

The Defining Mark

Barrier Free Business Development Ideas

This issue: The Simplified Selling Process

Have you noticed that the assortment and variety of systems available to anyone in the sales industry are vast and ever increasing? The lure to change to the next great system is tempting when faced with the competitive environment that exists today – in spite of time and energy invested in creating the current system.

In the end, those of you privileged enough to find yourself out in the marketplace converting suspects and prospects into advocates may have actually been done a disservice through the development of so many systems, models and processes.

While it is true that the variety of systems available allow companies to customize solutions which can be tailored to their exact situation; I have met and worked with many struggling sales professionals whose biggest problem is maintaining consistency in activity, not so much which system they use.

The activities necessary in order to convert suspects through to advocates fall into one of only three categories or phases. Collectively, these three phases are known as the **Simplified Selling Process**.

Simplified: there are only three activity categories, (phases);

Selling: in the action of selling;

Process: allowing consistent implementation

While there may be a variety of actions necessary in the development of business, they all fall within these three phases of the process:

1. Sort for Opportunities: Within your target market there are organizations and individuals with whom you will do business. As you identify your target market and begin to contact them, opportunities will be created. Often this is the area in which most sales professionals struggle. By reframing the activity as sorting through potential opportunities, you can begin to reduce some of the stress caused by contacting prospects.

2. Solve for Needs: Since each and every organization within your target market has the potential to use your services, solving for needs simply requires identifying which opportunities need what and when. Qualifying an opportunity, (asking lots of questions) is the best, (only?) way to determine which options you should present in order to gain commitment.

3. Support Buying Decisions: Few purchases simply end at the point of commitment. Accurate delivery & and solution implementation are key factors if you intend to leverage your service into additional opportunities and referrals. Even if the delivery falls to a different division or department, as the client's representative within your company, the responsibility is yours to maintain the relationship and ensure a clean transition of service.

By simplifying the view you have of the selling process, you will find yourself in a better position to know where in the process each opportunity is at all times. Be aware, 'simple' does not mean 'easy'. While the profession of sales can be very difficult at times, your success will be found on the other side of consistency.

We will explore the phases in greater detail in future issues in order to see how each of the action steps fit into the larger process.



Jim Carty, CSP

I have a simple philosophy. Fill what's empty. Empty what's full. And scratch where it itches.

- Alice Roosevelt Longworth
(1884 - 1980)

A complex system that works is invariably found to have evolved from a simple system that works.

- John Gaule

Action Plan:

- Review your selling process
- Clarify the stages
- Simplify
- Develop consistency
- Contact AltiMark to assist with any aspect of the process