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SELLING

SECRETS YOUR

CLIENT WISHES

YOU KNEW

THE ESSENTIALS SKILLS

YOU NEED TO DELIVER

VALUE TO YOUR CLIENT



ANTHONY JOSEPH

Introduction

Haven't you heard? Sales is dead.

The world of the customer has changed. There's more choice, more low-cost options and more information freely available than ever before.

Customers can help themselves and they don't trust sales people. A recent extensive study of B2B buyers revealed that only 18% of sales people are regarded as trusted advisors whom they respect.

B2B buyers are skeptical of sales people and they don't want a self-serving sales person irritating them and they don't need a sales person to get information or place an order. It's not news that people don't buy from people they don't trust.

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I'm sure this isn't news to you, if you're in sales you may be acutely feeling it. The difficulty of getting meetings, the stress of meeting targets, the pressure of closing deals or retaining that big client. You might be applying band-aid solutions like discounting or more prospecting to meet targets and keep your clients.

I'm sure you've seen the articles and memes doing the rounds on LinkedIn about the high percentage of sales people missing targets and the forecasted downsizing of the industry.

But wait a minute, if sales is dead, how are organisations winning clients, making money and growing? Of course, sales isn't dead. But the old playbook doesn't work. So sales is being reborn, and there's a new breed of sales person in town, and they understand the key to

winning clients is to deliver real value. You might be one of them, the top 18% - those regarded as trusted advisors not sales people. Or maybe you know you can do better, you're aware of how things have changed but you don't know what to do about it.

You want to be adding a lot of value, and to be trusted. To be in the know, consulted before others in your industry and to shape your client's agenda. To have more reliable business, longer-term clients and for new sales to happen with less friction.

This guide is dedicated to sharing the secret to becoming your clients trusted advisor and a leader of the new breed of sales people.

I hope you enjoy it.

Anthony



Anthony Joseph
Founder and Leader

MASTERSHIP

Master These Five Skills To Deliver Value To Your Client

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1. Practise Great Conversations

Great relationships start with great conversations.

But B2B buyers say that only 1 in 3 sales people are able to effectively converse with senior executives. The decision makers!

In an effective conversation you're uncovering information about your client and developing their trust at the same time. Your need to:

- Uncover what's unique about them, what's happening in their industry and why they need to change.
- Educate and challenge them with a new perspective.
- And crucially you need them to understand how you can add value.

CHARACTERISTICS OF GREAT CONVERSATIONS*

Here are some ways you can have more effective conversations today:

1. Talk less and listen more.

The most successful sales people talk only 46% of the time compared to the least successful who talk 72% of the meeting.

2. Have conversations, not meetings.

Although the best listen more, their meetings are conversations – there's an exchange between the buyer and seller. The conversation goes back and forward.

3. Remove the risk of change

The best sales people use a process to reduce feelings of risk e.g. co-creating solutions with the client.

4. Focus on 3-4 key issues.

The best sales performers focus questions on 3-4 key issues and explore these in detail.

5. Make time for clear next steps.

The best dedicate more time at the end of a conversation for discussing next steps.

2. Be The Best Listener On The Block

It's a paradox, you've always got something you need to convince others about.

You need to be a good talker. But, if you spend too much time talking you're not listening. And, if you're not listening, you won't understand your client, and your solutions won't be relevant.

Listening is something you do every day, but you don't think about it a lot. Being really great at it requires practice and some special skills.

Great listening is not passive. It's an interaction where you hear and help others clarify their thinking through your questions and confirmations about what you're hearing.

Here are some ways you can improve your skills:

- Pay attention in a deliberate way. Keep a mindful focus. Practise not getting distracted by your own thoughts and inner dialogue, and when you do bring your attention back to the conversation.
- Try to suspend your own ego's need to make your point. Great listening is generous, it gives others the time and space to be heard.
- Great listening is also understanding. Create a mental model from what you hear whilst the conversation progresses, so you get a picture of what the other person is saying.

DO AS THE HIGH PERFORMERS DO

- Include a 10 minute meditation at the start of your day. Just 10 minutes a day can help your attention, ability to focus and also your empathy.
- Mindfulness can seem like a bit of a buzzword. But the truth is, science has shown and high performers all around the world have experienced that it actually changes your brain in a way that means you'll be more focused, calm and listening more mindfully in a very short time.
- Have a look at apps like Smiling Mind for a simple guided meditation.

