

10 Steps to Solution Selling

Everyone is selling something to someone!
How to sell solutions and get win-win outcomes

Step 2

Courageous & Purposeful Networking

This by any other name is also known as lead generation – or as I prefer to call it – HUNTING & FARMING

The reason I call it hunting is because back in the Cave men days, if you did not go out and “hunt” for your food, you and your family would starve. Now I like to tap into that analogy because if we don’t have that COURAGEOUS mindset, if we always think there is a plan B, in other words a safety net - we really don’t have to get out there and ask for the business do we ? WE will find every excuse in the world not to.

Remember – in Step One, we spoke about **“Developing Brand YOU!”**

1. Firstly – examine your **internal dialogue** – is it healthy, helpful and productive for courageous networking?
2. Secondly – have you examined your **physiology** – is it making you feel powerful?

Now we are ready to create
- **A networking plan AND**
- **A networking script to**
get our foot in the door.

First the plan.

WE need to be purposeful –

- Who exactly do I need to talk to?
- Who is my target audience - my manager? my team? my client?
- Are they a good fit for my service, my product, my idea?
- Do they stand to benefit from what I am offering?
- Will it meet BOTH their stated and unstated needs?
- Who are the key decision makers?
- Have I identified ALL of the key INFLUENCERS?

Now we have that established – we have to think about

- How am I going to engage with them?
- What medium will be best? (face to face, email, forums, LinkedIn)
- What am I going to say to them ?
- How will I get their attention?
- When will I engage with them?

And then – we need the SCRIPT!

Do not make the fatal error I see and hear so many times. Do NOT start your introduction with who you are, what you do, what your company does etc. Because the other party is going to be silently saying “ SO WHAT?!”

You are going to captivate their attention immediately, by positioning what you have to say as **“helpful”** to them. How do they stand to benefit by listening to you? What is their WIFFM factor! (What is in it for me!)

Every single person processes information through their emotional brain before rationalising that information. At that point they make a gut decision that the info is either helpful or harmful to them. If they decide the information is harmful i.e it is going to waste their time OR it is something that is going to cost them money, they will immediately tune out and we have lost them.

So our script has to begin with how we will help them with the idea /product or service we are about to tell them about OR how we have helped others.

For example - if I was trying to sell an idea to my boss I would start off with:

“I know how important getting results are, whilst staying within budget – I want to talk to about an idea that will help us do that”.

Or if I was trying to get a real estate agent to refer their clients to my retirement village – I would say:

“Every day I come across people selling their homes in order to downsize. I would love to introduce some of these clients to you and perhaps we could help each other out”

If I was selling hair products and I was talking to a salon owner:

“I know how important it is for you to get feet through the door of your salon – I would love to discuss how we help you do that”

Instead of - *“I want to sell you how amazing I am or how amazing my idea is”* I want to start off the conversation with *“how I can help you or have helped others in a similar situation”*

Always start with the person’s WIFFM in mind! What is in it for me! That way they will perceive the conversation you are about to have with them as “helpful” rather than “harmful”!

If this has whet your appetite – please look out for – **Step Three: The Networking ladder of loyalty.**

Until next time. Be Bold. Be Curious.

Jacqui Perkins.

