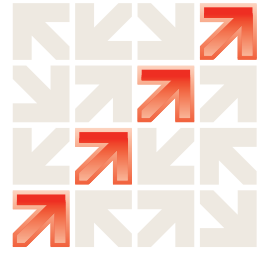


Selling Against the Status Quo



CRITICAL MOMENTS
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People buy when, and only when, they perceive a discrepancy between reality and their desired results.

When you have a buyer who sees trouble ahead in a situation if a problem is not resolved or has a desire and commitment to improve results, they will generally be most eager to buy. This is generally an ideal selling scenario because your buyer has already recognised that help is needed and is looking for a solution. Your success rests on how well you can connect the benefits of your proposal to your buyer's solution image.

But, what about those prospects who are clearly satisfied with the status quo, those who are in 'even keel' mode? Is there a chance to make a sale with these types of prospects at all?

When a buyer is resolute to keep the status quo, consider these two effective strategies that can improve your odds of making a sale.

1. Another Buying Influence will help your buyer reassess the current position.

In every complex sale, there are always multiple 'Buying Influences'. One effective way of getting someone in 'even keel' to reassess their position is to get another 'buying influence' to persuade your buyer that there is either trouble looming on the horizon, or growth opportunities that the company needs to seize right now. Buyers in 'even keel' mode will heed the advice of their superiors more than a salesperson's warnings. Your strategy should be to sell first to the superior, then let the superior sell to the other.

2. You can demonstrate a discrepancy that your buyer doesn't see in two ways:

- i. show your buyer that the reality isn't as satisfactory as they currently believe
- ii. show your buyer the results that they've settled for are a long way short of those that can still be achieved.

Either way, you want your buyer to see the gap. That's the prerequisite to making a sale.

Admittedly, the probability of making a sale soon is remote, but not entirely impossible. Remember even though there may not be a match between your solutions and the buyer's perceived needs today, there could be one in the future. Stay close and position yourself as the one who can either get them out of a mess or help take results from good to great.

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