



Trust Treats (20/60/20)

Follow-up is critical for establishing a short-term and long-term relationship. TAZ

Kindly words, sympathizing attentions, watchfulness against wounding men's sensitiveness – these cost very little, but they are priceless in their value. F.W. Robertson

“Show me you care and then I'll share.”

TAZ (on behalf of all buyers)

What? Gaining trust with our buyers is a key to advancing the sale.

So what? Buyers will buy from people they trust. In general, in most sales territories, the following formula exists: 20% of the buyers will like you immediately; 60% will want to “wait and see”; and 20% won't buy from you in the next 18 months (expanded from The Best Seller by D. Forbes Ley). Where is the greatest opportunity for your territory? It lies within the 60% who are waiting to see!!!! What are they waiting to see? They want to know that they can trust you!!!!

When it comes to building trust, the buyer is unconsciously walking through the following formula: Am I comfortable with you in a casual conversation? Are you sincere to my pain? Have you shown me that I can trust you?

And a real-world story from Dirk Waedekin (see his bio at the end of this book): “I feel customers buy with trust, but also because of a salesperson's competence with their solution and their sincere listening to their customers concern or pain. As a field trainer, I can unfortunately recall times when a salesperson was not prepared for specific questions about his/her product and the buyer tuned out and was verbally and nonverbally questioning the ‘sales professional’ in front of him. The sale was not only lost, but retracted a few steps backward.”

And, as far as listening to your customers to identify their pain or concern, I vividly recall a doctor's appointment (great doctors are great communicators) I went on with my wife (who had ongoing headaches and was tired all the time) with a family doctor. Obviously, we were concerned and had some questions. This particular doctor showed no concern, asked a couple mundane questions, performed a quick examination, and was getting ready to write a prescription before we had a chance to ask any questions. We both thought it was a little strange after we left the office and we were both taken aback by the doctor's lack of concern, which I found surprising because he was rated as the top doctor in his field by a leading health-care magazine, and we were prepared to tell everyone and anyone that he was not a good doctor for you to see.

Now what?

- Develop and implement some Trust Treats early and often during the sale, things that you can do and say to help build trust (see the next bullet points).
- Are you competent with articulating your solution?
- Do you have good listening skills to be able to show your buyers that you are sincerely engaged in listening to their needs (see the Illumination “The Therapist Is In (Listening Skills)”).
- Research shows that trust can be gained from the buyers’ experiencing your follow-up skills. They gain more trust as you continue to follow-up with their requests. A request is a buyers’ “event” or activity that requires you to provide information or resources to help them do their job. It takes about six months to create trust. Why? Because it may take that long to have enough events to trust you. So, the key is to compress trust by creating more activities that require you to have to follow-up (i.e. “There was an interesting article in your industry trade journal about _____ ... I’ll forward that article to you.”).
- Put something extra on the proposal and then take it off within the first three minutes of the meeting. “I’ve been thinking about this on the way over and you really don’t need 20 dozen, you probably only need 15 dozen.”
- When negotiating, use very specific numbers: “I can only give you an additional 2.37% discount” versus saying “I can give you another 5%”.
- Under-commit and over-deliver. Give ’em more than they asked for ... and make sure that you are doing it at the right time (e.g. train yourself to give the best for last). Here are areas to provide additional commitments or service: beat expected delivery dates; provide more training than originally agreed upon; cost – at the last minute, provide them free product or a slightly higher discount (not much) – they will trust you in all future dealings and give you future business opportunities; quantity of product or service agreement; warranty – extend it; any other extras????
- One of my favorites, tell them why they shouldn’t do business with you!!! I have personally closed \$1M deals with this Trust Treat. The reason is that they immediately stop worrying about the fact that you’re trying to “sell them” or that you are desperate for the sale. The buyers will lower the walls and your chances of determining their needs go up dramatically. In the first few minutes (e.g. “I know we’re both busy, so let me tell you why you might not want to do business with me”), use this one if the marketplace has been getting burned by start-up companies that promise the moon and then run into financial trouble: “We’re not a start-up company like a lot of other solutions out there that will present the fact they will customize every little thing. We’re an established brand that is financially sound and provides the industry standards as well as the customization that you need.” Or: “Our solution is not the cheapest (we’re the least expensive but not the cheapest)”; “Our solution requires that your people will need to participate in a 30-minute in-service, and if you feel that will be difficult for your team, then we shouldn’t waste each other’s time”; “Please don’t purchase our solution if you think that there will never be a hiccup ... all of your possible solutions are man-made and at some point in time they will have problems ... (that is why we have the largest service team in the marketplace).” HINT: Never make the reason “why you shouldn’t do business with me” a reason that they truly care about.

Warrior Sales Monk

What are the key concepts of this topic (skill)?

Why is this topic (skill) important to me?

How can this topic (skill) be customized to my selling environment? Write down your example:

Visualize yourself using this skill in your selling environment. Now write down a specific upcoming opportunity to try this new concept or skill tomorrow, this week, or this month (it is important that you keep trying this new behavior for the next 22 days).

By not using this concept or skill, it hurts my ability to :
