

Jim Pancero
Advanced Sales & Sales Management Training
for the Experienced Professional



NAED

Present

***“You Can Always Sell More – By
Strengthening Your Message of
Value and Uniqueness”***

Questions? You may contact Jim at:
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Name _____ Program Date _____

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Jim Pancero

Advanced Sales & Sales Management Training
for the Experienced Professional



BIOGRAPHY

Jim Pancero has the most advanced, leading-edge "*business-to-business*" sales and sales management training available today. Everything he does is extensively researched and has one bottom line focus...to increase an organization's strategic competitive advantage and market uniqueness.

Jim's work focuses on sales organizations with high priced, large and/or competitively complex products and services.

His information-intensive keynote speeches, training programs and in-depth consulting work detail his innovative selling processes and strategies for the new economy and global marketplace.

Even during a sixty-minute keynote, Jim provides the most experienced members of his audience with proven, immediately usable advanced ideas to increase their competitive advantage and enhance their selling processes. His combination of humor and real-world examples evolved from his experience researching and training in over 80 different industries.

Jim has been directly involved in "*business-to-business*" selling for over 40 years. Six of those years were spent successfully selling the largest computer systems for the Data Processing Division of the IBM Corporation. During Jim's prestigious IBM career he earned several awards including the coveted "*Golden Circle*" designation annually awarded to the top 5% of their international sales force.

In 1982, Jim founded his advanced sales training and consulting company. Since then, Jim has conducted over 3,000 presentations or consulting days for 600 companies providing a career average of five events per client. Over 90% of Jim's clients utilize his services more than once. You can learn more about Jim at Pancero.com as well view video clips on YouTube®

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YOU ARE NOT IN A PRICE DRIVEN MARKET

- Price Is Never The Primary Determinant In A Customer's Competitive Buying Decision

- #1 Determinant – _____

- #2 Determinant – Price Differential

HOW LONG DO YOU HAVE TO GET YOUR IDEAS ACROSS TO A PROSPECT OR EXISTING CUSTOMER?

IDENTIFY

Less than two minutes

Attention

Use core values

Less than five minutes

Validation

Prove how you can fulfill your attention getting statement.

Hours

Research, Customize, and Fit

- Research, discuss, and propose how you will help solve their problems.

CLOSE

**DO YOU HAVE A STRONG STRATEGIC MESSAGE OF
COMPETITIVE UNIQUENESS?**

- How Are You Answering the Question, *“Why Based On All Of The Competitive Alternatives Available To Me, Do I Want To Buy From You?”*

1. _____

2. _____

3. _____

THE FIVE CONSISTENT PROBLEMS WITH A SALES TEAM'S MESSAGE OF UNIQUENESS

Problem #1 – Everyone's Saying the Same Thing...

- Four most common answers:
 - *"Our high quality products or services"*
 - *"Our strong level of support"*
 - *"Our competitive prices"*
 - *"You get me"*

Problem #2 – Everyone Has Different Answers (when they aren't saying the four same points).

- How many different responses did your team generate?

Problem #3 – Sales Reps Only Talk About Themselves.

- Give your answers the X's and O's test...
 - "X" out every time you say "us," "we," "our," your name, your company name or your product/service names
 - "O" circle every time you say "you," "your," or mention the customer by name or use their company name
 - What is your balance of "X's" to "O's"?

Problem #4 – Your Answers Assume You Are Alone in the World.

Problem #5 – Not Selling With A Unique Enough Focus.

- Focus on selling... *"You want to buy from me because we have a better..."*
 - *Guide/Partnership*
 - *Competitive Choice*
 - *Service/Support*
 - *Products*

USING THE “FOUR CORE VALUES” ON A DAILY BASIS TO INCREASE YOUR COMPETITIVE ADVANTAGE

- Focus On Core Values, Not Just Product Intangibles.

- Why do your customers really buy?
- The closer you identify to your customer's core values, the stronger your position of uniqueness.

