

# YOUR SALES WILL CLIMB WHEN YOU HAVE A GOOD PROCESS

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## **Does your sales team follow a step-by-step sales process—a way of selling for your company that lives on paper, not inside your head? Do you train it to reinforce the ideas with your salespeople?**

If not, it's time you jumpstart your sales by creating a consistent sales process that matches your customers' buying habits. The process should be clear to everyone in your company, so they can contribute and share in customer-winning activities.

It doesn't have to be complicated; it does have to be effective. Here is an outline of the steps we recommend if you are selling in a complex B2B world. Modify these steps in your sales world, communicate/train them to your salespeople, and watch your sales start and continue to rise as the process becomes more familiar to your people.

### **Why the Complex Sale**

Salespeople put lots of effort into a complex sale. Whatever you call it—high stakes selling, solutions selling, or a considered purchase—a complex sale demands a special combination of skills. Business skills are even more important than sales skills and product knowledge. The seller must establish value elements right up front and throughout the process.

Part of what makes a sale complex is the number of people involved in the decision-making process, often averaging more than five. Instead of meeting one-on-one with the customer or discussing products, features, and benefits with a few department heads, a complex sale can involve a whole team of customers—a cross section of decision makers from throughout the target company.



## My Step-by-Step Sales Process

### 1 Research the Prospect

#### Define the business issues driving the sale

The complex sale requires that you have a good understanding of the customer's challenges and the business result they are trying to accomplish with the purchase. Once you have a clear picture of the customer's business needs, you can show how your product will align with that need to produce the intended results.

#### Define the decision makers

Decision makers are different for each company and each industry. Sometimes you may be actively dealing with the CEO. Other times she's not involved. You need to know your target company and ask for the one person who will know who the players are that will be making the final decision. Capitalize on that person's key knowledge.

Titles of key influencers are not as important as their function. They may be people in design, engineering, safety, or marketing. People with technical input may be very significant, particularly if you are selling a technical or complex product.

When you are talking about a high-tech sale, most large corporations will have an internal engineering organization that monitors what the vendor is doing and evaluates it solely from an engineering standpoint.

#### Learn what criteria decision makers use to choose

When a lot of money is involved, the client must have a compelling reason to make that big investment. Ultimately that investment must relate to a specific business result, such as reducing the client's cost, producing a better workforce, improving quality, or reducing the time it takes to process an order or get a new product to market. The bigger the sale, the more it must be tied to a tangible business result.

When you understand the desired results, you know how to present the solution, position your product, and, if you're early enough, how to influence the criteria to give yourself an advantage. If you can do these things, you have a huge advantage over your competition and have a much higher probability of closing the sale.

### 2 Guide the Customer's Solution

- Create a Value Hypothesis
- Diagnose Problem
- Design the Value Solution
- Present Solution with Customer's data

### 3 Implement the Customer's Solution

- Confirm Agreement
- Measure Results

### 4 Modify and Resolve Any Issues

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I guarantee if you follow the steps, your sales will climb to new heights. If you have questions or want to know more, contact me so I can talk you through it. 262.633.7772 or [abagg@corporate-images.com](mailto:abagg@corporate-images.com)

