



Selling Fundamentals Connecting Solutions

W Sales and Business Marketing Program
WESTERN MICHIGAN UNIVERSITY

The Selling Fundamentals Series
Connecting Solutions

Module #6

The Sales Faculty
Western Michigan University

Presenting Big Picture
It is all about **CONNECTING**

Connect SPECIFIC SOLUTIONS that match the customer's challenges / needs

Understanding of your buyer's **CHALLENGES.** (Your Notes) **CONNECT** to offer value Understanding of your company's **CAPABILITIES.** (The Brochure)

This means... Always Solutions (not just options) Always Customized (not canned!)

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Fundamental #1: Be Structured
The VPC+ Presenting Process

FRAME: Focus on the big picture value you will deliver & introduce the process of the presentation – a single **THEME** works well her

VPC Repeat for each major issue

- VERIFY** Verify that the issue is still relevant for the buyer
- PRESENT** Strongly make your case in an engaging and customer friendly way
- CONFIRM** Directly ask if the client see your solution as a fix to challenge

RECAP: Recap the issues above & then refocus back onto the big picture value you will deliver & introduce your "suggested next step".

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**VPC+ Model: A Difference Maker
Start with the FRAME**

The **FRAME** is critical to set the big picture before getting into the specific issues. It has two components.....

<p>Solution + Value Begin by offering the specific solution you are suggesting and review the BIG PICTURE value that the solution brings.</p>	<p>Process Preview Preview the process you will use during the presentation so that the buyer is on the same page as you from the beginning.</p>
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These two together represent the "Tell them what your are going to say" part of the underlying communication model.

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**Fundamental #2: Bring VALUE to Life
Be in Right Box**

		Focus	
		Features	Benefits
Generic	<p>Product List This is basically a list of the your capabilities</p>	<p>Brochure A description of the typical value for a typical customer</p>	
Target	<p>Solution The description of the recommended options</p>	<p>Value The specific value outcomes this customer will receive</p>	<p>This is the WINNING Box</p>
Specific			

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**Fundamental #2: Bring VALUE to Life
AVOID "False Presenting"**

Do more than speak at the buyer

<p>SHOW & TELL!</p> <p>Multi-Media: at minimum make it visual & verbal</p> <p>Proof: Show the numbers or 3rd party support</p> <p>Demonstration: Seeing the product in action wins</p> <p>Story Telling: Wrap it in a ground level story</p>	<p>MORAL OF THE STORY</p> <p>Make MOTS Clear: Don't assume the buyer sees the value you offered. Tie it all together with a MOTS Statement.</p> <p>Confirm MOTS: "Given you had CHALLENGE A and we have SOLUTION B, can you see the positive future outcome"</p>
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**Fundamental #1: Be Structured (again)
Finish with RECAP** 

- The FRAME was the big picture set-up, and the **RECAP is the big picture finish.**
 - Focus on **VALUE TO CLIENT!**
 - Also sets up the next step (questions or close).
- **EXAMPLE:**
 - “So once again hosting your meeting at Crystal Mountain Resort will give you the distraction free, high focus environment you want, come across as a nice perk for your employees, and be simple and easy for you...
 - To REMOVING BARRIERS: “what is your first question?”
 - To CLOSE: “So can we bring you on board as a CMR client?”


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Presenting: Final Thoughts 

USE
STRUCTURE

BRING TO
LIFE

FOCUS ON
VALUE



CONNECTING
When you keep this in mind, presenting is easy!

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