

# 5 Things Every Salesperson Needs to Know

**Quick Hitter:  
Coaching Point**

**Focus on The Problem**

**Be Specific**

**Create Value**

**Facilitate their Needs**

**Value or qualify out**

# Focus on the importance of solving their problem

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- If the prospect cannot articulate the costs and consequences of the problem and the value of solving it, their chances of getting their organization to agree to invest in any solution is remote - as are your chances of winning.

# Be specific about the value you offer

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- An Audience focused approach requires that you get very specific about the value you offer each prospect - in effect you need a personally tailored unique value position.

# Create and capture Value Exchange in every interaction

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- An Audience focused approach is to seek to establish mutually meaningful value in every customer interaction.
- This value might be expressed by responding their questions simply, directly and completely rather than leading them around the houses with an ambiguous or deliberately obfuscated response. Or it might be expressed by sharing an insight that causes them to think differently or by revealing a relevant fact they were previously unaware of.

# Facilitate their buying process, not your sales process

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- Conventional sales processes are all-too-often designed around the needs of the seller, not the buyer. So it's hardly surprising that things the sales person sees as important are often regarded by the prospect as irrelevant or (even worse) profoundly irritating, while at the same time their interests and concerns are being poorly served by the sales person.

# If you can't contribute distinctive value, qualify out

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- The final Step is Simple : if your solution doesn't offer a distinctively different and higher-value approach solving to the prospect's identified problem than any of the other options they are considering, you need to either do something about it or qualify out.