

Collaborative ValueSelling

4 Keys to Building Sales Success



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The proven formula for accelerating sales results.

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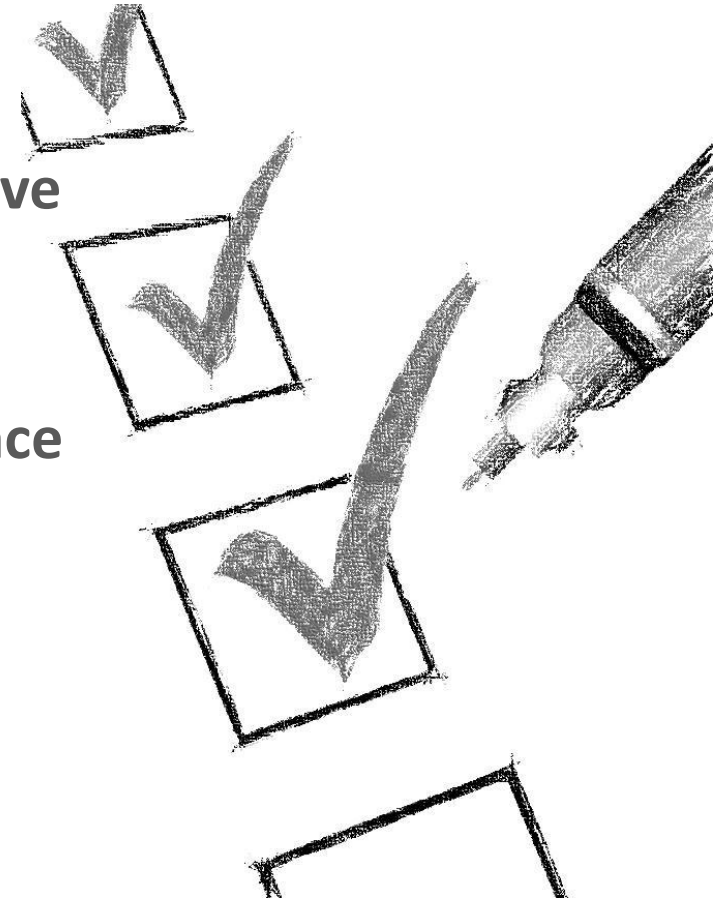
Our Agenda

Define Collaborative ValueSelling

Identify the keys to building cooperative relationships

Identify the correct questioning cadence and etiquette for collaboration

Leverage the five keys to a successful collaboration



What is collaboration?



Working together to achieve a common goal.



Key components

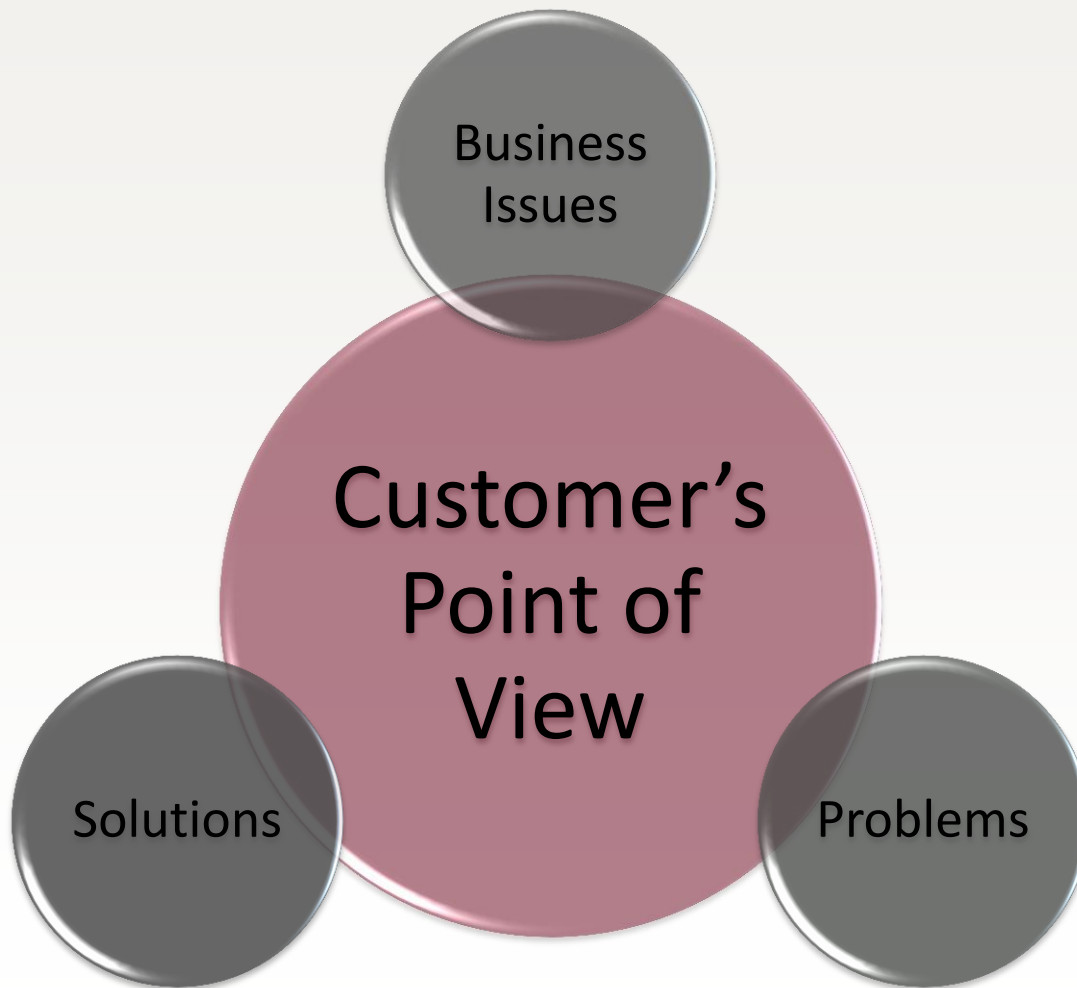
✓ What is the common goal?



