

The Art of Closing a Sale Fast

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Working with leaders who want to develop the best way to bring in the right customers, fast.

What Delays Sales?

Not a current priority

Lack of money

Delays in executive approval

Lack of clarity and confidence

In their need

In their ability to determine what to do

In the vendor

In their ability to justify to others

Don't know how to manage the project.

What Sales Close Fast?

Emergencies

Boss demanded, mission critical

High-value, high-return

Routine purchases (supplies, accessories)

Customer demanded

Updates and expansion.

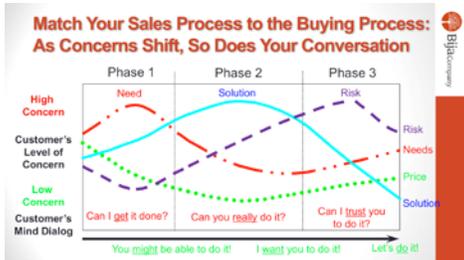
The Psychology of How Customers Navigate a Purchase

Customer's needs and concerns shift through the sales process

Understand what's important and relevant to each customer

Discuss what's important when it's important, and not until

Confusion creates friction.



Phase 1:

Reduce Concern for Need

Create conversation and emotional involvement
"Our customers choose us to solve these types of problems. Tell me about what you're trying to accomplish."

Transition to Phase 2 with: "What will it be like when everything works correctly?"

Phase 2:

Reduce Concern for Solution

Create confidence and clarity

Case studies

Customized demonstration

Proof of concept

Vendor ROI tools

Transition to Phase 3 with: "How will you know who to choose?"

Phase 3:

Reduce Concern for Risk

Create reassurance

Use a strong guarantee

"What would you like for me to guarantee?"

Over communicate

Testimonials and references

Transition to Phase 4 with: "On a scale of 1 to 10, how confident are you about doing business with us? What do you need to move that up a notch?"

When Customers Decide to Stay or Go

What to Sell: Probability of Immediate Need

1. Services
2. Security
3. Storage
4. Network
5. Servers
6. Applications.

How to Tell if You're Speaking to the Real Decision Maker

"How do you plan and budget for business expansion?"

"What do you want to change?"

"What's holding you back from accomplishing your mission? Is it people, infrastructure, funding, intellectual property, or data analysis?"

How to Get to the Right Person Who Can Make the Decision and Commitment

Find out who has the most risk and the most reward

"Who is most impacted by this situation?"

"Who's neck is on the line for getting this done?"

"How does this impact P&L if it's not done right?"

Find out who is resisting the project.

"Who wants the situation to stay the same?"

"Who made the decision last time?"

"Who should care about this, but doesn't?"

Objections that Slow Down Deals

I need to think about it

I need to check with the boss

We don't have the budget

Not interested

All of these indicate no priority.

Use Genuine Scarcity

"I must warn you, these are on six-week delivery, so we need to plan accordingly."

"My staff are booked through the end of next month. Let's put them on hold. I can reserve your slot for the next week to get your paperwork through your system."

Create a Timeline and Milestones

When does this need to be on line?

What about data migration?

How long shall we plan for installation?

How much time does facilities need?

What's the product delivery lead time?

How long does it take for you to get approval?

Accelerating Deals...

Manage decision makers motivators

Get commitments from all decision makers

Initial here to get started

Identify and publish all internal deadlines

Make sure customers know the cost of delays

Rush charges

Expedited freight

Legally required overtime

Unexpected contingencies.

Discuss the cost of not moving forward

Downtime costs

Wasted cash flow

Costs of non-compliance

Loss of profits

Limits on capacity

Competitive issues.

Present the value of moving forward

Uptime improvements

Cash flow improvements

Compliance improvements

Profit improvements

Capacity improvements

Competitive improvements

Illustrate how easy it is to move forward

Financing, Education, Consulting, Guarantees.

Make the Money Issue Go Away

Talk about money early and often

"How do you plan to pay for this?"

Round up budget

"Who else could contribute to this budget?"

Quote larger budgetary numbers

Determine signature authority levels.

Use Multiple Orders

"What's your signature approval level?"

Break the order into pieces and assemble for them

Take "payments"

Line Up Financing Early

Credit application on the first call

Update credit information frequently

"Let's make sure that money doesn't hold you back when you need to take fast action."

Remind customers of the credit they have available.

Why You Want to Sell Leases:

What the Customer Gets

"When you need technology that changes rapidly, leasing is the smart option."

Improves customer cash flows

Conserves cash

Moves CapEx to OpEx

Changes taxation and profit picture

Better technology, more often

Equipment lifecycle management.

Why You Want to Sell Leases:

What You Get

More margin

Account control

More frequent sales

Increase your sales by 60%

Speeds deals

Reduces or eliminates budget issues

Could move the approval level down.

How to Create a Culture of Sales Velocity

Focus on customer outcome instead of your catalog

Sell what gets the fastest “Yes” and then sell the rest

Always ask deadline questions

“When does this need to be in place?”

“Who needs to be trained?”

“What happens if this doesn’t get done in time?”

Talk about everything around the sale

“What has to happen before you can proceed?”

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