

Why Salespeople Succeed?

By Bob Urichuck



The world market is heating up. Competitors are appearing out of nowhere and expectations are high, especially from the top. In today's market both the business owner and seasoned professional salesperson have to be producing at their absolute best to stay up with the industry leaders.

Business people are sales professionals who today have to be pro-active, highly energetic, entrepreneurial, self-driven and really concerned about efficiency. He or she needs to be honest, sensitive, a master problem solver and above all, a personal marketing genius with a win/win philosophy.

With this in mind, a sales results system was designed to help business people develop all the above characteristics and skills, and more. The profession of being a salesperson is no different than any other profession. All professionals go through years of training and continuous learning. The main difference of the sales profession though, and one that you must learn to deal with, is the amount of rejection that you can face in one day.

Traditional training has thought us many techniques and how to handle objections, but not rejection. Over the years we have trained buyers on these techniques, because all salespeople were using them. In turn, buyers have created their own system on how to deal with salespeople who now qualify us and have control over the selling process. In order for salespeople to be successful, they must maintain control over the sales process. To do that, they must be different than the last salesperson that visited the buyer. In order to succeed sales professionals must have a step-by-step sales results system to follow. This is the main reason behind why salespeople succeed.

The sales results system that I developed after years of research and application is based on non-traditional techniques that give you the edge. It has been proven and is known internationally as the ABC, 123 Sales Results System. However, I have added a D to it recently, as you will discover on the following pages.

Attitude

You can't build anything without a solid foundation. The "A" is for Attitude – the foundation of all successful people. Attitude is the "advance man" of our true selves. Its roots are inward, based on past experiences, but its fruit is outward. It is our best friend, or our worst enemy. It is more honest and more consistent than our words. It is a thing, which draws people to us, or repels us. It is never content until it is expressed. It is the librarian of our past, the speaker of our present, and the prophet of our future. Yet, your attitude is under whose control?

1. Your attitude is 100% under your control! There are a lot of things in life that we have no control over. For example, there is absolutely nothing we could do about how prospects react to us or our products and services. All we could do is control the way we react. Yet, so many salespeople let the prospect's reaction determine their outlook for the day. Think about it, are you as positive, upbeat and driven on a day full of rejection as you would be on a highly successful day?

How do you react to negative prospects? Do you walk away discouraged and complain about it or do you take control, stay focused and go on to the next call? Success is based on good judgement and good judgement is based on experience and the only way one can gain experience is through failure. Isn't sales a numbers game? We have to fail often to succeed once.

This is all about attitude.

How you react, how you think, what you say to yourself or what you believe about yourself is all under your control and comes out in your attitude. You must first realize that your attitude is 100% under our control and learn to reflect, confirm and take hold of your attitude. You must take hold of your attitude towards yourself, overcome fear and be able to deal with rejection in order to increase your productivity while saving time and money.

2. What is your attitude towards your organization, its team players and products and services? Do you have an owner's mentality? If so, what would you do differently? Now, why are you not doing it? You have to address these issues and have a strong belief before you can move on.
3. What is your attitude towards the market that you represent? Do you have a clear full color picture of your ideal prospect? Do you know your competition and their strengths and weaknesses? If you don't, is it fair to say that you don't know what you are doing?

If you don't believe in (1) yourself, (2) the organization that you represent, its team, products and services and (3) the market that you are selling in, move on and find something you do believe in. How could you convince anyone else to believe in something that you yourself don't believe in?

Behavior

You can have a fantastic attitude, but a positive attitude alone is not enough to guarantee long term success. You need goals and an action plan to get where you want to go. The "B" stands for behavior. Behavior is the manner in which you conduct yourself. It is the way you behave, the way you act, function or react. The 1, 2, 3's are the goals and behaviours from a personal, organizational, and market targeting level. Without goals there is no reason to act, no motivation to take daily actions or go the extra mile.

1. Appropriate behavior drives opportunities. Opportunities come from setting goals, written S.M.A.R.T. Goals. What do you want out of life or out of your business? Who could determine this for you and who can make it happen? What are the daily behaviors that you must apply to live the life of your dreams?
2. It is those daily behaviors, and when you implement them, that will make a big difference in your level of sales success. For example, as salespeople we need to constantly networking, calling on prospects, qualifying them, presenting, helping them buy and following up with them. When is the best time to be conducting these behaviors? Naturally, it is when the prospect or client is available. So, let's refer to these behaviors as "pay time" behaviors – those behaviors that lead us to the accomplishment of our goals or sales quotas. What are the pay time behaviors that you need to conduct on a daily basis to meet your goals and when do you conduct them?