✓ How do we work together



Common Goals = Shared Vision



$$QP = VM_D \times V \times P \times P^{\circ}$$

What does a common vision really mean?

- ✓ Complete understanding of both parties perspective
- ✓ Creating solutions together
- ✓ Selling your prospect their idea



Why ask and not tell?

- ✓ Research has shown:
 - The person who talks the most, better enjoys the conversation!
- ✓ Confirmed understanding is critical for agreement
- ✓ Sales is often about persuasion – hard to get to the final destination if we don't know our origination point



Our Question Toolkit

✓ Open

✓ Probe

✓ Confirm



Open-ended Questions

- ✓ Critical to understand customer's current perspective
- ✓ Demonstrate your interest in them
- ✓ Allow customer to elaborate
- ✓ Do not have a yes, no or "right" answer
- ✓ Key – is to ask about everything relevant: problems, solutions, value perception



Examples

- ✓ Tell me about it....
- ✓ What do you think...
- ✓ Why.....
- ✓ Why not....
- ✓ Can you describe...
- ✓ How does that work...

Action: Craft your own



Probing Questions

- ✓ Demonstrate your understanding and depth of knowledge
- ✓ Establish your credibility with knowledge
- ✓ Thought provoking
- ✓ Uncover specifics
- ✓ Purposeful
- ✓ Go deeper



Examples

✓ Problem Probing:

- Is this difficult because....?

✓ Solution Probing:

- What if you were able to.....?
- Have you considered..?
- Have you attempted...?
- Do you need...?

✓ Action: Craft your own



Conversation vs. Interrogation



Conversation vs. Interrogation

- ✓ Not rapid fire questioning
- ✓ Respond to actual answer
- ✓ Trade off between open and probe questions
 - Why
 - Why not
 - Can you tell me more about that?

$$QP = VM_D \times V \times P \times P^{\circ}$$

Confirming Questions

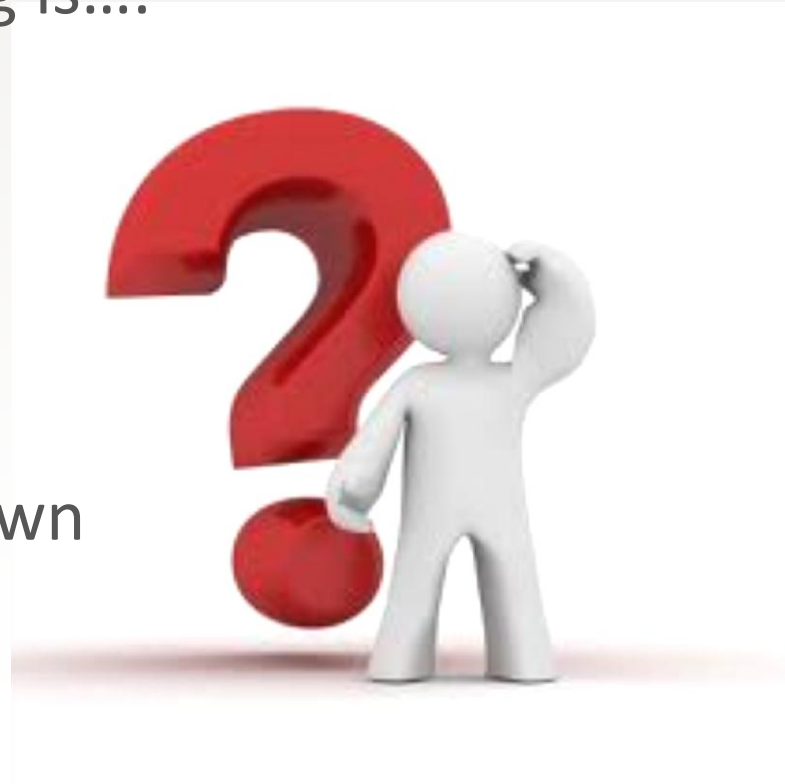
- ✓ Demonstrate you have heard and understand
- ✓ Verify that the perspective has not changed
- ✓ Play back to customer
their perspective
- ✓ Critical to demonstrate your listening skills
- ✓ Can also serve as “trial close” opportunities

APPROVED

Examples

- ✓ Not rapid fire questioning
- ✓ What I am hearing is....
- ✓ Is this enough....
- ✓ We have agreed that.....

Action: Craft your own



$$QP = VM_D \times V \times P \times P^{\circ}$$

Active Listening

- ✓ Seek to understand
- ✓ Be in the moment – focus
- ✓ Verbal and non verbal cues



- ✓ Reflective (confirm)
- ✓ Non interruptive
- ✓ Eye contact
- ✓ Take notes

Keys to Success

- ✓ Your professionalism:
Be a business person
- ✓ Cooperative
Relationship
- ✓ Collaborating to find
the best alternative for
your prospect
- ✓ Asking questions and
allowing time for
discussion
- ✓ Exploring alternatives



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Next webinar

“Closing the Gap: Your sales process and their buying process”

May 1, 2012

12:30PM Australian Eastern Standard Time



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