



predica.

Six tips

for making the sales process
valuable both for the client
and the salesperson

Tip #1

State your problem. Be clear about it.

A typical sales meeting lasts 1 hour. It can be an hour of learning or an hour of nothing. Make it valuable for yourself and for the other person:

- Clearly state your problem and the outcome you expect. This applies to the meeting as well as the potential successful sale.
- Define your success criteria. Express them up front. Make sure the other party knows your questions and can prepare for them.

Clearly stating your intent and the desired outcome is really time-saving. For everyone!



Tip #2

Value everyone's time!

It is an hour during which both of you could be doing something else. You decided to spend it together. Spend it wisely. **Talk about the problem and possible solutions.**

It is easy to follow the script. But then people will only listen because they know you expect them to.

- Save your presentation for later. People already saw the PowerPoint in action. Establish what's crucial and focus on that. Talk and ask questions!
- Ten minutes of introduction about the company and its achievements are pointless. You can fill in the details in the follow-up.
- Ask questions. Don't expect to have all the answers up front; it is fine to save a question to be answered after the meeting; it doesn't mean that anyone was unprepared. They just didn't anticipate your query.
- Save time for a summary and state what the expected next steps are. Do not let meetings end with everyone being rushed out of the room with no conclusion.



Tip #3

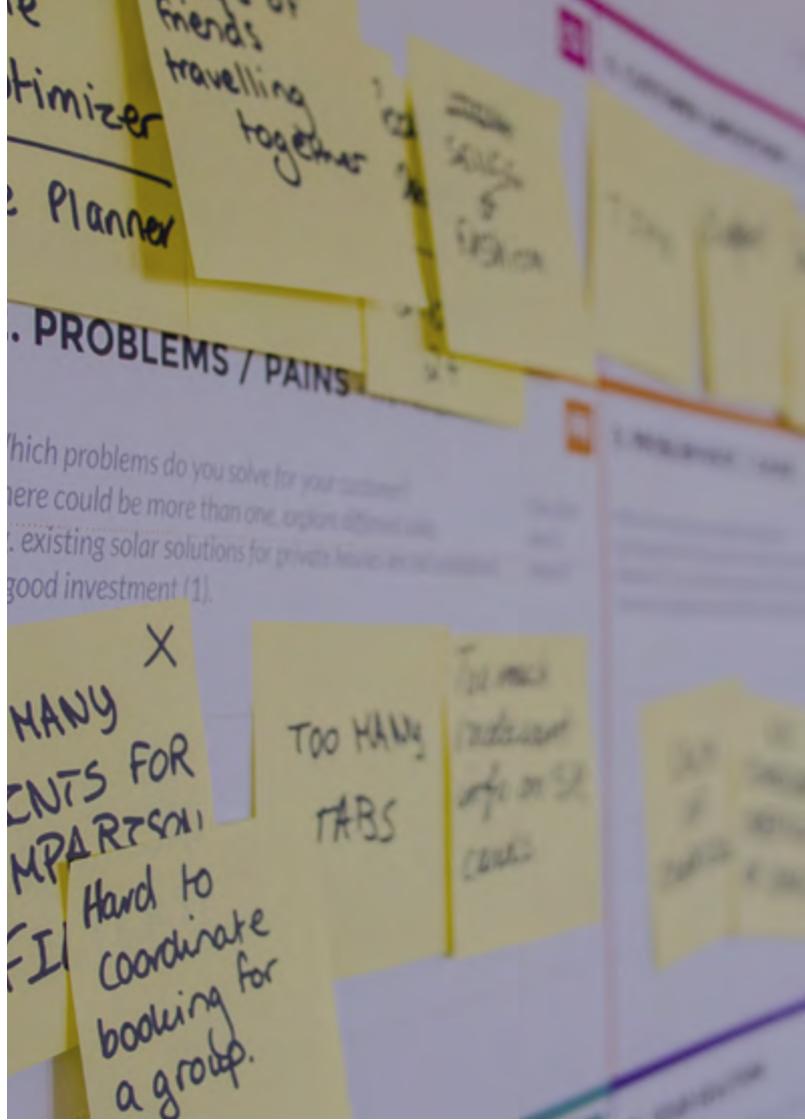
It is all about learning, even if it is selling.

