

SALES TRAINING NOTES

Communicating The Solution

September 2023

We are going to talk about a topic that I believe we don't use enough. Probably, because we just don't understand it. This is a simple process, but also can be complicated for some. It's called Value Selling.

Value Selling

Value selling is building up the value of the product until a prospect cannot say no. Giving your prospect such a presentation, and getting them to say yes, so many times, that they can't say no to you.

Think of yourself like a physician or doctor, your diagnostic fact-finding has been confirmed by a physical survey of the location and a needs analysis. Now you are ready to present your prescription, which is the solution to the customer's pain. But how do you communicate that value. How do you make it big enough, so they are engaged and want to see what you have.

I am going to give the techniques and the foundation of how this works. You will be able to communicate the value in a way that helps them say yes! And the more they say yes, the harder it will be for them to change their minds at the end of the presentation. The probability of saying no after 25 yeses is low. And if they do say no, you then have a great idea on what

to say to overcome the objection, and to pack that one away for good.

Value Statements

So, what are Value Statements? Value statements are like a compass that leads you to where you need to go. It is a process of leaving the conversation in your own head and joining the conversation in your prospects head.

What does that mean? You must understand what your prospect wants. You must learn the type of person they are. You must get in their head so you can talk to them. Not at them, but to them.

We must understand their paradigms and paint a picture that can get us through their paradigms. We must understand their paradigms and create a path to understanding and helping them understand us. We must crush the "so what rule" We must tell our story, so it relates to them. They must not be able to say..."so what" to whatever we say to them. Our words must be something they can understand and agree with us. Because if they don't agree, then we are just guessing that what we say meets their needs. And leaves us holding an empty bag.

If you tell them something that doesn't mean anything to them

and they say, "So What", you lose. And you can't afford to lose at this point. Now you are trying to use the explicit need or motive. Commonly referred to as..." why they will buy". You must make this the priority to make the sale easier. Once you have understood exactly what they want and why they want it, you must communicate the benefits that relate specifically to the customers' needs. In other words, now that you know their motive to buy, you must tie all your value statements back into their motive. And, if you do this right, there is less of a chance they will say no. Because if they say no, they are saying no to themselves.

You can think of it as...

Value = Money. So, if your value proposition is greater than the money, there is a good chance they will buy. However, if your value proposition is less than the money (in their minds), you stand a great chance of losing the sale or being asked for a discount. And you do NOT want to give a discount.

So, now we must create Value Statements. We must paint the picture in their minds. And to do that we will use...Feature, Function, Bridge, Benefit, Tie-down. Because this is the way you get the consumer to say...YES.

Sales Skinny



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Now let's define each word in the FFBBT process.

The FFBBT Process

Feature - This is a distinctive attribute or aspect of the product or service you are offering to fill the need of their identified and agreed upon problem. This can be anything, just make sure they want it and you sell it.

Function - The purpose or application for which the feature is designed or exists. Does it work like it claims? So many times a sales rep will give a feature and explain how it works and assume the prospect knows how this will help them - they don't know. Remember the prospect is just an expert on their money, not security. You must explain how this will benefit them or you will be faced with the "So What" rule.

Bridge - This is how you go over the water. It is how you get from one side (the technical) to the other side (the emotional) part of the product. This is a crucial part of the value statement and the bridge is a way to connect the technical and emotional aspect. If you do not bridge, you are not giving a benefit.

Benefit - This is an advantage or profit gained (the value to the prospect) from something communicated with emotion. Make it something they personally can relate to. It should tie back to what you uncovered in the Needs Analysis phase.

Tie-Down - This is a closing technique to confirm that the prospect agrees with your statement. It's what we all should be looking for. They must agree with you or you should not proceed. This typically is the one thing that most people have a hard time doing. You must tie down every statement.

The technical is the Feature & Function. This is the product that we believe is what they want and need. It can be anything you are selling. A panel, a motion detector, a camera system, anything. The next part is the Bridge. Remember, we must get them over the water and to the benefit. We must get them thinking about the happiness and enthusiasm they get from buying this product or service.

And we do that once we get them bridged over the water with a benefit. Now remember a benefit is emotional for them. That could be many things, but it must be emotional. And then we tie them down. By that I mean we must get them to say yes.

This positive message will ensure you are heading to the right place. And that place is a close.

Take Time To Prepare

While you don't have to have a word-for-word script, I do propose you create an extensive outline of your presentation carefully and

precisely in order to maximize your effectiveness.

Once the outline is prepared, it should be practiced over and over until you have the verbiage down, and it can be delivered in a calm, conversational manner.

By practicing the script and identifying keywords, benefit statements, etc., you will sound as if you are just talking off-the-cuff. You will be able to shuffle the presentation sequence as the situation demands, giving you flexibility and adaptability.

Some people don't take the time to prepare and actually think it is unnecessary because they can wing it.

Let me ask those of you who wing it,

- How much money have you lost?
- How many referrals have you gotten?
- How many bad habits, poor phraseology and ineffective comments do you now use?"

These negatives will tend to remain in all future presentations because they are now habitual.

And it is in your moments of decision that your future is shaped. So, make sure you shape a positive future.

Learn to use FFBBT and don't forget to "Get your Cookie"!

Jack