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Structured Selling

Crossing the threshold of “Want”

In every customer interaction there are opportunities to advance relationship building and trust. In addition, there are also opportunities to evaluate where the customer feels they are in making a decision to buy. For many, the process for helping the customer migrate to a “Yes!” buying decision is a complete unknown and is rarely taught in employee training.

As part of our **Executive Development Program** we often use the following quick reference approach to review Client and Prospect interactions and coach people to better understand how every interaction can strengthen a relationship, increase trust and deliver value.

There is a huge gap between “Yes” and “No”

Spending time with people who have no intention of buying is one of the greatest frustrations for professionals who get paid to sell. Unless you happen to be in an occupation where people only come to your store or purchase your service when they need something, a process of quickly screening people’s intentions is key to efficiency.

Best Practice = Structured Inquiries

As part of our years of research, we have identified and documented many of the most frequent questions and responses of conversations and face to face interactions. With these frequent exchanges in mind, we created a hierarchy of **Structured Inquiries** for migrating conversations. This is designed to help both sales professionals and potential buyers quickly determine if there is a likely buying decision today, and if not today when there might be.

Structured Inquiries = Eliminate Buying Uncertainty

In many scenarios the single greatest barrier to closing a sale is **Buyer Uncertainty**. Helping potential buyers gain the clarity to make a decision in a timely fashion is what successful sales representative’s do that is of immediate value. Sales representatives that spend time in other forms of dialogue are often less successful.

Ask your sales force if they have heard any of the following phrases.

Not Now Pretty Soon Just Looking I Was Wondering We Were Thinking About Considering

They are not alone!

These phrases are on our list of most frequent conversational barriers to closing a sale. Unfortunately, many sales professionals do not understand that there are common interactions when the customer is desperately searching for help to alleviate buyer uncertainty.

It is not uncommon to see the pain in peoples’ eyes when their personal uncertainty is amplified.

We truly believe using our structured inquiry approach can provide relief for people who are struggling to decide.

Delivering Relief = Early Assessment

Similar to going to your Doctor or Dentist, there is an assessment process that sales professionals can adopt. It's not complicated or hard to learn and it has been proven effective in many different occupations and business settings.

We believe there is **one key question** that sets the stage for diagnostic Buying Assessment:

Is there anything you NEED TODAY?

Our experiences indicate that **Early Identification of Need** is the cornerstone of strategic selling.

In fact, almost **everything else discussed** is a variable in the **equation of sales inefficiency**. In our opinion, there is no more important goal for **anyone** involved in selling than to **quickly and efficiently** identify if there is an **immediate or upcoming need**.

Fulfillment vs. Relationship Development

If "Yes!" = Then Support, Compassion & Expediency

If the answer is "Yes!", then quite often your only job is to simply deliver fulfillment in three areas.

Support

Once they declare a need you should listen closely or even write down what they say and be supportive. They have explained what they are looking for and now it's your job to deliver to the best of your ability.

Compassion

In other scenarios, the "Yes!" response is followed with an explanation of their personal scenario or declaration of urgency. Remember, alleviating buyer uncertainty is a key skill set for successful sales staff.

Expediency

Finally, it can also be important to assess the customer's transaction needs. It is not uncommon for people to wait until the last minute to make buying decisions. So, once you have fulfilled their product need – helping to **expedite the transaction** can create a long lasting bond.

Relationship Development = Iterative vs. Quantum Leap Dialogue

If "No" = Then Relationship Development

If the answer to our question is "No", then your job is to try to build a potential future relationship by helping identify possible ways you can satisfy lesser levels of purchasing desire.

We have found that crossing the "threshold of Want" can be achieved using **Iterative progression** or by more aggressive **Quantum Leap** approaches to quickly assess likely buyer behavior.

Successful Selling

Crossing the threshold of "Want"

Yes!

Sales Sequence

Emergency What they need immediately + Expediency

Urgency What they need now + Compassion

Need What they need + Support

Want What they want + Value

Like Do you want it?

Quantum Leap

Interested Do you like it?

Considering Are you interested?

Thinking About Are you considering?

Wondering Have you thought about?

Just Looking Have you ever wondered?

Soon When? Can I call you then?

Iterative

Not Now How Soon? Can I call you?

No

Selling becomes easier once the customer wants to buy!

So, why not begin implementing a "Structured Selling" and relationship development program today!