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SELLING ON THE RIGHT SIDE OF DESPERATION!

If you've been in a business where you've been used to fending off prospective clients rather than chasing them, you are naturally going to feel a little rattled when you no longer have hoards of hungry customers biting your hand off for your wonderful product or service. So what can you do to have them queuing up for your services once again?



1. Take action and make it happen. Rather than sitting around worrying about a lack of new business, target your ideal customer and be persistent in your attempts to reach them. Make those calls!

2. Know your clients. The more you know about your clients, their business, and who they are doing business with, the more opportunities you will unearth. By building strong relationships with your clients and understanding their wider business context, you are opening yourself up to more referrals, and expanding your own market.

3. Stay on the right side of desperation. In the dating game, when chased, the pursued will run a mile at the first hint of desperation. The same applies to selling. If your prospect gets a whiff of desperation, you've lost them. Ensure you are positive and confident in your approach.

4. Uncover the meaning of "no". We attach so much power to a firm "no thank-you" that it can paralyse us when often it is a reasonable response. When faced with a no, ask questions to understand what the reasoning is. This could give you the opportunity to address the concerns and turn a no into a yes!

5. Adapt your style. How you present yourself and your product/services to a bank will differ from how you present to a construction firm. Being able to 'read' each customer and adapt your style (whilst remaining genuine) to appeal to them will help create that all important first impression.

Continue to invest in your people despite a more challenging business environment. Support their growth and development as they support your business to grow. Train them to deal with the challenges of a tougher market, keeping them focused and motivated to sell on the right side of desperation!

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