

THE FUNDAMENTAL SALES COMPETENCY PART-II

In last week's installment, we explored the first half of the communications exchange—probing and listening. In this installment of Sales Bytes, we explore the other half of the communications exchange—how to communicate more effectively your value.

These simple rules of presenting will help you frame your message more convincingly.

- Sell what is relevant. Make sure that what you present parallels how the buyer answered your questions. Your message must reflect the buyer's needs, wants, and concerns.
- Present a value proposition that resonates with the level of decision maker to whom you are presenting. For purchasing agents, present a logistics solution. For users, present a usage-oriented solution. For high-level decision makers, present a financial solution that reflects a positive impact on their bottom line.
- Discuss all three dimensions of value: product features and benefits; company value-added; and personal commitments that you will make.
- Keep your presentation long enough to convince, yet short enough to hold the buyer's attention. Use the less-is-more model of communication. Practice brevity.
- Offer proof sources that demonstrate the lower risk of your solution. Demonstrate the safety and security of your solution.
- Keep your buyer actively engaged throughout the presentation by asking involvement questions, conducting demonstrations, and giving the buyer something to sell with internally.

Presenting a compelling argument means giving the buyer enough relevant information so that he or she is more anxious to buy than you are to sell. When buyer desire peaks, closing is merely working out the details for your first delivery.

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