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WESTERN MICHIGAN UNIVERSITY

Module 1

Another Chapter in the Journey to becoming a Sales Pro!

onSELLING

current topics >>>

Eight modules to selling success start here!

The Sales Faculty at Western Michigan University's elite Sales & Business Marketing Program invite you to take a journey with us. The journey ends with the attitudes, knowledge and skills required to be successful in professional sales!

An eight module "Selling Fundamentals" curriculum has been developed to guide you on the journey. Each module includes an issue of onSELLING, a video lecture and example videos to bring each topic to life. All resources are free of charge. The can be accessed via the event web site at

www.wmusaleschallenge.com

Mark your calendars...

Great Lakes High School Sales Challenge

Two Events: Speed Selling & Role Play
Two Rounds: e-Round and On-Campus. Dates & details can be found on the GLHSSC web site:

www.wmusaleschallenge.com

Selling: The Big Picture

An Introduction to Success in Selling!

Before we get to the specific skill sets and techniques of selling we are going to start with looking at the big picture. Why? Because everything you learn, everything we teach, flows from these big ideas. Having a firm understanding of this big picture helps the specifics make more sense and creates a common foundation from which to work.

WHAT SELLING IS....

Selling is a professional activity. It is practiced by people trained in their craft with rock solid ethics and a strong focus on long-term mutual success. It requires a lifetime commitment to training & education.

Selling focuses on solutions, not products. The selling job is to be a solutions provider to customers. It is through solutions that value is created.

Selling is a process. It is not an event, it is not a one-time activity. It is a set of interconnected steps that do occur repeatedly, but often with critical differences in application. To be good at this process one has to commit to understanding it and learn the techniques that consistently drive success.

WHAT SELLING IS NOT....

Professional Selling is never manipulative. It focuses on an honest assessment of the match between challenges and solutions and the actions flow from that assessment.

Selling is not all about talking. Effective salespeople are more focused on listening and problem solving then talking. Sure, it never hurts to be a strong presenter, but true selling effectiveness needs to involve a full spectrum of two-way communication competence.

Selling is not a bag of tricks. If you need tricks to sell, you are doing it wrong and at best will see short-term success. Professional salespeople take pride in an honest and open approach that leads to solutions. They leave the tricks to the amateurs

Salespeople are ethical, prepared, and organized communicators who match capability-based solutions with the challenges, needs and wants of customers in order to create customer action with the intent of building long-term, mutually profitable relationships.

6 Steps to a Sale

Selling is a process – a series of interconnected steps, that has the potential to add up to a long-term, mutually profitable relationship. The steps are easy, the execution more difficult.

Initiate Engagement

Salespeople need to seek out buyers, network in the customer’s world, and initiate contact to set up meaningful business meetings where the selling process can occur. Without this starting point, nothing else happens!

Understand Challenges

Salespeople have to use research and listening skills, tied together with great facilitation to uncover and understand the buyer’s challenges, their needs, their wants, the situation, the financial impacts and the personal motivations that are in play. The sales always starts with understanding!

Connect Solutions

Selling is really a game of matchmaking! The buyer has challenges and you have possible solutions. Your job is to organize and combine the capabilities your company has and connect those to the buyer’s challenges. If you do this with passion, logic, proof and pizzazz, you have a chance to win!

Remove Barriers

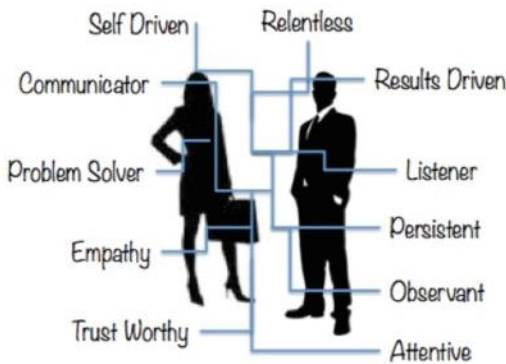
Change is hard and the you are asking the buyer to make a change. This guarantees that the buyer will have questions, issues and objections. Your job is to understand these and work past them when appropriate.

Gain Commitment

Salespeople drive action. Each day they are responsible for making things happen and that requires earning, and asking for, commitment from the buyer. There are no tricks, just honest requests to move the interaction forward. It takes a bit of courage, a bit of communication savvy, and a smart persistence to get it done!

