

10 Steps to Solution Selling

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

Step 3

The Networking Ladder of Loyalty

How to turn a stranger into an advocate

So we now have an idea of who we are going to talk to you and WHAT we are going to say. The big question is – how many times do we have to engage with our target audience BEFORE this person actually responds and not only engages with our service, idea or product – but actually becomes and Advocate for us and promotes us to others. Now remember this may not only be a potential client – it could also be your manager, another department that you need to convince to work with you and hear you out.

Research suggests that we will need to “Touch” our clients 7 – 14 times to achieve “buy in”.

So let us work with an analogy.

Let us say that the MCG holds 100,000 people. You are 14 years old and you have just got your first weekend job selling hot dogs at the MCG whenever there is an event there.

Question:

Would you sell more hotdogs if you walked around the whole stadium once – and gave 100 000 people one chance to buy your products?

OR

Would you sell more if you walked up and down one aisle that only holds 10,000 people, but you could walk up and down that aisle 10 times as opposed to only once?

You’ve got it ! The second one.

You are far better off being selective about your audience – narrow that down – and then touch that same audience 7 – 14 times to eventually not only sell your solution – but to create advocates !

What is really important – is that at each touch point – you need to make sure you are either finding out more about them and their challenges, their needs, etc and that each time you engage with them – you are sharing valuable information or advice that truly helps them and benefits them – otherwise you will be seen as an irritating stalker.

Caution:

Don’t give up too soon. I call it ‘warming your clients up for the competition.’ What do I mean by that?

You are creating an interest in what you are offering and then giving up on the interaction because you think you are wasting your time. At that precise moment your competitor may contact them and happen to catch them at the exact time that they are ready to engage with your solutions – and they say yes! If they say ‘YES’ to someone else.

You have created an awareness and a need for what you have to offer BUT someone else came along and followed through and won the sale!

Remember every NO gets you closer to a YES.

Don’t give up too soon. Remember the networking Ladder of loyalty. It takes 7 – 14 touch points to turn a Stranger into an Advocate.

If this has whet your appetite – please look out for

Step Four: Diagnose Before You Prescribe.

Until next time. **Be Bold. Be Curious.**

Jacqui
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