3. Understand Your Client's Story

Before you can give good advice, you need to make sure you understand your client.

Understanding not just how you can help with the benefits of your specific product or service but how you can create business value for them.

You need to understand your client, what they do, how their industry is changing, what their goals are, what they're planning and what are their barriers.

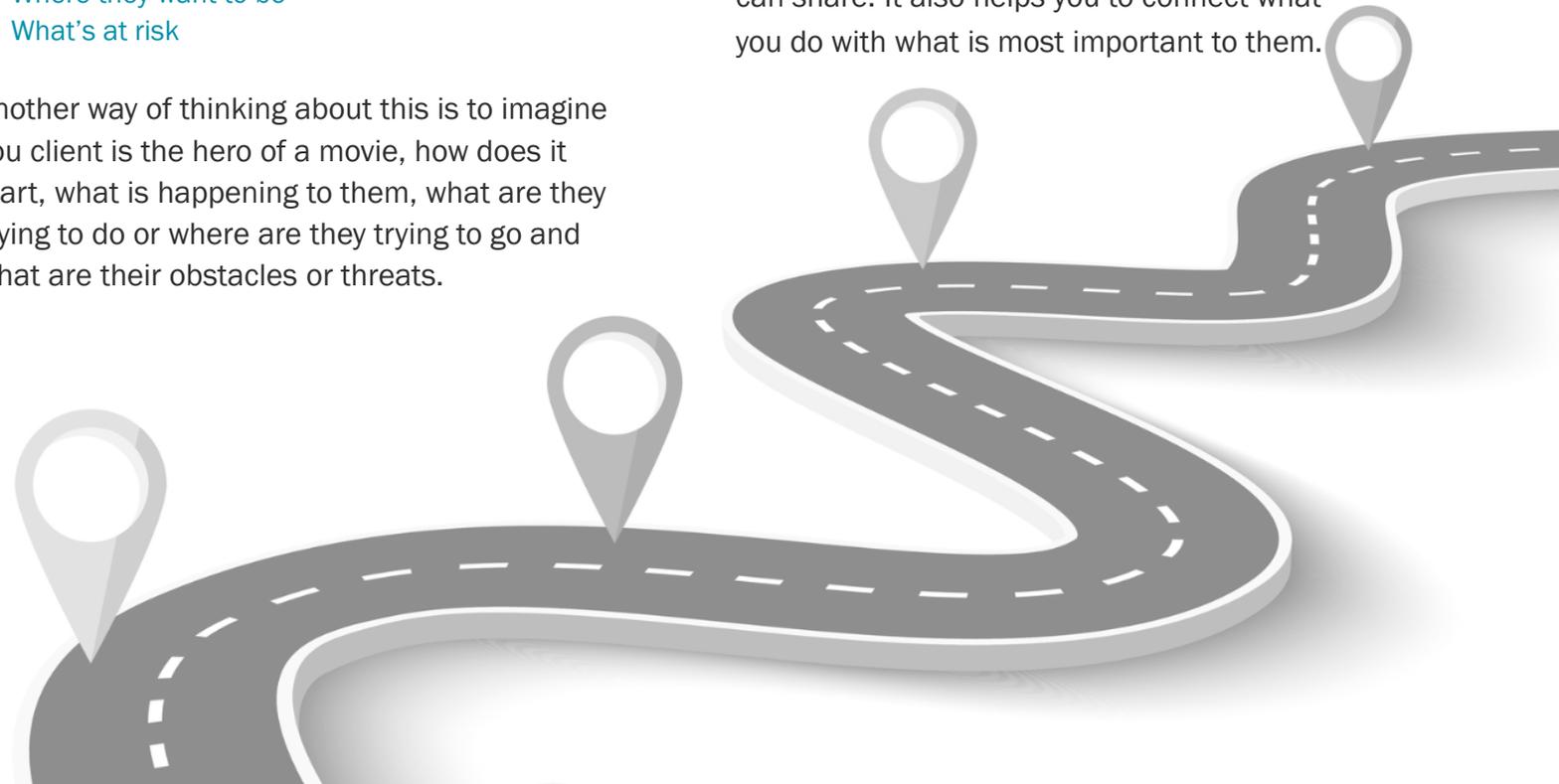
That's a lot of information. There's never enough time. How do you do it efficiently? How do you do it in a way that makes sense?

