



The Don Hutson Report

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ABC...Don't get it wrong!

(For the coming issues of The Don Hutson Report, be sure to check out our special offers at the end of the newsletter. Most are complimentary.)

If you are an alert observer in the area of professional sales, you will still periodically hear someone say, “Always Be Closing!” Some would say it is right out of the mouth of Alec Baldwin in the movie “Glen Gary, Glen Ross”. I’m of the belief that “Always be closing” is a formula for failure. It’s like knocking on a turtle’s shell to get him to stick his head out.

At my company, U. S. Learning, we don’t even use the word *Closing* in our sales training activities. I don’t like the word. It sounds like you are going to manipulatively do something to somebody rather than collaborating with them to help solve a problem!

We use the term “Gaining Commitments”, which is much more palatable to clients and sales professionals alike. After all, when you confirm a sale, you are often opening a new relationship, not closing something. It is my opinion that the mindset of a winner in sales today should be that of a professional problem solver.

At our best we can “become known for the problems we solve”. That’s a mindset that will result in more repeat business, more referrals, and more people with whom we have gained “Trusted Advisor” status. For a salesperson to rush the sales process and ask for business before earning the right to do so through effective needs analysis, the wrong roadmap is being followed.

Let’s earn the right by asking good questions, assessing needs, and identifying the problems that are more pressing to them. Once we’ve learned the prospect’s “Pain Points” and “Value Points”, we can craft our tailored proposal. Follow this protocol, and you will never again present your product or proposal without asking meaningful, in-depth questions first.

I agree with my friend, Jim Cathcart, who says that “In selling like in medicine, prescription before diagnosis is malpractice!” It’s all about showing a genuine interest in them by doing your homework ahead of time.

To tap the collective intellect of a seasoned sales team, I have periodically suggested to the V. P. of Sales of a client firm whose upcoming meeting I am to be addressing that each salesperson attending be required to bring at least one well-articulated, typed needs-analysis question.

The last time I did this, there were 75 in the group and they each brought the best question they could come up with. The manager gathered them and had his assistant print several to a sheet and gave each attendee a copy of the booklet with all of the questions the next day. This worked great, because now each of them had all of the questions. The purpose was, of course, to have everyone study all questions and craft the best they could for multiple solid questions for their needs-analyses going forward.

We want to ask questions that will reveal the prospects’ priorities so that we can position ourselves to be a problem-solving resource. We also want to learn their “Value Points”... what means the most to them in terms of what they want and need at this time. Then we want to craft solutions that are tailored to that prospect and their most critical needs at that time.

See Don’s short video on “Pandemic Recovery Business Strategies for Leaders”. Go to <https://vimeo.com/416585758>. You will get several good ideas to productively deal with challenges you face while coming out of these difficult times.

Don Hutson's Cloud Convention SPECIAL OFFER

Don recently presented 3 Webinars as a part of the nationwide Cloud Convention presentation. His Special Product Offer for that event is now available to you for only \$49.00.

Just click on the image below.



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