

Generate Awareness

Coaching Questions

“What do your customers want?”

Topic Introduction

Your name is important to you. Think about when you hear your name across the room. No matter what you are doing, it will get your attention.

Discussion Questions

- What makes their life easier?
- What adds the most amount of value?
- Are you talking about these to your customer upfront?
- Are you saying too much? Are you talking about things they don't care about?

Key Learning

People pay attention to things that are important to them. If you talk about what is important to people, you will get their attention.

“How do you speak their language?”

Topic Introduction

If you feel uncomfortable, will you buy something? If you are made to feel inferior, will you buy something? If the sales person doesn't listen to you, will you buy something? Probably not. Speaking your customer's language creates a comfortable environment for your customer.

Discussion Questions

- Are you using acronyms or industry language?
- Are you using emotional words?
- Are you listening and asking questions?

Key Learning

Would you buy from someone who made you feel comfortable, you felt connected with, who listened to you? Of course! Language is one way to do this.

“Are you being human first?”

Topic Introduction

Language is one way to build rapport through communication, but there are many other ways to do it. The best way is to remain genuine and be you.

Discussion Questions

- Do you care about your customers?
- Are you being transparent?
- Are you acting with integrity?
- How are you being 'real'?

Key Learning

If you act like a sales person you'll be treated like a sales person. Be human first.

Examples

Real Life Example: What do your customers want?

A young man was starting up his mechanic shop. He realized that it would take a long time to grow his business from scratch, and he was interested in finding a way to grow faster. He did this by targeting companies that managed a fleet of cars from car rentals, to corporate cars, to taxis, to car sharing companies.

With car sharing companies, he knew that the margins were slim. And that maintenance was one of the highest cost drivers. With the volume that this would provide, he knew that he could be cost competitive. But it was by thinking about what the customer wanted that got him the business.

The decision maker was the general manager of the car sharing operation. He currently was doing a lot of analysis and number crunching for his shareholders and Board of Directors. Gathering this data on the various aspects of car maintenance was taking a lot of time.

As part of the solution, the young man stressed that the IT solution would be included in the offering. Specifically it had reporting functionality that could make it extremely robust.

Between the price point and the reporting, he was asked for a formal proposal which eventually won him the business.

Real Life Example: How do you speak their language?

A cost savings consultant was cold calling for business. At first the pitch was that they could save a total of 28% on a company’s total expenses. But this pitch was vague and less critical for businesses that believed that were already saving quite a lot.

They changed the pitch to first talking about cell phones. By changing the pitch to focusing on a cost driver that had doubled in the last 2 years, all the customers realized that this was a concern. Many hadn’t taken the time to rationalize this side of the business, as the jump in price had occurred recently.

Once a relationship of trust was built, the cost savings consultant would be allowed to investigate other cost drivers.

Mini Case Study

Morgan was looking at selling towels to hotel chains, but didn’t know how to get their attention.

MORGAN: “It seems to be impossible to get in front of the general manager of the hotel. They are always so busy!”

COACH: “What do you think that they are doing? Why don’t they have time for you?”

MORGAN: “They are running the hotel? They have to cater to their guests? They might be having a delivery? Or management meetings?”

COACH: “All sound feasible. So they are pretty busy with things that matter to them. Do you think that towels matter to them?”

MORGAN: “Probably not. But aren’t they the most important person to talk to at a hotel?”

COACH: “Not if they do not and will not care about what you are selling. You can only create awareness when it is important to your customer. Is there someone within the hotel that might care?”

MORGAN: “The service manager? Or someone who manages housekeeping?”

COACH: “Right! In this instance you need to talk to someone different who cares about what you care about. If you get a meeting, ask if the general manager will be at the meeting. Then what would you talk about in the meeting?”

MORGAN: “Towels? I still don’t know if that is important enough for them.”

COACH: “So don’t talk about it. Talk about the guest experience, the brand, and things that will resonate!”

MORGAN: “But also talk about how easy they are to clean and how durable they are for the house keeping manager.”

COACH: “Now you got it. Remember, be human first.”