

10 Steps to Solution Selling

Step 4

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

Diagnose before you prescribe

You cannot provide a solution until you really understand what the problem or opportunity is

The best way to explain this concept is to use the analogy of the Titanic. The captain of the ship believed he was sailing an unsinkable ship on its maiden voyage. He spotted a piss-willy piece of ice floating on the deep dark sea, and made an assumption that was all there was to the iceberg... And the next minute history was made. So to keep things simple let me ask you: What percentage of the iceberg did the captain see? I am going to give it a plain and simple 10%. **What destroyed the ship? The 90% that he did NOT see.**

This is the same scenario that is happening when we engage with our clients, managers and other people.

Our Target audience – our client - shares ONLY their stated needs with us – which is in fact only 10% of what they need and want.

We respond to ONLY this stated need, and then cannot understand why they are not buying into the solution, idea, product that we offer them.

Their real, unstated, Delight and Secret needs are lying well below the waterline and it is up to us to ask the RIGHT questions to Diagnose these needs so that we can in fact prescribe the right solution.

But before we get into that – let us take a closer look at these needs. I am going to use a real life example to unpack these needs – **and while I am doing that , I would love you to identify a real life internal or external customer/ client that you would like to sell a solution to.** But before you can do that – you really need to understand what their stated AND unstated needs and wants are. What is the stuff that keeps them awake at 2am in the morning – that your solution/ idea can solve?

(Why don't you take a real life example and work through this with me).

My example: When I set up my business in Australia several years ago, I was informed that I would need to get a quarterly BAS statement done. So I found a tax consultant and at my first appointment I stated my need – I need a tax consultant that can do my 4 quarterly BAS statements and an annual tax return .

My REAL need below the water line was – “ I need a Tax consultant that can explain the Australian Tax system to me in such a way that I would know how to make the best decisions regarding the tax efficiency of my business” So the REAL need – is the bigger picture – the context that gave rise to the STATED need

My Unstated needs are linked to my SCARF needs – a concept developed by the neuroscientist Dr David Rock – and I will go into that in more detail in the next step – so look out for that – as this is probably THE most helpful tool when it comes to solution selling .

My Delight need is something that I would really want, if I knew it was an option, but I don't know it exists, so I don't ask for it. In this instance, my delight need was having the tax consultant provide me with an excel spreadsheet, populated with the right formulas so that all I had to do was input the right data – and hey Presto! – My BAS statements could be generated. But I had no idea such an option existed – so I did not ask for it .

And finally my SECRET need. Something you feel perhaps a little bit awkward about asking for or a bit ashamed or embarrassed or fearful to admit to – but you WANT it. My SECRET need was –“ how do I get away with paying as little tax as possible? “ I don't ask – because I don't want the accountant to think I am dodgy – but I really don't want to pay any more tax than I have to .

To summarise – we need to be asking the RIGHT questions – which we will discuss in a STEP 6 – to uncover ALL the stated and UNSTATED needs of our target audience. This means when we present our idea, our solution – we can categorically show HOW our solution actually meets ALL Their needs – including the ones that wake them up at 2 am .

**Next time - Step Five:
Uncovering those
hidden needs!**

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

Jacqui
Perkins.

