

Stop Pitching, Start Solving

Helping Customers Discover What They Really Want!

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Do you have a budget?

Who is involved in the
decision making process?

How soon are you looking
to make a change?

What keeps you up at night?

Principle #1

Prescription before
diagnosis is malpractice

“I’d like some time on your calendar to talk about myself, my company and all of our incredible products and services.”

“Even though you get piles of unsolicited email every day, I wanted to call and see if you read the stuff that I sent you.”

“I’m eager to tell you how wonderful our existing clients think we are and we may not even discuss what you’re really interested in. Chances are good that I’ll talk for a long time so get ready to be bored out of your mind!”

Why?

- We understand our “stuff”
- Comfort zone, easy to do
- Countless hours of *sales* training
- Haven't *prepared* for anything else

What happens?

- Prospect doesn't engage
- Generic positioning
- Premature focus on obvious
- Missed opportunities!!!

Principle #2

**Make fewer statements
Ask more questions**

Your #1 job?

Help customers completely
understand their problems

Fun fact...

More sales are lost by asking stupid questions than by asking too high of a price

Obstacles?



- Look uncertain
- Not enough time
- Asking isn't selling
- **NOT PREPARED!!!**

What's one GREAT sales question everyone in this room should be asking customers today?

Great questions are...

- Open – not closed
- Unique & thought provoking
- Contextual – *“This is why I’m asking”*

Ask smart question,
they think you're smart.

Ask dumb questions???



“If I can save you
some money would
you be interested
in moving forward?”

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“I sell _____ and there are lots of options out there. How in the world does someone in a position like yours choose?”

*“There are always risks
and uncertainties with changes
like this... why not just leave
things as they are?”*

“Some clients have a tough time calculating a reasonable budget for a project like this. Tell me a little bit about how you guys came up with your number.”

“At the end of the day, what’s going to be the biggest difference between the 1 firm that will win your business and the 3 others that don’t?”

Why ask questions?

People are far more likely to buy into ideas they discover for themselves, rather than the ones you tell them

Sales tip...

Be more curious!

Tell me about your company

Describe your role here.

How is your group/department/company organized?

What are the biggest business challenges that you are facing?

What changes have occurred that are motivating you?

How are you currently handling these challenges?

How does this stack up against other challenges?

What do you like about what you are doing now?

What don't you like about what you are doing now?

What would you alter in your current process?

Where are you in solving these issues?

What do you hope to achieve by implementing a solution.

How are others in your industry solving these issues?

What happens if you do nothing?

Tell me about the results that you are expecting to achieve.

Tell me about other projects you've implemented.

Why did you contact us?

What part of these projects do you personally enjoy tackling?

What part of these projects do you dread?

What makes a product or vendor a good technical fit?

How do you plan on measuring these?

Tell me about how familiar you are with my company.

How do you think we can solve the problem?

What would prevent us from doing business together?

Describe what the 'perfect' solution looks like.

What role would we play in the decision making process?

Tell me about the criteria you will use in evaluation.

What are the critical factors that you are looking for?

What would it take for us to earn your business?

Describe some of your best existing vendor relationships.

What did the vendor do in order to make it a great relationship?

What types of factors would influence your purchasing decision?

What does the purchasing process look like?

Who else is involved in the decision?

Who has the most influence and why?

Describe where this falls on your priority list.

Tell me about the other stakeholders.

Who has the final authority to make this happen?

Whose priority is it to solve these issues?

Who benefits the most from a successful implementation?

What companies do you believe can deliver on this project?

Tell me about other ideas that you believe are viable solutions.

What are you hearing from other people in the industry?

Who do you perceive to be the market leader?

Have you had any experience with my organization?

Who appears to be the right fit knowing what you know today?

Walk me through the time frame for this project.

Describe the steps necessary to ensure a successful deployment.

Sales tip...

Assumption is the
mother of all mistakes!

Barney



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Meaning?

Priority

Discount

Solution

Value

Proposal

Presentation

Urgent

Critical

Budget

Approved

Set the right tone

“We do business with a lot of agencies and we are proud of our work, but that doesn’t mean we are right for you...”

Set the right tone

“At the end of the day, I need to learn more about your exact situation before we can be sure this is a good fit...”

Set the right tone

“Before I launch into how great our existing customers think we are, would it be OK if I asked you a few important questions?”

Principle #3

**Kick your
hopeium habit!**



“Would you like me to go ahead and put together a proposal?”

Would you like me to go ahead and put together a proposal?

I sense that putting together a proposal is still premature. What are your thoughts?

Are we still on track to get the agreement signed this month?

It feels like we're not going to get a signed agreement this month. Can you help me understand what I should have done differently?

Is this a good time to talk?

Is this a bad time to talk?

Hopieum habit...

- Look for positive responses
- Are biased by what you “hope” to hear
- Make it difficult to share bad news
- Creates more work for you!

I might be wrong, but I'm getting the feeling you have concerns or see obstacles about going forward. Tell me what you're thinking. I'd rather hear your concerns now than pretend they don't exist.

Dear John,

I haven't heard anything back from you so I'm assuming your interest might be slipping. Wanted to demonstrate my persistence without becoming a pest!!!

Here is a quick re-cap of what I'm trying to connect with you...

(clear, concise, compelling value proposition goes here)

Please just hit reply, type one of the following three numbers into your response and push send. I'll take it from there.

#1. Thanks anyway Tim, but there isn't any interest in moving forward – ever!

#2. Glad you're touching base. Please call me to start discussing specifics

#3. Timing isn't right. Check back with me in a few months

Food for thought???

Do you have an opportunity that appears to be vanishing?

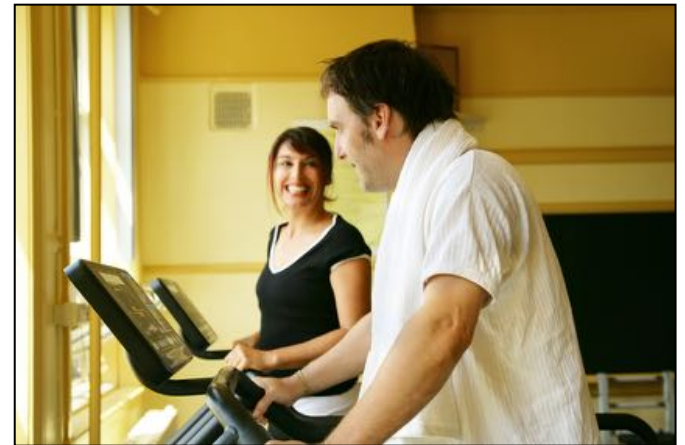
What are you willing to try that's different?

You **can't lose** what you haven't won!

Principle #4

Life gets better
when you get better!

30/20/10



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I hope you found value in these ideas. Keep me posted on how/if I can help you and your team achieve more sales success.

You can always reach me at...

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Wishing you all the best! Tim Wackel

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