



The Don Hutson Report

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Global Expert on Sales & Negotiations

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New Profit Solution: Broaden Your Deliverables!

Join me, if you will, for a brief trip back in time. The setting is the Ballroom of a South Beach Hotel in South Florida. The event is the Annual Sales Meeting of a Fortune 1000 Company. The audience is comprised of some 600 sales professionals eager to end their meeting on a high note and I am the speaker charged with that task.

It is about ten minutes from the end of my speech when I say, *“Remember that if you keep on doing what you’ve always done, you will keep on getting what you’ve always gotten!”* Now, I’d used the line before and it always made sense to me. As the words came out of my mouth, the realization came to me like a lightning bolt to the side of the head! That’s not true.

As I clarified my new stance and closed my presentation, I ended with a call to action that resounded with all in attendance. I challenged each audience member to never be satisfied with what they had always done in the past but instead to become a bear about the pursuit of innovative ways to always be doing *more* than ever...*better* than ever in the future!

Now, as we return to the present day, the truth is that if we keep on doing what we have always done we will get less than we used to get in return because the bar of excellence is going up on us every day, month, and year! Buyers are becoming better informed; competition is getting keener; the internet is educating everyone more rapidly than ever; and, pandemics occur which change everything. Yes, a new world has unfolded right in front of us, and we had better be changing with it!

So, what are you going to change? Here are some thought starters for you...

1. Just like you, your prospects and clients have new challenges, problems and realities that they are having difficulties dealing with.
2. They also have new decision-making criteria on most fronts.
3. We need to ask ourselves, “What can I do to be a more valuable and timely resource for my clients from *their* perspective?”
4. We need to get in front of them and ask thoughtful and penetrating questions (while we document their responses with detailed notes) to learn what their newest and latest problems and challenges are.

5. Then the KEY QUESTION is: What type of new and cutting-edge deliverables do we need to create to help them solve their problems?
6. As you add more products and services to your “Cart” you will have created new profit centers for your company and an upgraded reputation over time for the value you bring to the table for those you serve.
7. It would be a great idea for the leaders in your company to try to add new deliverables (without sabotaging your older *bread-and-butter* offerings) so that you can assure that new levels of sustainable profitability are on the way.
8. As you become known for the problems you solve, you will be recognized in your marketplace as differentiated from your competitors in a positive and creative way.

So, it would appear that our *New Normal Marketplace* will provide new opportunities for you and your enterprise to grow and prosper by being more valuable to your customers than ever before.

Here are some immediate steps Sales Management can use to deploy the above strategy:

1. Create a new awareness in the minds of all of your sales and marketing personnel to the importance of being diligent about information gathering and fact-finding during their dialogs with prospects and clients.
2. Get them to ask questions like “What new realities and problems have arisen for you in light of all of the recent changes?”
3. Have your salespeople offer the ideas you are using for increasing revenues in the event they could profit from a similar approach
4. Ask your contact if there are others in their company who might be able to provide additional information on their current reality, and offer to interview them.
5. Before leaving, review your list of issues with your primary contact for accuracy, enhanced understanding, and clarification on problems needing solutions.
6. Go back to your company and present your learnings to your “New Deliverables Committee”. Apply the principle of Collective Intellect (all of us are smarter than one of us) in considering solutions and new deliverables.

When you adopt these procedures, you will become more valuable to your clients than ever before and enjoy new profits to ensure your future viability in a crowded and competitive market.

If you’ve got the spirit of a champion, you will always be looking for ways to do more and better things for your customer base. Don’t disappoint them! Delight them with your creativity and determination to be a unique resource to them!

As I recounted in my trip back in time, I challenged each audience member to become a bear about the pursuit of innovative ways to always be doing *more* than ever...*better* than ever! This same formula for expanded profit is even more pertinent today.

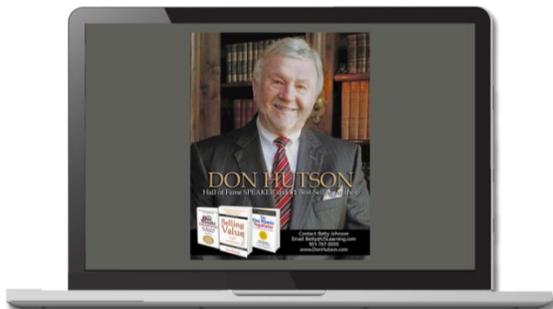
So, when you take up this same challenge as a Profit Solution, you can definitely broaden your deliverables!

Are you a member of a professional trade association? If so, your referrals are appreciated. Most of my presentations now are virtual, but I'm still ready to serve in whatever delivery system you or your association prefers.

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