

The key to an effective sales call

The biggest mistake people make in sales is rushing in and pitching their product right away. Don't do this. Focus on selling a solution to their problems, not your product. So you must understand their needs in order to provide a solution

Step 1. Question, question, question

- First and most important, define their needs
- Spend more time listening than talking
- Remember "two down / one across" (drill down twice before changing subject)
- Things you could ask about:
 - o Their product and its benefits
 - o Their target audience
 - o Their brand positioning
 - o Where/how do they distribute their products
 - o Competitors and market share
 - o Challenges they are facing – & implications/impacts to business
 - o Plans for coming year – new products; packaging; markets
 - o Where advertised previously
 - o What worked well; what didn't
 - o Key objectives
 - o What is your budget / financial year
 - o Who is the decision maker?
 - o Do you have an agency - for media or creative or both?
- Summarise and reflect back; get agreement

Step 2. Sell their solution; not your product

- Frame your product in terms that meet their needs