Now we all know that sales is more than being in front of customers. Like any other profession we need time for internal communications, training, paperwork and other forms of administration. These activities or behaviors that are necessary but do not directly provide us with revenue. Let's refer to these behaviors as "no-pay time" behaviors.

When we look at our week and each day we must plan and determine time slots for both types of behaviors, pay time and no-pay time. What are the best times of the day for you to be in front of customers or to be contacting them? What are the worst times? It is during these worst times that you should be conducting no pay time behaviors. Once you identify these behaviors and times and stick to them, watch your time management skills and results improve dramatically.

3. What about your market? Does 80% of your business come from 20% of your customers? If so, what does your 20% look like? Can you clearly define them? Now, where should you be spending your time? I have found that it takes more time to sell smaller accounts that produce less revenue than selling large accounts that produce more revenue. If you take the time to define your absolute, beneficial and convenient (A,B,C) criteria you will have a better handle on who you should be targeting in on, that is if you want a maximum return on your investment in time. Then as you target in, you will be in a better position to obtain pertinent industry, organizational and client information.

Competencies

Now with a fantastic attitude and appropriate goal driven behaviours, you need to add the “C” which stands for competencies. You need the competencies of your profession, as a lawyer or doctor needs them for theirs. Where can you develop your competencies - almost anywhere? As salespeople we could develop our competencies from reading books, in class training, on the job, being coached or through trial and error. We could join Professional Sales Associations, and in some countries, we can even get certified as a sales professional.

The competencies that salespeople need are numerous but boil down to human interaction, communication and relationship building. Gone are the traditional days of the slick, hit and run feature and benefit dumps. Why, because every buyer has been educated by us in the past and have created their own system to maintain control over us. Now, it is a clear-cut case of being professional and following a non-traditional proven sales results system - that is if we want to be different than everyone else out there. A system that will help you to establish rapport and build trust, to communicate effectively and to develop and maintain lasting relationships. A system that will put you in control to quickly qualify prospects on several levels, to determine next steps, to prescribe solutions, to let the prospect or customer buy and to retain and develop client relationships for more business.

Without a sales results system, salespeople are working on a hit and miss basis, wasting time and not getting the results they could be getting. They become a slave to the Buyer's System. A professionally trained salesperson following a sales results system is a very powerful tool in any organization. Remember, without sales, organizations don't exist. Let me share my system with you.

1. In order to build a long-term relationship, one must first establish rapport. You need to know the components of the rapport pie and how to build rapport in the first 30 seconds of meeting. You must know how to identify an individual's predominant sense and how to use that sense to your benefit during the presentation phase.

Once rapport has been established, questions can then be asked. However, you need to know why questions are so important, the type of questions that should be asked and how to deal with questions from the prospect or client without giving free consulting. There are series of questioning techniques that are available to salespeople. Far too many to get into now, but let me share a few with you.

First, what problems, or pleasures, do you provide a solution to? List them out. Now, develop a series of questions to uncover the problems. Use open-ended questions to get the prospect talking. As they speak, listen for clues. Question their answers. Seek clarification. Ask them directing and leading questions to where you want to take them. Then start gathering facts and use close-ended questions. It is like taking them through a self-discovery funnel. What do you think happens as they pop out of the spout of the funnel? And, who was in control of the process?

When asking questions, one must listen effectively. Do you know what your should be listening for? There are several active listening techniques, which you should apply, but the main one question is, do you really want to service the prospect or are you there for your reasons.

My favorite quote relating to sales is Cavett Robert's

"Nobody cares how much you know, until they know how much you care"

Only good questioning and listening techniques will help you help the prospect buy. How well do you know your own listening skills? Can you identify the characteristics of good and poor listeners? If so, great! Are you practicing them?

2. Now we have to take the above techniques and use them to qualify opportunities by setting the parameters. This is setting the ground rules, eliminating surprises and having a clear future, which both parties work towards. To name a few, it means being 100% honest and up front - finding out the prospects time, objectives, agenda, and dealing with your biggest objections up front. It is not about you, it is about them! Without them we have nothing.

We ask questions to uncover the prospects buying motivators. We are talking about uncovering buying motivators here, not just the organizational needs. This means the personal emotions of the prospect – the real reason why people buy. If there is no pain there is no gain. If there is no desire, there is no motivation. Your job is to find the pains or the desires, and not just one, but a few. This requires a trusting relationship combined with appropriate questioning techniques and excellent listening skills.

