

Selling Has Changed!

The Problem

The internet is changing the way clients buy and most sales people are not aware. This is resulting in lost opportunities and lower margin business. It is also causing the performance gap between the few high performers in each team and the average performers to widen as the stars adapt to the new selling environment and the core team carry on doing what they have always done.

Research by *CEB show's that once a buyer identifies a problem, they are not contacting providers until **53% of the way through their decision process.**

This means that clients are doing on they're own what sales people have traditionally done. They are identifying a need, working out capabilities to meet that need and even finding providers who can deliver that capability. So by the time they contact us they think they already know what is required and are just looking for the best price.

And when sales people proactively contact customers, they often don't realise what customers need them to do and have failed to understand how much the customer has changed and what their expectations are now.

"Our main competition today is not so much our competitors as the client's ability to learn on their own."



The Solution

What enables us to compete against our client's ability to learn without us is gaining a deeper understanding of our client's problems/aspirations and then providing highly relevant **insight**. Not general thought leadership that is there to build our brand, demonstrate to the world that we are experts, and have the client think differently about us.

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There are more stakeholders involved in a purchase than ever before. Customer surveys by CEB show there are now 5 different people involved in a typical purchase decision. That's not just 5 people, but 5 people with 5 different perspectives. Selling has become a bit like herding cats, which have massive implications on conversion, margin and length of sales cycles.

If 5 people can't agree there actually is a problem that needs fixing, then they ultimately settle for the lowest common denominator, which at best is "lowest price" and at worst is "no decision". **60% of all opportunities are now lost to the status quo.**

So you have 5 people with different perspectives, interests, and priorities. They have to decide if the current way of doing things is worth investing in and then with whom.

The traditional sales approach is to try to work out who each of the decision makers are, (often the client doesn't know themselves), then, one by one, make a pitch to them as compelling as possible to win them over. But even that is not working, because when they get together to discuss, the deal can still fall apart (60% of all deals to be exact).

The problem is one of **consensus** by the buying group, as much as a selling problem. Its not that the individuals do not appreciate our offering, they are failing to reach agreement on whether the problem is **worth solving** in the first place, and then what the right solution should be irrespective of the provider.

It's not about helping the client to decide whether or not we are the best solution to answer this, but whether there is a big enough problem in the first place.