- Positioning Your Product vs. Your Competitors.

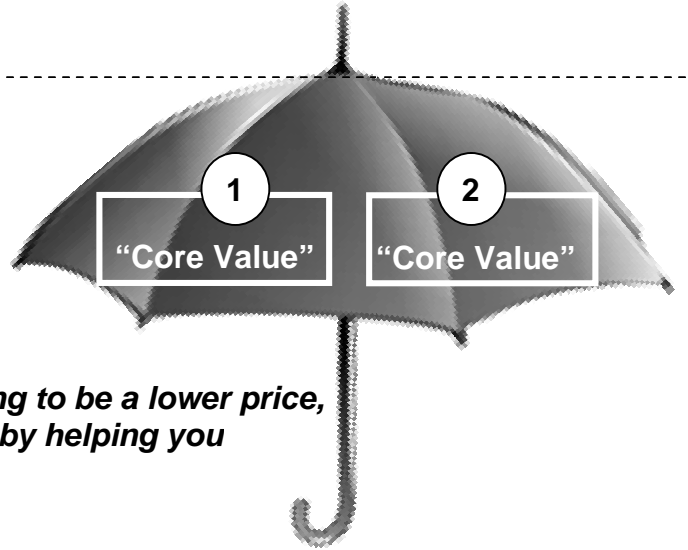
- How Can You Incorporate The Four Most Critical Core Values Into Your Selling Message?

- *“Lower my risk”*
- *“Make my life or work easier”*
- *“Lower my total costs or increase my profitability”*
- *“Increase my competitive advantage”*

COMMUNICATING YOUR MESSAGE OF UNIQUENESS AND VALUE

Level 1 – Your “umbrella” statement of uniqueness.

- Less than 2 minutes.
- Use “core values” for points 1 & 2.
- Suggested language – *“We’re likely not going to be a lower price, but we can offer you a lower total cost by helping you [core value] and [core value].”*



Level 2 – How/why you can achieve your “umbrella statement.”

- Less than 5 minutes
- Describe the best things you do for your customers.

3	4	5

- Suggested language – *“We can help you achieve these [core values] through our ability to [points 3, 4, and 5].”*

Level 3 – How/why we can deliver on these promises.

- Detailed points of how you can fulfill points 3, 4, and 5.

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The screenshot shows the website for Jim Pancero, featuring a blue header with his name and a city skyline. Below the header is a navigation menu with links for Home, Programs, Consulting, Newsletter, Video, Audio, Schedule, Products, and Contact. A dropdown menu is open under 'Newsletter', showing options for 'Subscribe to Newsletter' and 'Newsletter Article Archives'. The main content area features the text: "You Can Always Sell More" Sales Coaching Newsletter (Emailed twice a year). Below this, there are three blue links: "Subscribe to our Free E-mail Newsletter", "Current Sales Article", "Current Sales Management Article", and "View/Hear Sales and Sales Management Articles in the Article Archives".

Questions or comments about this program?
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“You Can Always Sell More, By Strengthening Your Strategic Selling Skills” by Jim Pancero

How strong are your strategic selling skills? Strategic selling involves increasing your competitive advantage by strengthening your ability to communicate your uniqueness, value, and competitive differential to a customer or prospect.

How successful have you been explaining your competitive uniqueness and differentiation to your potential buyers?

What is Involved With Strategic Selling?

So what is Strategic selling? Strategic selling involves your ability to communicate your value and competitive uniqueness to a prospect or customer throughout your entire selling process.

Strategic selling includes starting each call with a strong strategic uniqueness or philosophy statement about you and your company that takes less than two minutes to present. It also involves you developing a more strategic or “big picture” focus to your selling messaging, selling language, and overall philosophy or approach to a customer’s business.

The toughest single question asked by customers today is *“Why, based on all the competitive alternatives available to me do I want to buy from you?”* How successful have you been persuasively answering this question from your customers or prospects?

