



Selling Process or Sales Model

The Selling Process, or Sales Model - is the process by which a Product Provider's Sales Professional persuades a customer to purchase, deploy and adopt the use of the provider's product. Selling is the set of activities required to convince a customer to part with resources to be able to use the product in order to derive benefits that have value greater than the cost of the product.

Level of Product Innovation (LPI) - the LPI will dictate where the customer engagement selling/education and emotional connection needs to be made (person responsible and having the "Need Payoff").

The Sales Process must be designed to provide the:

1. Necessary points of customer contact engagement
2. Customer contact Key Business Issues (KBIs)
3. Sales professional activities, mapped to customer buying activities, needed to enable customers to make an informed and emotional decision to purchase, deploy and adopt the provider's product.

The Selling Process is determined by the LPI and/or how well established the Need for the products.

If the product has high LPI, sometimes referred to as "Disruptive" to a customer's traditional operations, then the sales professional must call on those impacted and responsible for the organization's improvement to champion an Initiative to make use of the product to bring about the improvement. The champion must provide resources to jointly evaluate alternatives, design a problem solution, and design an implementation plan with the provider's sales and sales support team. The champion expects the sales professional, product and provider company to deliver the promised improvement results.

If the product has low LPI, oftentimes the decision is in the hands of Procurement and a Buyer. Buyers are charged with procuring the commodity at the lowest price and/or favorable delivery schedules etc.

Commodity Sales - Selling in an established market, with multiple providers of similar products, does not require customer product "Need-Fit" education. Commodity Sales typically impact customer operations by lowering operating costs.





Innovation Sales - Selling products having high LPI, where customers do not yet perceive they have a problem "Latent Need" that is solvable "Latent Fit", requires "Consultative" sales professionals. The Consultative Sales Professional is an expert at "Connecting the Dots" between Latent or yet to be perceived needs and as yet to be specified solution requirements. This requires the sales professional having a deeper understanding of the customer business objectives and operations, in order to develop Reasons-To-Buy (see below). These highly skilled sales professionals are customer "Trusted Advisors" and Need-Fit educators.

These highly skilled sales professionals become customer "Trusted Advisors" and Need-Fit educators. Innovative Sales typically impact customer operations to bring about the following improvement benefits i.e. greater:

- Customer Acquisition
- Customer Retention
- Market Share
- Revenue
- Margins
- Risk Mitigation
- Operating Cost Reductions

Both Commodity and Innovation sales scenarios require marketing programs and sales professional skills to overcome the Reasons-Not-To-Buy. Therefore, the Sales Process must be designed to provide skills levels, sales activities and tools to address the Reasons To Buy and Reasons Not to Buy.

Reasons to Buy

Customers buy when they:

1. Perceive that they have need and underlying problem(s) preventing them from organizational and personal success
2. Perceive that the provider has fit or underlying solution to overcome their problem(s)

Reasons Not To Buy - Objections

Having convinced a customer to acquire the product is not enough! The sales professional must also overcome the Reasons-Not-To-Buy (RNTB):

1. Customer does not have the "**Funds**" to buy the product





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2. Customer has "other fish to fry" that have a higher "Priority" or they "do not have a gun against their head" forcing them to undertake another Initiative at this time "**Timing**"
3. Customer lacks "**Trust**" or confidence in sales professional, provider company and/or product to deliver needed results

Oftentimes, marketing can come up with program promotions to address funding and timing objections, and sales customer referrals and early adopter success stories can be effective in overcoming Trust objections.

If you would like additional information about Prism's Selling Process Design capabilities, contact Prism at SellingProcess@prismbusdev.com or call (720) 352-3407

