

Some stories of success...



This Month's Sales Tip is all about real salespeople, and salespeople who have won sales because of what they've done and how they've done it. In short, they've won sales because they are professionals. Both of the brief stories provide lessons for us all...

Case Study 1: ...is of a salesperson in the pharmaceutical industry here in the UK. Accessing key Influencers within the National Health Service (NHS) can sometimes be very challenging – partly because they are extremely busy people, and sometimes because they simply don't want their recommendations to be influenced at all by pharmaceutical companies. They simply won't meet with anyone!

The salesperson in this Case Study faced exactly this situation, but felt strongly that his company's products were both highly effective *and* could save the NHS significant amounts of money. He wasn't successful when he rang for an appointment, but didn't give up trying. In fact with polite tenacity he rang every day for a year.

I have spoken personally with the Influencer concerned, who described to me that he was so amazed at the salesperson's tenacity, that "...*I just had to see him – either he had something worthwhile to say or was just full of ****!* I simply had to find out...". The rest is history. The salesperson was able to demonstrate that he did indeed have a proposition that could help, and just as important that he himself is highly professional. Their relationship continues today.

Key Lesson: If you can help the prospect achieve their objectives, don't be afraid to be highly tenacious gaining access to them.

Case Study 2: ...is of an account manager involved in the selling of complex IT solutions. One of his established customers was very satisfied with both the products they were already using, and the ongoing levels of service and account management the supplying organisation was providing. The time was approaching to renew the contract, and the customer would have been happy to simply commit to a further 5 years of the same...

The account manager though invested time to meet with Users and Influencers at different sites the customer had, and to learn in even more depth and detail about their business, the sales process the business followed, the goals & aspirations the business had, and current & potential future barriers to success. As a consequence, the account manager identified a number of further opportunities where his company might be able to help.

He and his account management team presented their initial (broad) findings formally to the business's owner. As a consequence of having provoked the customer to think more about issues, the decision was made to set up a joint working group in order to investigate in more depth the potential opportunities to increase efficiencies further.

The findings of the working group justified financially a business case for change. The eventual result was that the contract was indeed renewed for a further 5 years, a further €750,000 of products were added into the contract, the customer as a consequence achieved greater efficiencies in their business, and the relationship between the two organisations was enhanced dramatically. A 'classic' win-win outcome.

**Key Lesson: When customers say they are happy with what they currently have, don't be afraid to investigate further...
Professional salespeople *proactively* find ways to help prospects and customers achieve their goals & aspirations.**

Call to Action

There's an old adage that says: "*People don't care how much you know, until they know how much you care*". It's very true.

Showing that you care is about demonstrating an enthusiasm to understand the customer's business, and a hunger to be able to do this. Ensure you communicate these things in everything you do...

Would it be useful for your Sales Team to review how they are investing their time in order to become more productive? We facilitate events that provoke thought, engage creativity, and support the identification of the activities that really do drive high levels of success.

For a non-pressured, no obligation conversation about a no cost, no obligation meeting with us to discuss how we can help, either call +44 (0)1425 473 712 or e-mail us via hello@highcleresales.com

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