes
  e. Depends on the person “judging”
Webinar Learning Objectives

- Webinar Series – Driving Sales Growth During Change: **What would you do if you knew …**

**Polling Question #1**

- **7 seconds**

‘It takes only **seven seconds** for us to judge another person when we first meet them,’ - says Linda Blair, clinical psychologist and author of Straight Talking.
Webinar Series – Driving Sales Growth During Change: **What**
would you do if you knew …

a. 7 seconds

It’s not a conscious process, so we don’t even realize we’re doing it - but it goes back to our primitive roots when we couldn’t afford to make wrong decisions.’

We’re looking primarily to see if we should feel threatened,…
Webinar Series – Driving Sales Growth During Change: What would you do if you knew … so what?

Previous work by neuroscientists has shown we form our first impressions well within 30 seconds of meeting people. Often, our opinion changes very little after knowing them for longer- said Daniela Schiller, who led the study at New York University.

Once we've formed a belief, a “confirmation bias” can kick in where we look for information that supports existing our views, and selectively ignore that which doesn't-
Webinar Learning Objectives

- Webinar Series – Driving Sales Growth During Change: What would you do if you knew …

  a. 7 seconds…

- Arguably, the most critical time frame for organizational participants to develop trust is at the beginning of their relationship. – Academy of Management Review

  ***findings indicate that getting off on the wrong foot has devastating long-term consequences.*** –
Polling Question from June Webinar
How are “New Normal” buyers making decisions?

My buyers today make decisions based on:

a. Price - often the lowest cost is selected - its an IT thing
b. My sales effort and sales process/expertise
c. Direction from Procurement – 3 bids are required
d. Best designed solution for their needs - even if at higher cost
Poll # 4  How are “New Normal” buyers making decisions?

My buyers today make decisions based on-

- Price- often the lowest cost is selected- its an IT thing (25%)
- My sales effort and sales process/expertise (25%)
- Direction from Procurement – 3 bids are required (46%)
- Best designed solution for their needs- even if at higher cost (4%)
Webinar Learning Objectives

- Webinar Series – Driving Sales Growth During Change: **What would you do if you knew … what… when ?**

Polling Question # 2 -

How are business decisions made- what factor is decided upon first, in the sequence?

- a. Your company and it’s reputation
- b. How your solution meets their needs
- c. You- buyer decides to do business with you before evaluating other factors
- d. Behavioral style/ match
- e. References
Webinar Learning Objectives

Webinar Series – Driving Sales Growth During Change: **What would you do if you knew ...**

**Polling Question # 2**

**How are business decisions made?**

- Before making the decision to buy, customers go through the following five distinct "decision-making" thought processes:

  - Geoffrey James INC.com
Webinar Learning Objectives

Webinar Series – Driving Sales Growth During Change: **What would you do if you knew …**

Polling Question # 2

**How are business decisions made?**

1. **Do I want to do business with this person?** Who is this person, really? Do I trust him? Do I like her?
2. **Do I want to do business with this firm?** Are they reputable? Are they credible? Do I have a history with them?
3. **Do I want and need these products and services?** Is there a problem that they solve? Is there a goal that they make possible?

- Geoffrey James INC .com
Webinar Series – Driving Sales Growth During Change: **What would you do if you knew ...**

**Polling Question # 2**

**How are business decisions made?**

4. **Does the value meet my expectations?** Will I get a quick return on my investment? Is the price in line with other offerings? Is this a unique solution?

5. **Is this the right time to make a decision?** Is there a reason to buy now? Is the problem about to explode? Is an opportunity slipping past?

- Geoffrey James INC .com
Webinar Learning Objectives

Webinar Series – Driving Sales Growth During Change: **What would you do if you knew ...**

**Implications of Confirmation Bias**

It can also cause us to tend to overvalue information supporting our preconceptions, and undervalue information in conflict with them.

...if we regard their positions as threats to our preconceptions; we're inattentive when they speak; we ignore what they write; we place their agenda items last; and we distract others from paying attention to their contributions...
Webinar Learning Objectives

Webinar Series – Driving Sales Growth During Change: What would you do if you knew …

Negative Implications of Confirmation Bias

- Your attempts to sell and or inform are met with resistance
- Your attempts to differentiate your solution are compromised
- IF you manage to win the business your margins are reduced
- Your attempts to create a relationship downstream may be viewed as “desperate measures”
- You may win “a project” but not a long term Client
- You don’t win this project or …
Webinar Learning Objectives

Webinar Series – Driving Sales Growth During Change: **What would you do if you knew …**

Positive Implications of Confirmation Bias

*Your efforts to sell and inform are given fair treatment*
*You can move to “trusted advisor“ – differentiation at its best!*
*You will be given benefit of the doubt and perhaps even a right of refusal*
*You will be given opportunity to problem solve on projects*
*You will have better opportunity to earn fair margins*
How do people make a decision to buy?
We believe people buy *emotionally* in this order:
We believe people buy emotionally in this order:

1. You
2. Your Company
3. Your expertise and services
We believe people buy “You” -based on -
Establishing Credibility and Trust

1. Can I trust You
2. Do you care about me?
3. Are you committed
True or False?

Facts alone seldom result in a “customer for life” without Establishing Credibility & Trust.
True or False?

Strong Personal Relationships will overcome higher prices, product disadvantages, and buyer uneasiness.
Here’s our expert guide to passing the seven-second test:

- Take a moment before you meet other people. Check your appearance and breathe out gently to remove tension and calm any nerves.
- Pull yourself up to full height because it will make you look confident, and relax muscle tension that can make you appear stressed.
- Don’t forget to turn your phone off or to silent, says image consultant Karen Gillam.
- If you look grim, unhappy or anxious, people will assume that’s how you are.

