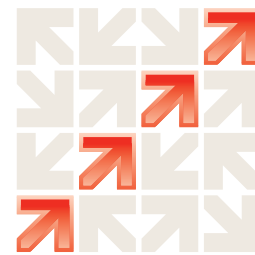


Critical Tips



Two ways to avoid selling to one contact only

CRITICAL MOMENTS
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In sales, just like most social situations, people are drawn towards people who share their own perceptions.

Think of the complexity and diversity of the sales that are in your funnel right now. Then think about the contacts within those deals that you most often call to follow up with.

I'd hazard a guess that you mostly call the contacts that are supportive of your proposal. They're the ones you call because you like them or they like you. They make you feel comfortable. Each sales call is smoother and your job becomes easier.

This behaviour is entirely normal, but it is not always the best strategy when selling to multiple people within an organization who can influence the buying decision. Yes, you have one key Buying Influence on your side but what about the rest?

1. Don't ignore a key Buying Influence

He may seem completely opposed, or lukewarm, to your proposition. That's why it's critical that you fully understand and overcome his adversity towards your proposal. Ignore him and he could derail the deal – perhaps at the last moment – after you've spent a lot of resource into it.

2. You don't have to convince every decision maker yourself

Same rank selling can be especially effective here. Involve other members in your organisation in the same rank as the decision maker. Or choose a member of the buying organisation who's favorable to your proposal to talk to other key Buying Influences. This is not escaping from your selling responsibilities. It's more effective to make sure all the stakeholders are contacted.

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