

August 2011

Issue 1

Sales Quote of The Month:

"The greatest motivational act one person can do for another is to listen. - Author Unknown.

Sales Tip of The Month:

Delegate non sales related activities like service calls and customer care issues to those who specialize in them. For example, don't place the service call for a customer, show them how to do it themselves. As a sales person, you are the quarterback of the team, you are not the whole team.

The lesson is clear. The next time you hear "because we have always done it that way" you need to find out why!

Have you ever heard "Because we have always done it that way!"?

Have you ever been in an internal meeting and asked "why do we do that?", only to receive the response "because we have always done it that way"?

Have you ever heard a prospect say the same thing in response to one of your fact find questions?

In my opinion, this is a very dangerous response. More importantly, it often presents a great opportunity for improvement and could result in an excellent sales opportunity. Here's is a story to illustrate why:

A young girl was helping her mom cook dinner. The mom proceeded to cut the ends off the roast and then placed it in the pan.

"Mom, why did you cut the ends off the roast?" "I am not really sure, dear." said the mom. "I saw my mother do it all the time, and now, so do I. We've just always done it that way. Perhaps you should ask Grandma."

The next time the girl

visited her grandmother she asked, "Grandma, Mom said that you cut the ends off a roast before you placed it in the pan. Why did you do that?"

"I am not really sure." replied the grandmother. "I saw my mother do it and so I did it the same way. I also taught your mother to do it. I've just always done it that way. Perhaps you should go ask Great Grandma."

The first chance she got, the young girl asked her great grandmother, "Great Grandma, why did you cut the ends off a roast before you put it in the pan?"

"It's quite simple." replied the elder. "Once when I was cooking dinner, the roast was too big. I cut off the ends so it would fit in the pan."

Imagine, all those years of throwing out the ends of the roast, generation after generation, only because once it was too big for the pan. What a waste! If someone over the years had taken the time to ask, they would have quickly

discovered this was a simple problem that could easily be fixed by simply buying a bigger pan.

The lesson is clear. The next time you hear "because we have always done it that way" you need to find out why!

If someone in your own company said it, chances are there is a better way of doing things. One example from early in my sales management career, I ended up changing a process that freed up a lot of time for my sales team. The time saved ultimately allowed them more time to spend with prospects, and our overall sales volume increased because of it.

If it's a prospect who said it, you have probably uncovered an excellent sales opportunity to solve a problem the prospect didn't even know he had.

Just like the young girl in the story, you need to dig deeper, peel back the layers, and find out the real reason you or your prospect have always done it that way. Is the reason valid, or are you just cutting the ends off your roasts?



VISIT US AT:

www.b2bsalesconnections.com

OUR BLOG:

www.b2bscblog.com

**SALES TRAINING
& CONSULTING
SERVICES:**

TORONTO:

905-426-3394

OTTAWA:

613-825-9139

info@

b2bsalesconnections.com

**NEWSLETTER
SUBSCRIPTIONS:**

newsletter@

b2bsalesconnections.com

**ASK THE
B2B SALES COACH:**

askthecoach@

b2bsalesconnections.com

**CAREER
CONNECTIONS:**

SALES PROFESSIONALS:

candidates@

b2bsalesconnections.com

EMPLOYERS:

jobpostings@

b2bsalesconnections.com

Ask The B2B Sales Coach

Dear B2B Sales Coach:

When I am prospecting, I always hear "I am happy with my current supplier." I can't sell when I can't even get in the door. How do you handle this objection?

- Peter, Halifax, NS

Dear Peter:

Of course you hear this objection over and over! Most prospects are happy with their current supplier. Otherwise, they would have called you before you called them! If by some chance the prospect was unhappy enough that he picked up the phone to call you, they would have also called your competitors as well.

Dig deeper into the prospect's relationship with his current supplier. Ask how long they have been dealing with their supplier and why they changed to them in the first place. Ask what it is specifically that makes them happy with their current supplier.

You must also plan ahead by knowing what competitive advantages you have over that supplier. You can then develop questions which differentiate yourself. For example: "Mr. Prospect, some users of your brand of widgets have told us that they experienced an issue with _____. Have you ever experienced this problem? How did that affect your operation? Would it help if we solved that problem?"

By being prepared with questions for at least three competitive advantages for each particular supplier, you should create enough need in the prospect's eyes so that you can get the appointment. If not, perhaps they were not the competitive advantages that you thought they were!

Don't be surprised by this objection. Expect it and plan for it!

- The B2B Sales Coach

Do you know how much daily prospecting activity you need to do to support your goals? It's crucial. Find out why in our LinkedIn Discussion at <http://lnkd.in/59Cerr>

Recommended Reading

World's Shortest Sales Course – Stuff Your Sales Manager Never Told You But Should Have by Brian Jeffrey

Whether you are a seasoned sales professional, or a new entrepreneur needing to promote your services, this book will help you sell more. It is the most concise sales book filled with valuable sales tips and techniques I have ever read.

This and other eBooks are available for immediate download at www.b2bsalesconnections.com/ebooks.php

About B2B Sales Connections

AIM HIGHER is written and edited by Susan A. Enns, a b2b sales coach and managing partner of B2B Sales Connections. She has a proven track record of success, with over 22 years of direct sales, management and executive level business to business experience. She has also written the downloadable e-courses "Action Plan For Sales Success" and "Action Plan For Sales Management Success", numerous automated sales tools and her work has sold on four different continents.

B2B Sales Connections is the online sales training website with free sales resources, a specialized job board & free resume listing services dedicated only to business to business sales. Our mission is to help you achieve your sales potential!