

If you are finding the needs of your customers, don't be surprised when you are replaced by a competitor

I once asked a customer a group of questions focused on trying to find what his NEEDS were. After a while he bluntly told me that the only thing he NEEDED was less sales people calling on him trying to find NEEDS! Isn't that what sales is supposed to be all about? Finding the customers needs? Maybe in the past that was the case, but today things are different - and we have to adjust our selling strategy.

Why are nearly all sales presentations focused on the wrong thing? Mainly because we are under the assumption that to sell we have to find the needs of our customer and then work up a presentation that will demonstrate how we can help fill those needs. Here is the problem with finding needs; we are looking for something that does not exist. No one really needs anything. I am sure you have everything you need to get buy, just as our customers do. As a matter of fact if you took away twenty five percent of your competition, effective next Monday morning, how long would it take to fill the needs of their customers? Not long, probably a couple of weeks. It would be an exciting couple of weeks if we call on customers and asked them if they need anything and they actually said yes!

If we are not looking for needs, what are we looking for? Talking about what we need is really not very exciting. If we stop for a moment and ask ourselves what we think about nearly every minute of the day we will find that it is the same thing everybody thinks about. We think about what we want. We think about our future! To get people excited about buying from us we must go beyond the need and find out what they want. What is in their future that, with the help of our products and services, we can show them how to get it?

You and I, and every person we know, LIVE IN A TOMORROW! That TOMORROW may be a few

hours off. It may be this afternoon or next week, a month, a year, or even ten years from now. Ninety percent of the excitement in the PRESENT is the imaginary picture we are constantly recreating in our minds of a TOMORROW.

Every waking hour the mind of your customer glides out of the present into the future, and they see themselves as they will be tomorrow.

Everyone in sales has been searching for a key which would magically unlock the door of the mind of every prospect we call on. A key which will open a new world for us in the minds of every man and woman with whom we associate. Here it is, if you can hold it firmly and use it!

Ninety percent of the excitement in the present is the imaginary picture we are constantly recreating in our minds of a tomorrow.

How can the benefits of my products and services enhance my clients future? When we begin to think in these terms we have crossed the bridge from sales person to a true "Sales Consultant."

Once we begin to think in these terms, our prospects turn into customers and our customers turn into clients. We have set ourselves apart from the average "peddler" who merely has a sales pitch, and put ourselves in the position of a partner who is working for the same goals and objectives as our client. They will know that you "understand where they are coming from". They will know that you understand their problems and have an 'insight' into what they are trying to accomplish. Once we can put them on the "magic carpet" and take them to a place where their future becomes a possible reality, we won't have to sell, we will only have to help them buy!