Explore your client's story and organise what you learn into their journey:

- Where've they come from
- Where they are now
- Where they want to be
- What's at risk

Another way of thinking about this is to imagine you client is the hero of a movie, how does it start, what is happening to them, what are they trying to do or where are they trying to go and what are their obstacles or threats.

Story allows you take data and turn it into a narrative. It's surprisingly useful whether your client is small or a massive organisation. Story will help you understand. It is something you can share. It also helps you to connect what you do with what is most important to them.



4. Show Your Client You Understand Them

Now that you've made all that effort to understand your client you need to show your client you understand them.

Making your clients feel understood is the foundation of a great relationship. Feeling understood is also a key reason that buyers choose a vendor, independent of the solution being offered.

Research by the RAIN group shows that the most successful sales people demonstrated they understood buyers 2.5 times more than those in second place.

It makes sense, a client will have more confidence in a vendor or consultant that understands them. I bet you can remember the experience of being given advice or sold to by someone who doesn't get what you need. When you feel that you don't want to listen.

To show you understand your client, take the time to confirm your client's story with them. Ask them if you've understood them correctly. This small step is something most people miss, but it's so important. This way you've got a great foundation to propose ideas and solutions – you'll make sure that you're focusing on what's truly important to them.

LESSONS FROM THE FBI

Surprisingly this technique is used by the FBI during hostage negotiations. Chris Voss, former FBI hostage negotiator turned best-selling author and negotiation expert explains how it works. Voss says that when you show someone you understand them and they say 'that's right', this lets you know they feel completely understood and are then more open to talking to you.

5. Use The Magic Of A Great Pitch

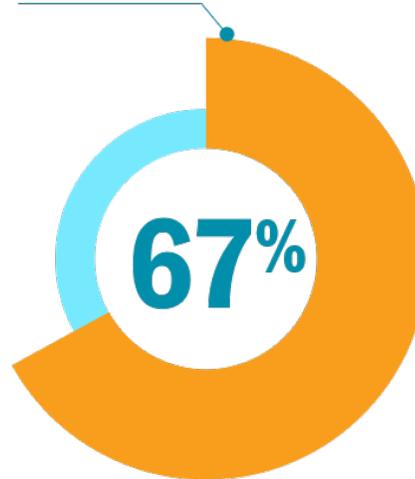
This won't come as a big surprise but whenever you're explaining your ideas, it's a pitch. And to motivate your client to act you need a great one.

Your pitch might already be pretty good, but is it great? 67% of sales leaders say their team is underperforming in creating urgency to change and only 50% believe they're connecting with business value.

Try to see your pitch with fresh eyes. A great pitch at its heart is not about you, or your product or services, it's about your client.

A great pitch has a structure, the best are like stories. That shows how your client's world has changed and why the status-quo no longer

Sales leaders who say their team is underperforming



works. And it gives the emotional energy to invest in doing something different.

A great pitch positions your solution in your client's world. It gives your client a new perspective on what they need to do. Your

clients can see how you can help them to a better future. Why they should believe in what you offer and how you make the change practical.

GREAT PITCH CHECKLIST

- Focuses on the client, not you.
- Uses a narrative/story structure.
- Shows the client how the status-quo no longer works.
- Positions your solution in the client's world.

Meet Anthony Joseph

Founder and Leader of Mastership

The seeds of Mastership were planted while AJ was working as an account executive and enterprise strategist for Microsoft. Despite landing the world's biggest Windows and Office deal, AJ thought Microsoft (and the sales world in general) was moving in the wrong direction. They were getting results, but not necessarily the right ones. And they didn't always care enough about cultivating the client relationship, or understanding their story. Enter Mastership – a story-based approach that draws on AJ's passion and experience in sales, growth consultancy and platform shifting.

