

THE VALUE OF BUILDING VALUE

A global business development expert, Steve Hasenmueller urges us to Embrace the Effort...

Everyone in sales wants to sell more and selling 'more' normally comes down to our *Efforts* and our *Effectiveness*.

I've always asserted that when you zoom way out – a salesperson's job basically boils down to two things:

#1 – Building Value

#2 – Smoking out Objections, and how well we do at #1 impacts everything else that is going to happen.

So, as we look for opportunities to sustain sales performance – there are three key areas of *Building Value* that need the focus of our *Efforts*:

**WARREN BUFFET SAID-
"PRICE IS WHAT YOU
PAY. VALUE IS WHAT
YOU GET."**



1 YOU

This is either going to be good news or bad news for you – but the salesperson is the **MOST** influential aspect of any sale. We might like to think its "Product" or "Price" or some other magical reason – but it is us – individually – utilising all the tools we have available to use in the most effective manner possible.

Whether we are asking £2k or £200K for a product or project – we are going to first have to convince the prospect that we are indeed a competent and valuable aspect of the sale.

The most important attribute we can bring – is to actually 'Care' about the prospect and the opportunity – and to treat them both with RESPECT. The old adage and truism that "no one Cares how much you know until they know how much you Care" is more critical than ever in high value selling.

John Wooden – the most successful basketball coach of all time – only had three rules to be part of his championship teams:

A – Be on time

B – Be neat and clean (in appearance and speech)

C – NEVER criticise a teammate (for our usage – NEVER criticise the competition)

All three rules take Effort (that actually make us better) – and all three convey RESPECT. I see these as the baseline of where we all begin. Caring is a very powerful sales technique. (Superpower)

2 YOUR COMPANY

You might assume the prospect knows about your company because of longevity, or marketing, or social media. You would be wrong in that assumption. The healthiest attitude we can have is to assume they know nothing about our company – because it gives us a chance to tell them the highlights, and to "stack the deck" in our favour. An example:

**"BEFORE WE GET STARTED
– LET ME TELL YOU A
FEW THINGS ABOUT OUR
COMPANY....."**

This is when I get to state how long we have been in business, the type of work we do, the awards we have earned, the staff, the hours, the customer service, the dedication to the industry – etc. Tell me everything!!! Don't belabour the points – just get them out – the truth of the matter is most buyers (and competitors) want to commoditise the product – instead -- all of these Efforts are to Build the Value beyond the price. A 120 second **Company Credibility Statement** that is verbalised every single time you speak to a client is possibly the strongest technique I have witnessed in 30 years – and without a doubt the VERY LEAST adopted and used. (Hint: opportunity)