

## Selling Solutions Smart Strategies for Small Business



Presentation Materials  
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# PNM Small Business Workshop 5

## Selling Solutions<sup>1</sup>

### Overview – Seminar 5

“...Outdated sales messages fail to address the core issue of how we think about selling. And unless we get to that core, and change it once and for all, we’ll go on struggling with the same counterproductive sales behaviors. We’ll go on experiencing the same difficulties and frustrations. And we’ll continue to believe that we’re always just one new sales technique away from the breakthrough we’re looking for...”

--Ari Galpar, *7 Ways to Stop Selling and Start Building Relationships*<sup>2</sup>

[www.UnlockTheGame.com](http://www.UnlockTheGame.com)

New thinking equals new results.

Seven new thinking solutions:

1. Identify customer needs.
2. Know your true business.
3. Focus on the target market.
4. Plan. Planned communications are key.
5. Maximize referrals; use loyalty programs.
6. Mine competitor and product intelligence.
7. Place selling activities in priority one daily.

New thinking solutions:

1. Identify customer needs.
  - a. Make existing customer relationships the priority.
  - b. Understand what your customer is looking to buy.
  - c. Create a solution by asking questions.
2. Know your true business.
  - a. What business are you really in?
  - b. Answer all customer questions truthfully.
3. Focus ONLY on the target market.
  - a. Top customers need daily care and attention.
  - b. Qualified prospects require continued follow up.
  - c. Identify your firm’s top three benefits.
  - d. Sell with innovation.
4. Plan. Planned communications are key.
  - a. Restructure your customer and prospect questions to leave out: “May I help you?”
  - b. Practice every communication.
  - c. Have your website mirror your in-person dialogue.
  - d. Be conscious of having 12 words or eight seconds to make an impression.
  - e. Tell great stories that focus on results your firm has created for its customers.

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5. Maximize referrals; use a loyalty program.
  - a. Planning works: plan and then work your plan.
  - b. Methodical follow up produces results.
  - c. Loyalty programs can be implemented with simple tickler files.
6. Mine competitor and product intelligence.
  - a. Map your competition's strengths and weaknesses.
  - b. Know your product; it creates credibility and dissolves objections.
7. Make sales communication priority one.

Unforgettables:

- Dress professionally.
- Always carry business cards.
- Smile.
- Be sincere.

Say "no" to traditional sales talk.

Above all, enjoy your new results.



## Know Your Market!

What business are you really in?

**The *only* business we are all in  
is the business to provide a solution  
to a need or a problem.**

Write below a statement about what business you are in:

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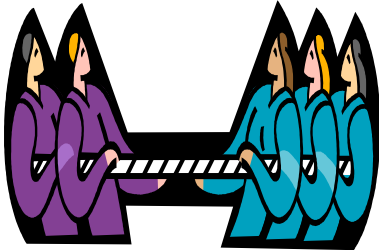
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## Focused Sales Strategy

In the grid below, identify your top three or four market segments. On the top axis, mark the top products you sell. Now, with a check, mark which products are directed to which target market. In other words, **your chosen target markets will be the customers most benefited from your products.** Now write the unique benefit (s) you offer in the checked squares to that specific market.

		Products			
Segments					

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## Know your Competition!

Complete the grid for your top three competitors. Simply make copies.  
Answer honestly!

		Products			
Segments					

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## Selling Solutions - Resources

### General Business

[www.brint.com](http://www.brint.com) Brint Institute  
[www.businessknow-how.com](http://www.businessknow-how.com) all purpose resource  
[www.easimedia.com](http://www.easimedia.com) business resource website  
[www.pnm.com/mybusiness](http://www.pnm.com/mybusiness) links to information on sales, finance, business planning, and more.



### Sales

*Spin Selling*, Neil Rackham, 1988. Strong presentation of how-tos such as outselling the competition, designing problem, pay-off questions and more.  
*The Little Red Book of Selling, 12.5 Principles of Sales Greatness*, Jeffrey Gitomere, 2004. "Why do people buy?" is a thousand times more effective than "How do I sell?"

*Permission Marketing, Turning Strangers Into Friends, and Friends Into Customers*, Seth Godin, 2004. Delivering anticipated, personal and relevant ads to the people who want to get them is always more effective than yelling at strangers. Get the first third of the book for free by visiting [www.permission.com](http://www.permission.com).

*All Marketers Are Liars, The Power of Telling Authentic Stories in a Low-Trust World*, Seth Godin, 2005. Successful marketers tell a story we want to believe.

*Entrepreneur Magazine* solutions for your business

[www.salesandmarketing.com](http://www.salesandmarketing.com) articles about sales strategy

[www.businessballs.com](http://www.businessballs.com) free sales training online for business development, selling skills

[www.industrialego.com](http://www.industrialego.com) Ego Power Sales Tips by Shamus Brown

[www.frugalmarketing.com](http://www.frugalmarketing.com) information for marketers and low-cost marketing

[www.UnlockTheGame.com](http://www.UnlockTheGame.com) website for Ari Gapler, founder of the only sales program designed to eliminate sales pressure

### Business Training/Support:

[www.wesst.org](http://www.wesst.org) WESST Corp 505-241-0794

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