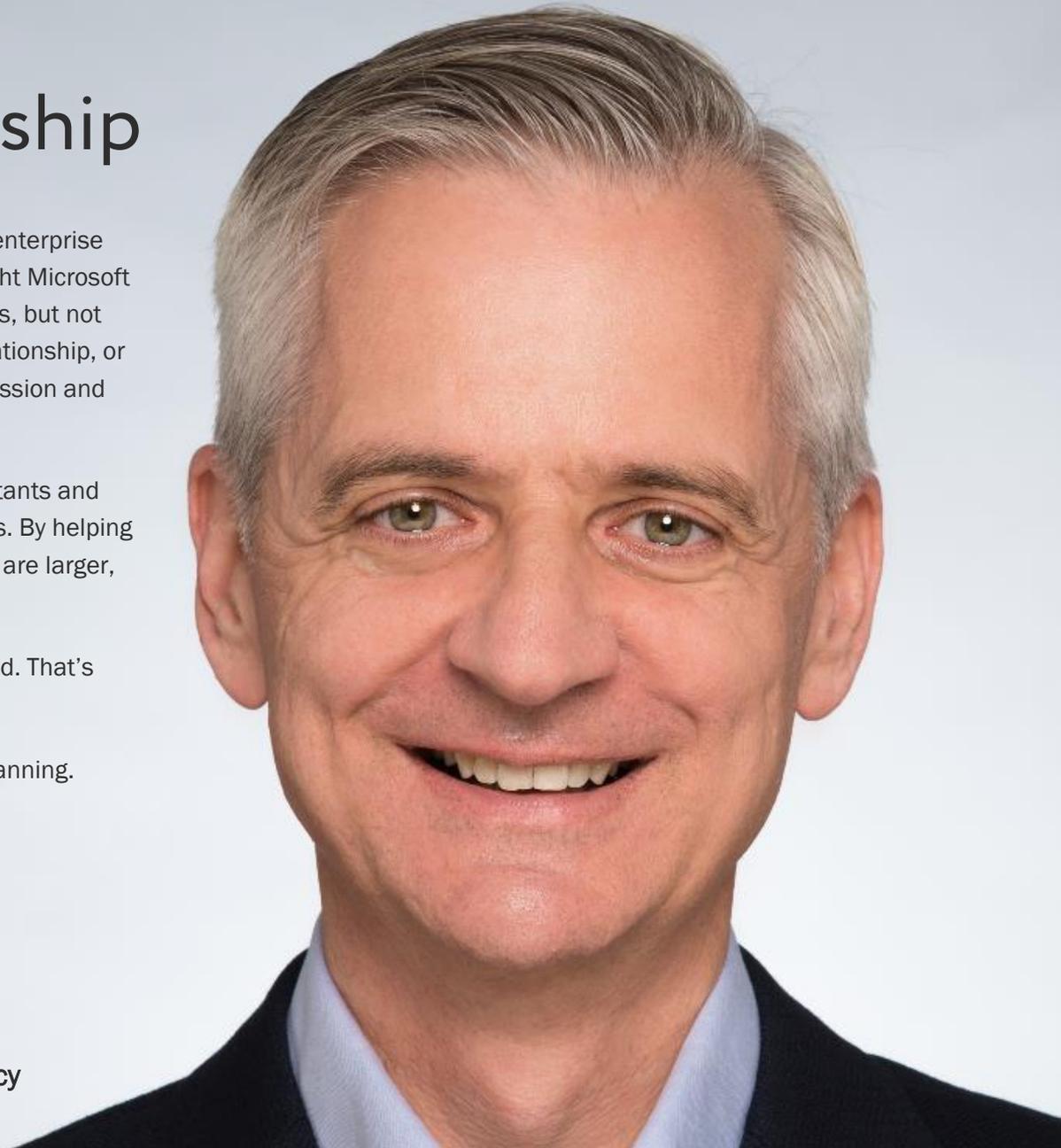
With the Mastership trusted advisor skills program AJ has been helping B2B sales, consultants and business development teams to become more effective at selling and developing relationships. By helping his students transform into trusted advisors their clients get more value, sales and renewals are larger, and business happens with less friction. It's win, win.

AJ's calm and mindful approach isn't what you'd expect from the smooth-talking sales world. That's probably why it works.

AJ helps organisations with advisor skills training, strategy development and account planning.

[Click Here To Get In Touch With Anthony](#)

Advanced Sales Skills Training | Pitch Development | Sales Consultancy



Want to take your team's skills to the next level?

Start the conversation today

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