

**Sales Quote of The Month:**

"The bitterness of poor quality lives long after the sweetness of the lowest price" –  
Author Unknown

**Sales Tip of The Month:**

What are your distinct competitive advantages? You will drastically increase your chances of winning the sale when together you and your prospect identify problems that you can fix better than the competition can!

***No two people are the same and no two people will perceive the value of your product the same.***

**February 2010****Issue 1*****My Perception is Your Reality!***

Prospects buy products based on the perceived value they will derive from those products. However, what one prospect values is not the same as another. They both may buy the same product, but they can buy it for completely different reasons.

For example, why do people buy cotton swabs? Whatever answer came to your mind is the correct answer, but it is only the correct answer for you. Fashion models may see these products as cosmetic applicators, whereas parents may see them as ear cleaners for their children. A computer technician could see cotton swabs as keyboard cleaners, whereas a car repair shop could see them as touch up paint applicators.

More importantly, not only do people use cotton swabs differently, but they would also look for different features when choosing among the different brands. For

example, the computer technician might consider a strong shaft important so it won't bend when pushing it in between the keyboard keys. A parent, on the other hand, might consider this same feature dangerous when cleaning a baby's ears, and as a result, may choose the swab with the fluffiest tip. The car repair shop and the fashion model however, may not want a fluffy tip which could leave lint in the finished product.

The point is no two people are the same and no two people will perceive the value of your product the same. Because customers use your products differently, and because they have different self interests, they place a different value on the same item.

In order to make a sale, you must differentiate yourself from the status quo or the prospect will not act. You must also differentiate yourself from the competition or you will lose the sale to the

lowest bidder. No matter what you are selling, if the prospect does not perceive value in your solution, he will not buy it, no matter what the price.

The only way to know what your prospect perceives is of value is to ask them in the fact find stage of the sales process. Your questions should be preplanned and scripted. They should probe areas of potential problems your product can best fix. They should not just inquire about what the customer thinks he wants, they should also create product "must haves" that only you can satisfy.

As business to business sales professionals, we must accept the fact that our customer's perception of our product's value is the reality in which we operate. We simply cannot use the same sales approach with every prospect and expect to be successful. Bottom line is that if the customer does not see a problem, there is no problem!



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## ***Ask The B2B Sales Coach***

Dear B2B Sales Coach:

I am revamping my resume so that I can advance my sales career using your job board. Do you have any suggestions that would help?

- Farhan, Toronto, ON

Dear Farhan:

The purpose of your resume is to move you to the next step in the potential employer's hiring process. I have seen hundreds, maybe even thousands of B2B sales resumes, the vast majority of which did nothing to help the applicants obtain employment. In fact, in most cases, it did the exact opposite! Here are some tips:

- Make sure you submit your resume in a commonly used file format like Word, PDF or text format
- No matter what, the length of your resume must not exceed two pages.
- Your contact information, including name, address, phone and email, must be front and center.
- The main headings of your resume should be: Employment History, Education, Other Skills and Activities, and you should lead with your strongest first. The headers, fonts and formats should be scannable.
- Your resume must be accomplishment based. Anyone can say that they are an "overachiever" or a "sales superstar". However, if you do not quantify your successes and list your accomplishments, you are actually raising hiring red flags as opposed to lowering them.

For more information and a resume example, check out the article "How To Write A B2B Sales Resume" at [www.b2bsalesconnections.com/resource\\_centre.php](http://www.b2bsalesconnections.com/resource_centre.php)

- The B2B Sales Coach

## ***Recommended Reading***

**The Sales Bible: The Ultimate Sales Resource, Revised Edition by Jeffrey Gitomer**

Recommended by Website Visitor, Dwight K. - I would recommend it as a great review of all the basics that make selling fun and profitable. I especially appreciate his emphasis on building and maintaining the client relationships.

For more reading suggestions, visit [www.b2bsalesconnections.com/books.php](http://www.b2bsalesconnections.com/books.php)

## ***About B2B Sales Connections***

*AIM HIGHER* is written and edited by Susan A. Enns, 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", and numerous automated sales tools.

B2B Sales Connections is the specialized job board, free resume listing service and online sales training website dedicated only to business to business sales professionals. Our mission is to help you achieve your sales potential!