Once a number of buying motivators have been identified, you need to uncover financial considerations. This is a critical step in financially qualifying the prospect while providing you with insight to feasible solutions. If they don't have a budget, how will they proceed? If they do have a budget, you need to know what it is. How else can you provide them with a solution if you don't know how much money they have set aside for their problems or desires?

Now that you have identified the buying motivators and the financial ability, you must confirm the decision making process. When will the decision be made? Who, besides the person you are speaking with, is involved in the decision making process? What will you do if a committee is involved? What if you cannot present to that committee? You best know how to deal with these situations in advance.

Once all the information in this step has been gathered, you need to summarize the findings by engaging the prospect or client in a committed way. Prior to the summary, buying motivators, financial ability and decision making process and timing should all have been identified and qualified. This is where you determine if you have a solution to solve the prospects problems or desires, within their budget and be able to present to the decision-makers, or not. If not, abort. Why would you want to waste your time doing a presentation? Don't get trapped into the buyer's system.

However, if you have a solution to the prospect's problems or desires, within their budget and they are ready to buy and you can present to the decision maker(s), with a commitment of a yes or no answer after the presentation, the chances are you have the sale. Don't think any more, just do it. They are qualified. You are the doctor and you can prescribe a solution to their pain or pleasure. The two reasons why people buy.

3. You then need to prescribe solutions specific to the customers needs, letting the customer buy, retaining the account, keeping competitors out and developing the account to its maximum potential. Sounds like a lot, but here is what you need to do.

First, review the parameters of the presentation, review the findings (pains or pleasure identified) and present prescribed solutions to the prospect's problems, in their dominant sense. Then measure the prospect's reactions on prescriptions (solutions) identified for each problem. You can measure them by asking them how the solutions you have presented solve their problems or desires on a scale of words like not to definitely or from 1 to 10.

When you feel you have the prospect agreeing with you solutions, please don't go for a trail close. Don't push them. Just ask them what they would like you to do next. Learn to shut-up. Let the prospect buy. Would you not prefer to buy than be sold?

Now you have a prospect that has purchased your prescription or solution. You now need to educate them on the other feature and benefits of your product or service, that you did not cover in your prescription, because you were only addressing problems or desires identified. Then you need to maintain the relationship, develop the account for more business and to obtain new prospect introductions and referrals. That is simple. Do your job well and it will come. If not, ask and you shall receive.

Discipline

We have discussed attitude, behaviour and competencies, however "C" also stands for commitment. In this case we are talking about commitment to yourself, which leads me to the final point in our Sales Results System. "D" stands for Discipline. Discipline is a commitment to yourself, to do what you have to do even when you don't want to do it.

It is through self-discipline that you will realize results. However, discipline is hard to master. You will need to discipline yourself for at least 21 consecutive days to make it a habit. To do this you have to identify the appropriate behaviors to reach your goals and monitor yourself daily. Monitoring, or recognizing yourself, gives you the satisfaction of daily accomplishments, or successes, and leads towards increased motivation. This increased motivation is then rewarded in terms of results. Behavior that gets recognized and rewarded gets repeated. Can you discipline yourself, for at least 21 days?

By learning and following a step-by-step Sales Results System you could develop the right attitude, behaviours, competencies and discipline, that will guarantee you success. Who is holding you back? If you don't know, look into a mirror. When will you get started?

Bob Urichuck is an **International Professional Speaker, Trainer, Consultant and Author** of "Up Your Bottom Line, Featuring the ABC, 123 Sales Results System" and "Online for Life: The 12 Disciplines for Living Your Dreams". Bob Urichuck is recognized as a Platinum Speaker for Meeting Planners International (MPI) and As the Consummate Speaker of the year by Sharing Ideas News magazine. Bob is also the Founding President of the Canadian Association of Professional Speakers (CAPS) Ottawa and is a Certified Sales Professional (CSP).

For more information about Bob Urichuck and his public or individual coaching programs & seminars, please contact his Representing Agent:

In Canada:
Peapod Concepts
6589 Parkdale Drive Burnaby, BC V5B 2X4
Tel: 1 (778) 996 3363 **Fax:** 1 (604) 294 6168

In Singapore:
Peapod Concepts Private Ltd
90 Cecil Street #16-01 Singapore 069531
Tel: (65) 9387 7854 **Fax:** (65) 6225 1557

www.peapod.com.sg

email: peas@peapod.com.sg