



Track: Customer Relationship Development

Unit 2: Understanding the Customer's Decision Making Process

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LEARNING OBJECTIVES

By the conclusion of this session, participants will be able to:

- Describe three things that are valued in a sales professional
- Recognize the impact of our paradigm on our sales results
- Identify two key differences between transactional selling and consultative selling
- List the customer's buying decisions in the order in which they are made
- Identify at least three criteria by which the customer makes each of the five buying decisions
- List the steps in the ENERGY sales process



What We Value in Salespeople

Reflect on the questions below.

1. Who are some salespeople that you enjoyed buying from? Why did you enjoy the buying experience? What did they do or say that made it pleasant for you?
2. Who are some salespeople that you didn't buy from or didn't enjoy? Why didn't you buy or enjoy the experience? What did they say or do that made the experience unpleasant?
3. What are some key characteristics of a great salesperson?

YOUR PARADIGM ABOUT SELLING

When you hear the word sales or selling, what is your immediate reaction?
Capture words that would illustrate your impression.

Establishing a Healthy Paradigm

- Sales people are _____, who help customers get to a _____ place.
- Sales professionals are focused on the _____ of their customer, rather than their own _____ term _____.
- Sales is an _____ profession which requires many skills and _____, and _____ thinking.



Take a few minutes to reflect and answer this question: What is the difference between transactional selling and consultative selling?

Sales people are not needed to quote prices. They are the bridge between the selling price and the perception of value provided to earn the sale.

-Jeffrey Gitomer

TRANSACTIONAL VS. CONSULTATIVE SELLING

Transactional Selling

- A term used to describe a sales strategy that focuses on achieving a quick sale
- Used to sell fairly generic products or services
- Creates profits when a high volume of sales is achieved
- Customer probably already knows what they need, so little product knowledge is required
- Buying decision often hinges on price and ease of acquisition

Consultative Selling

- A term used to describe a relationship based approach to selling
- Sometimes referred to as solution selling
- This approach is more complex, and involves collaboration between a seller and a buyer
- Before using this approach, the seller must develop an understanding of the customer's personal situation, business, or industry and their needs
- After the understanding is achieved, the seller can then use their problem solving skills and craft a solution to help the customer achieve their objectives
- Consultative sellers work to educate the customer and share insights that go beyond what the buyer could easily discover on their own
- The buying decision usually hinges on the strength of the relationship and the customer's perception of value – not price

So, which approach are you using?

How's it working for you?

Is your customer focused on price or value?

THE CUSTOMER'S BUYING DECISION PROCESS

Think about the last major purchase you made, excluding cars and homes, and think about what criteria influenced your decision.

Assuming that the products were equal from several vendors, how would you choose who to buy from?

The Customer's Buying Decision Process

- The _____
- The _____
- The _____ or _____
- The _____
- _____ to _____



THE CRITERIA BY WHICH WE JUDGE

Identify the criteria by which we judge each buying decision. Capture your ideas below.

- Salesperson
- The Company
- Product or Service
- The Price
- Time to Buy



ASSESSING YOUR PROFESSIONALISM

Assess your professionalism by reading the statements below and evaluating yourself. Circle the number 5 if you always do what is stated, and the number 1 if you never do what is stated. Most items will probably be somewhere in between, and for those items use the numbers 2, 3 or 4.

1.	My phone demeanor creates a positive impression for the customer.	1 2 3 4 5
2.	My appearance is sharp (dress and grooming).	1 2 3 4 5
3.	The language that I use with customers is professional.	1 2 3 4 5
4.	I go into every customer interaction with an established goal to gain commitment from the customer in some capacity.	1 2 3 4 5
5.	I practice or mentally prepare my presentations before delivering them to customers.	1 2 3 4 5
6.	I initiate dialogue about the roles that individuals play in team selling interactions.	1 2 3 4 5
7.	The documents that I send to customers look professional.	1 2 3 4 5
8.	I follow through with commitments that I make to the customer.	1 2 3 4 5
9.	I am knowledgeable about our business and our products/services and can effectively answer questions for the customer.	1 2 3 4 5
10.	I am knowledgeable about the customer or their business so that I can effectively serve them.	1 2 3 4 5
11.	I understand the personal or business objectives of my customer.	1 2 3 4 5
12.	I have established that I am trustworthy with my customers.	1 2 3 4 5
13.	I communicate with customers in a way that they perceive I desire win/win solutions.	1 2 3 4 5
TOTAL SCORE		

THE 'ENERGY' SELLING PROCESS

E Establish Your Plans

- Set a commitment objective
- Establish a sales cycle plan
- Create a pre-call plan



N Nail Your Approach

- Make small talk to build rapport and create a positive first impression
- Read and adapt to the customer's behavioral style
- Introduce yourself and your LDC in terms of outcomes that your products and services create for customers

E Engage the Prospect in Meaningful Dialogue with Thoughtful Questions

- Ask open-ended questions to learn about the customer's business and industry, your competition, budget, decision making process and timeframe
- Listen actively and restate the prospect's needs to gain confirmation

R Roll Out Your Solution

- Identify the problems that you can solve or goals that you can impact by leveraging the products/services of the LDC
- State the worth of the solution in both quantitative and qualitative terms
- Share a compelling value proposition via a RFBQ
- Ask for feedback from the prospect about the value of the solution

G Gain a Commitment

- Ask the prospect for the predetermined commitment objective
- Recognize and deal with stalls and objections

Y Yearn to Learn from Your Experience

- Replay the interaction and identify what went well and not so well
- Share feedback with the team about each participant's performance

How does this process compare to the process you currently use?

HOMework:

Review the inventory on page 7, about your professionalism. Identify two behaviors that you would like to focus on, that would improve your overall impression as a professional. Capture below the behaviors, and the action steps that you could take to improve your professionalism, through the eyes of your customers. Then, work through completing the action steps before the next unit.

Behavior	Action Steps