Use this opportunity. There is a good chance that a person who is coming with some product or service has some solutions to specific problems. And there is an equally good chance that a person who is on the receiving end is an expert on the industry, the process, or what this specific problem looks like at this particular place.

Learn. Be open-minded. Ask questions. **Assume you don't know everything. Assume you don't know anything.**

Make sure you understand the problem before proposing your product or service as a solution.

What does your product offer? Ensure it provides answers relevant to the problem.



Tip #4

Be transparent; be honest!

It is not about being nice or kind to the person who does the selling. They are not interested in doing it unless it is helping you.

Assume that their goal is to solve your problem.

If they divert from the subject, bring the conversation back on track. Don't wait until the deck is over. If the solution is not meeting your needs or the meeting is missing the point, say it.

This might change the direction of the meeting. The salesperson might have a solution for you but be misguided about your goal. You are there to tell them what it is.

Tip #5

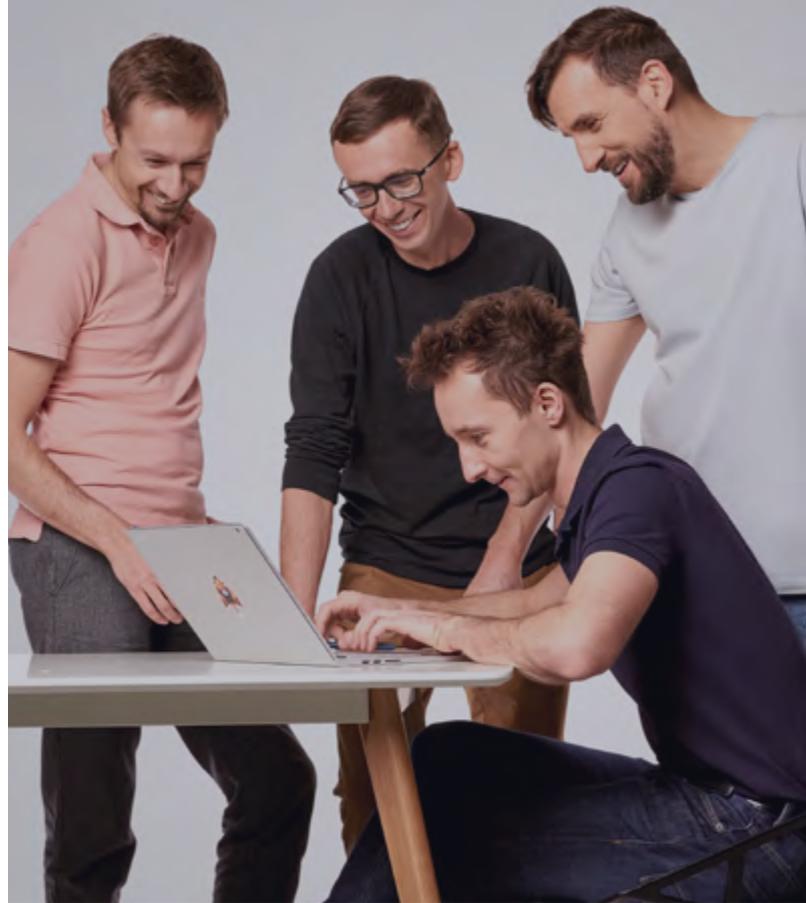
It is a meeting between people, not companies or products.

Selling is a personal experience. When two or more people meet, it means they decided to spend the time to see if they can move things forward.

It might be about problems or products. But in the end, it is about people.

Be genuinely interested in people. Find out why they are where they are. What are their values, and why do they work at this organization?

If you have some feelings about the brand or the product, give the representative the benefit of the doubt. They are there to solve your problem.



Tip #6

Be clear on the next steps.

Many people hate to be harassed with follow-up calls or emails. A lot of people involved in sales don't like to repeat the same story again and again.

Be open about your intent for what happens next. You don't have a budget or a decision to go for this project this year? Say it. It won't make them dislike you or lose interest in you.

It will make the salesperson get back to you when you need them, and, in the meantime, maybe they will help you with another problem.

Make sure the next steps are identified on both sides, and there is no void. The void will be filled with more sales meetings.



Use those tips, enjoy your time, learn, sell, and prosper!

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