- Judi James – The Body Language Bible
Here's our expert guide to passing the seven-second test:

- Smile!... But make sure your smile is real. A natural smile will fade slowly; switch it on too fast or let it drop too soon and it doesn't feel sincere.

- Observe the person you're speaking to and mirror the amount of eye contact they make and their speaking volume and speed.
Webinar Learning Objectives-“How to”-

The conventional wisdom for establishing … Trust

So- if we were to poll our group – how many would say – I do all those I pass the 7 second test!

NSCA®
YOUR VOICE • RESOURCE • ADVISOR
Wall Street Journal Article
Study of 432 Corporate Buyers

- Most Salespeople Are “Too Talkative”
- Less Than 30% “Really Listen”
- Over 80% “Waste Their Time”
Chapter 2
Establishing Credibility & Trust
Webinar Learning Objectives

Four Elements of Trust

1. Reliability
2. Openness
3. Acceptance
4. Straightforwardness
Pacing

- A skillful way of supporting another person that is **not** noticed
- Helps Create an Agreeable Atmosphere
- Reduces Tension
What Can Be Paced?

- Words, Phrases
- Speech Rate, Volume
- Observables, Moods, Feelings
- Opinions, Objections
- Body Language
- Past, Present, Future
Webinar Learning Objectives -

Become A Better Listener By Providing Feedback

- Supporting Statements
- Acknowledgments
- Empathy Statements
- Clarifications
Webinar Learning Objectives

Listen Actively

- Use Their Name
- Take Notes
- Maintain Good Eye Contact
- Paraphrase
- Provide Feedback
Avoid:

- Being Too Judgmental
- Explaining Too Early or Often
- Sounding Challenging, Hostile, or Insincere
Building Credibility: Toot Your Horn

- Education, Training
- Previous Experience
- Product/Industry Knowledge
- Work Teams, Projects
- Awards/Honors
- Civic or Professional Organizations
- Hobbies - Interests
Major Components of Credibility

1. Appearance
2. Conduct
3. Experience
4. Association
5. Knowledge
Consultative Sales Process- what are you perhaps…overlooking?

The Customer Focused Selling System-
- Importance of the Sales Person- in Customer Focused Model
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- Prospecting – Creating Interest and Pre-call Planning
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- Strategic Account Planning
NSCA- Webinar Learning Objectives

- What we covered – sources
  - How quickly are you judged
  - The Seven Second Test
    - Judi James/ author of the “Body Language Bible”
    - Linda Blair/ Clinical Psychologist author of “Straight Talking”
  - Confirmation Bias
    - Academy of Management
  - How Business Decisions are Made-
    - 5 steps in the process-
      -- Geoffrey James www.INC.com
**NSCA- Webinar Learning Objectives**

- **What we covered – “To dos”**
  - **How quickly are you judged**
  - **The Seven Second Test**
    - Prepare and submit your credentials in advance
    - Common sense steps that are critical for initial meetings
    - “Avoid” practices
  - **Confirmation Bias**
    - Look for opportunities to earn trust at this stage- if they are accepted you may have positive CB!
  - **How Business Decisions are Made**
    - Now is time to describe your company and move to effective Discovery
What is your sales process to establish Trust and pass the “7 Sec Test”? 

Top ideas- 
Prepare to pass the 7 second test
-so you can move to address the next stage of the decision process

Common sense - not trivial...
- Comfortable eye contact
- Mimic BL
- Use their name
- Paraphrase
- Ask permission and take notes
- Concentrate – don’t send message you don’t care!

Avoid/ Don’t
- Judge
- Challenge only when ...
  - explain too early
- Show up and throw up!
What is your sales process to establish Trust and pass the “7 Sec Test”?

Top5-
have a plan
to pass the 7 second test

Preparation is more critical now than ever!
1. Send credentials prior to your meeting
2. Prepare questions in advance – can’t “wing it”
3. Do more listening than talking – WSJ article!-(too talkative 80%/30%)
4. Pacing
What is your sales process after you passed the “7 Sec Test?” (from our June Webinar)

Top ideas:
- Prepare questions that relate to issues important to the buyer

CEO
- Improve share value, customer and employee satisfaction

CFO
- ROI, Revenue Growth, Compliance

CTO
- Leverage investment in IT, User satisfaction, Security
What is your sales process to align with roles and responsibilities?

If you don’t initiate the dialog with your Buyer with relevant strategic questions –
- You will be seen as in the camp of the industry doesn’t seem to grasp…and seems to resent the IT Directors’ lack of AV understanding

- You will be relegated to Product / Price

- Do one project and hope to make $$
Customer Focused Selling is used by Industry Leading Firms who embrace and thrive on Change!!
NSCA- Webinar Learning Objectives

Coming soon…. in NSCA Webinars Series and Regional Survival workshops:

- Establishing Credibility & Trust- NOW
- Understanding Behavioral Styles –to truly improve your ability to Establish Credibility and Trust
- Strategic Account development IE how to create sustainable long term clients – not win projects…
Corporate Sales Coaches

- Started in 1988
- Founders from IT industry
- Focus is on sales, leadership, customer service & teams
- Industries served include high tech, audio visual, financial/insurance, manufacturing, service, gas/oil, communications
- We offer classroom, webinar, online self-paced delivery
- Programs are customized to meet client needs

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Thank you for attending- and for considering …

❖ What would you do if you knew…

-the critical importance of Establishing Credibility and Trust
NSCA Webinar Series – Driving Sales Growth During Change

❖ Questions???

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