

The AESKOPP Solutions Selling System and the Six Steps of Selling

Old Paradigms of Selling

- Don't work because:
 - Today's buyers are more sensitive to old-fashioned sales techniques, manipulation, and tricks.
 - Today's buyers have a multitude of complex alternatives they can buy.
 - They need help making decisions.
 - They will let you help them only if they trust *you*.
 - They need *solutions* to complex problems.
 - Solutions selling is a diagnose-and-deliver model, not a tell-and-sell one.

Old Paradigms

- Don't work because:
 - Your competitors provide buyers with more choices, and buyers don't have to deal with anyone who doesn't satisfy their needs, who they don't like, or who they don't trust.
 - Competitors are providing solutions, too, at reduced prices.
 - So, you have to be better and smarter at managing relationships.

The New Paradigm

- A customer is not the opponent, not someone to be overcome or beaten.
- A customer is a *partner* who needs:
 - A trusting relationship
 - Their needs and wants met
 - Their concerns addressed
 - A win-win, fair agreement
 - To get started before a competitor does (first to market)
 - Most of all, *solutions* to their advertising and marketing problems.

The AESKOPP System

- Success in solutions selling requires:
 - Attitude
 - Emotional Intelligence
 - Skills
 - Knowledge
 - Opportunity
 - Preparation
 - Persistence

Multiplicative = No element can be zero, or there is no success.

Solutions Selling Is Need-Satisfaction Selling

- Relationship Rule#1 (The New Golden Rule):
“Do unto others as they would have others do unto them.”
- Uncover and define problems (call them “challenges”) and needs.
 - Business needs (rational)
 - Personal needs (emotional, unconscious)
- Need-satisfaction selling is hard work
 - Requires emotional intelligence, interpersonal skills

How To Recognize Needs

- Relationship Rule #2: "People like and trust people exactly like themselves."
- Find ways to get people to like and trust you, and they will open up and tell you who they are.
- Then you can position your proposal according to the needs you uncover.
 - You can't uncover needs in one call; it takes time to understand someone.

Understand Personal/Emotional Needs

- You must understand prospects' personal/emotional needs, as well as business needs, so you can position your features, advantages, and benefits accordingly.
 - Which would you prefer:
 - Trying to sell something to a total stranger?
 - Trying to sell something to a friend who you know intimately?

Features, Advantages, Benefits

- **Features:** What you've got.
 - Channels, splash-screens, packages, special programs and promotions
- **Advantages:** Why what you've got is better.
- **Benefits:** How it solves a problem – the solution.
 - Always remember WIIFM (What's In It For Me)
 - In response to every feature you describe, clients are silently asking themselves, "What's in it for me?"
 - So each feature must be accompanied with an advantage and, most important, with a benefit

Solutions Selling Is Listening

- Relationship Rule #3: "People don't care how much you know until they know how much you care."
- The best way to let people know how much you care is to *listen*.

Solutions Selling Is Positive

- Position features, advantages, and benefits *positively* as solutions to advertising and marketing problems.
- Don't knock the competition.
 - You can't sell what they *don't* have.
 - You can only sell the features, advantages, and *benefits* you have.

The Six Steps of Selling

1. Prospecting
 2. Identifying problems (discovery, qualifying)
 3. Generating solutions (research and strategy)
 4. Presenting
 5. Negotiating and closing
 6. Servicing
- Set objectives for each step

Goals/Objectives

- Set time-spent objectives for the six steps of selling, for example:
 - Prospecting 10%
 - Identifying problems (discovery) 15%
 - Generating solutions (research, strategy) 10%
 - Presenting 40 %
 - Closing 20%
 - Servicing 5%
 - How much time spent on each varies according the the experience of the person, type of account list, etc.

Set Activity Objectives As Well As Revenue Objectives

- Calls/Contacts
- Meetings
 - Critical skills:
 - Building rapport and trust
 - Presenting
 - Solving problems/presenting solutions
 - Overcoming objections
 - Addressing concerns
- There is a direct correlation between meaningful meetings and revenue.

Set Activity Objectives As Well As Revenue Objectives

- Revenue objectives don't work for everyone.
- Calls, appointments, and presentations lead to sales, which lead to revenue.
- By focusing on activities that lead to revenue, the control of the objective stays with the salesperson.
 - Salespeople can't always control the size of the order they get.
 - But they can control how many calls they make and how effective their presentation are.

Set Activity Goals As Well As Revenue Goals

- There must be a well-organized system for tracking and reporting on calls, meetings, presentations, opportunities, sales, and revenue.
 - Must have details on why opportunities were won or lost.
 - No recriminations or blame
 - Must have an honest pipeline.

Prospecting: Creating Opportunities

- Developing new business: finding prospects who have advertising and marketing problems.
 - No one is completely satisfied with their advertising.

Identifying Problems (Discovery)

Discovery requires solid detective work.

- Information is power.
- The more information you get, the more problems, the more dissatisfaction you uncover, the more objections and concerns you uncover, the more precise and helpful your solutions will be.

Generating Solutions and Presenting

- Generating solutions is the process of preparation.
 - Matching opportunities in your medium to prospects' problems (challenges).
- Presenting:
 - Confidence is everything!
 - Confidence is an attitude, which *you* control:
 - Optimism
 - Positive objectives (winning, not avoiding a loss)
 - Visualization
 - Mental rehearsal
 - Do the right thing (honesty)

Negotiating and Closing

- Don't negotiate until you've created value.
- The goal of negotiating is to close.
- Closing
 - Help buyers make the right decision.
 - Create a sense of urgency.
 - Once you reach an agreement, get out!
 - Don't be around when buyer's remorse sets in.

- Be careful about trying to close too aggressively.
- You can create a sense of urgency, but the timetable has to be theirs.
 - Too much pressure can kill a prospective sale.
 - High pressure raises suspicion.
 - People want to buy, they don't like being "sold" or "closed."

Servicing

- You are the unique competitive advantage.
- Set servicing and business increase goals.

Partnerships Are the Ultimate Goal of Selling

- It's not overly difficult to make a sale once you get a meeting.
- It's more difficult to create a customer.
- Building a customer into a partner is even more difficult, but it's the ultimate goal.
 - A partnership is a when both sides benefit mutually and grow each other's businesses.