

10 Steps to Solution Selling

Step 7

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

Specific Selling Solutions No more Pitch Fests

Selling should ALWAYS be about solving problems, meeting needs, addressing challenges or leveraging off opportunities. And if this is the true definition, we are ALL selling something to someone.

So often I hear people say something along the lines of : “I am not a sales person, I am an educator”, OR “I am not a sales person, I am delivering customer service”.

It sometimes sounds as if people are afraid or ashamed to be accused of “Selling!”

This is because “sales people” have gained the reputation of selling their service or product to people – irrespective of whether it meets or addresses the other party’s specific needs.

This is what I refer to as a “pitch fest” or “USP diarrhoea” – where we list all the things we or our company does or is good at – irrespective of whether it actually meets a specific need of the person I am talking to.

Selling should ALWAYS be about solving problems, meeting needs, addressing challenges or leveraging off opportunities. AND if this is the true definition – then as I said earlier on in the first introduction video – we are ALL selling something to someone.

When we sell Solutions – we take each of the stated and unstated needs, uncovered in the diagnostic questioning phase (as discussed in step six) and offer a relevant and specific solution to EACH of those needs.

So for example – I might say something along the lines of :

“You mentioned that Mom was very lonely and did not get out so much anymore as she cannot drive”.
(STATED OR UNSTATED NEED)

One of the benefits of mom moving into our retirement village would be that she would be able to attend all the community activities, on a daily basis without ever having to get into a car”
(SPECIFIC SOLUTION!)

“You also mentioned that you were worried about mom’s declining health care needs and the fact that you are not always available to attend to her”
(SECRET NEED)

“One of the great things about Mom moving into our village, is that she would have access to 24/7 nursing care in the event that her health took a turn for the worse”.
(SPECIFIC SOLUTION)

You would continue until you had responded to every need with a relevant solution that you are able to offer, and then it is a natural step to move to a close and ask for a commitment to your idea/ proposal /etc

But – we all know from experience – that no matter how well we handle this part of the process – we are bound to have some objections.

In step 8 I talk about how to address objections to move your target audience towards a commitment to action.

**Look for STEP EIGHT
Objection Handling**

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

**Jacqui
Perkins.**

