

Solution Selling

Solution Selling is an intuitive, logical approach to making a sales call. It is based upon the premise that we are adding value and providing a solution to our customers, not just taking an order or striving to meet our sales quota. This approach offers the opportunity to achieve “most preferred vendor status,” especially for those repeat customers we see on a regular basis.

Learn how to turn your next sales call, formal or informal, into a discussion that is designed to achieve a win-win outcome. This mutually beneficial approach is critical to ensuring a long-lasting relationship with your customers.

The art and science to selling

Our individual personalities and our styles enable us to be ourselves and leverage our preferences as we interact with others, which is the artful and creative piece. A valuable activity is to begin with a program titled Emergenetics, which is an assessment-based instrument that helps us understand our thinking and behavioral preferences and how we may be similar or different from those with which we interact. With this knowledge as a backdrop, we enter into the Solution Selling process, which is the science behind the sales call.

Process

Solution Selling is a sales process built upon three key areas:

1. Before the Sales Call - Begin with identifying the objective of your call and preparing your presentation.
2. During the Sales Call - When speaking with the customer face-to-face, learn how to smoothly transition from small talk into the purpose of your call. Then align your solution with a customer business need and explain why your product or service is the right solution. In addition, learn how to effectively address any buyer concerns and answer questions.
3. After the Sales Call - Document the results of your call, communicate the next steps, implement the solution, and share the results with the customer and any other stakeholders.

Satisfying the needs of the customer and creating a value proposition should be at the heart of each and every sales call. Solution Selling is a repeatable, coachable,

sustainable process that provides the appropriate structure and discipline, while allowing for the personality of the individual to shine through.

Contact us

To discuss how your sales team can grow your business and create solutions, contact:

Jim Ebert
Founder and President
Evergreen Learning Solutions
evergreenlearningsolutons.com
jpebert1@gmail.com
414-460-1172



Evergreen Learning Solutions