Build Relationships

Salespeople need to create transactions, but mutually beneficial, long-term business relationships are the real goal. Why? Because these relationships create a long series of transactions without repeating all the upfront work from that first transaction. To earn such relationships salespeople have to continue to deliver value and service to their clients.



The BIG Myth >>>

You were NOT Born to Sell

Too often we hear the proclamation that someone was born to sell. This is a dangerous myth that discounts that greatness in any endeavor takes focused knowledge and skill development. This myth makes us lazy because we can simply assign success and failure to some supposed birthrite. It doesn't work that way. Success comes from consistently doing the right things as a salesperson and those right things can be learned and developed.

Selling requires a vast array of skills. At times you need to be a good listener, other times a great presenter. You need to see the big picture, and you need to be good with details. You need to have urgency, and you need to have patience. In other words, you have to be many things and no one person is born with all these traits and skills.

Each of us has a set of skills that come easier and some that come harder because of who we are. So our challenge in selling is to embrace this and develop a skill set that goes significantly beyond our natural gifts.



Many needed skills means you will have to be the best version of yourself

What's Next?

With a firm grasp of the big picture of selling we can start to look at the skill sets that form the foundation of success. Issue #2 will focus on these skills.

- Research and Preparation Skills**
- Two-Way Communication Skills**
- Facilitation Skills**
- Being Smartly Persistent**



**In selling, sometimes you get to be yourself...
Sometimes you have to be better than yourself!**



Three Key Lessons for Aspiring Salespeople

Learning to sell is hard. Selling involves navigating human interactions in a way that creates value, satisfaction and long-term success for the parties involved. If you are going to develop yourself into a great salesperson remember these three keys!



LESSON #1: It is better to be awkward and right, than smooth and wrong.

Learning anything requires we make that awkward transition from beginner to master. It means you will look and feel awkward in the process. Accept that! Learn to do things right and worry later about being smooth. Since selling is a human-to-human interaction this is not an easy challenge. We want to be smooth, to look good in front of others. Don't worry you will, but the best route to that is energetically through the awkward stage. If you over value smooth you will never learn to do things right and no matter how smooth you try to get, you will never be more than smooth and wrong!

LESSON #2: Whoever Prepares Best, Wins!

Selling is NOT about winging it. Great salespeople are great preparers. Just like the best sports and entertainment stars practice and prepare, so must great salespeople. This preparation involves research, planning, creating, practicing, and rehearsing. There is no substitute for an every-day, every interaction commitment to winning. Winning as a salesperson starts long before the interaction with the client and the sooner you commit to this, the sooner you will taste success!

LESSON #3: Moments of Truth Rule.

Not every moment of every day counts the same. Your success will often hinge on how you execute during the key moments of your day. Do you dig deeper for understanding? Do you slow down to better handle a customer's objection? Do you make the extra effort to ensure long-term satisfaction? Winning these moments will separate you from the standard player and make you into a champion!

Three Selling Fundamentals

VALUE

People buy based on value, and value is when the bundle of benefits outweigh the bundle of costs. This sounds simple, but uncovering a buyer's value equation is often a challenge. When you can make the case that your offering has the most value, your odds of winning go way up. So to be great in selling never forget the value plays in the ultimate decision; your buyer will never forget!

ADAPTIVE

Selling situations are constantly different: different customers with different needs, facing different barriers in different environments, and yet we need to win consistently when the environment we sell in is anything but consistent. Thus salespeople need to adapt their selling approach and behaviors to the specific selling situation in play. Great salespeople do this every day, every customer!

RELATIONSHIP

Selling results in transactions, but great selling ends with long-term, mutually profitable business relationships. This should be your goal and your focus as a seller. Every action you take should keep in mind the flow of transactions that results when you build a worthy relationship with the buyer. Thus you should secure, grow and cherish your selling relationships to achieve your maximum success.

ask the alumni >>>

Q: *Whats the most important thing you do each day??*

A: *Prepare!*



"Each day I compete against other company reps, against the customer's status quo, and against my own bad habits, and if I am going to win I have to do the preparation work each and every day that gives me the best chance of success!"

Greta Lorr, Sales Rep for IBM's Watson & Cloud Analytics

final thoughts...

Everything in this course will be based on making you a value focused, adaptive, and relationship driven seller. That journey is guaranteed to have its awkward moments, but if you are willing to fight through them you can master the professional selling process.