Most sales reps would answer this “Why buy?” question with a presentation detailing their products or services best “features and advantages.” It is then up to your buyer to organize and sort everything you have covered so they understand the overall value and impact of doing business with you. However, this also means that your success is completely dependent on your buyer’s ability to summarize and interpret everything said so they can understand the overall value of buying from you and your company.

Allow me to share my strategic selling message that I use to begin a sales call. As a sales and sales management consultant and trainer my answer to a prospect asking me why they would want to buy from me would be, “I have a very specific niche in the sales and sales management training environment. I only work with experienced “business to business” sales professionals who already know how to sell, the managers who led them, and the executives who direct them. Everything I do has one bottom line focus, to increase your competitive advantage so you can increase your profitability and selling success. I have the most advanced sales training available in North America today, and I can prove it!”

So what did you think of my message? Notice how customer focused my message hopefully appears and how it talks about how I want to help solve a customer’s sales issues instead of the traditional selling approach of just talking about the features, and customer benefits of my various products and programs.

Strategic or philosophy selling is not in conflict with “feature-benefit” selling. Both need to be utilized by you in your persuasive selling. However, most sales reps spend all their time on a call only focusing on explaining their features and advantages, and spending little to no time positioning their philosophy or approach.

Strategic Selling Is Based On You Being Able To Prove a Difference in Your Value

A foundation of successful strategic selling is an understanding and belief that you are not in a price driven market.

Here's the simple reality of selling, if you're working as an outside sales rep then you're NOT in a price driven market, never have been and never will be, even in a tougher market or economic slowdown.

It is not that you are in a price driven market it is that all markets are value driven with pricing only being a distant second. There is a real simple concept in strategic selling, "the more of a differential you can show me in value the more of a differential I'll be willing to pay in price."

Now the reality is price will always be a factor or component in any buyer's decision, but the challenge for buyers is not based on getting the lowest price, the real buying challenge is being able to find the vendor with the best value offering so that you then do not mind paying a higher price. In fact many buyers have told me they and their company cannot afford to buy the lowest price available due to the usually also lower value being provided.

Strategic Selling Focuses On Your Customers Instead Of On Yourself or Your Products

An important component of Strategic selling is your ability to focus on your customers and what they want and need. Too many sales people only sell to one person, themselves! The sad reality is most reps spend all their selling time only talking about their products and themselves.

Customers are not actually buying your products or services that have no real value or benefit to them. What they are buying, and find profound value in, is what your products or services will actually do for them.

So how are you answering a customer or prospect asking you why they should buy from you? The foundation of strategic selling is to not spend the majority of your selling time talking about yourself, your company or why your stuff is so competitively superior but instead to focus the majority of your selling message on how your customer's are going to benefit and receive greater value buying from you compared to anyone else.

In addition, make sure you do not do all the talking in your sales calls. Most experienced sales pro's I've ridden with do all the talking on their sales calls. Customers might spend as little as 10% of the call actually talking!

What percentage of your sales calls are you talking vs. listening? And what can you do to make sure you focus your discussions and selling efforts on your customer and what you can do to address their challenges?

Strategic Selling Involves Selling As a Single Team with One Voice and One Message

A critical key to increasing your strategic success is to sell as a single team with one voice and one message. Do you and your fellow sales pros work as a team? The reality is...most sales teams do not.

“You Can Always Sell More, By Strengthening Your Strategic Selling Skills” (continued)

Do you want to test to see how independent the members of your team really are? Individually ask several team members how they would answer a prospect asking them “Why, based on all the competitive alternatives available to me do I want to buy from you?” If your team is similar to most you will discover that each member will have completely different answers to this question.

Moreover, it is not just your fellow sales reps we need to worry about. How many different people from your company will communicate with a prospect or customer before they say yes and sign an agreement? Most companies have several people talking to their customers including service and technical people, management, credit, and your administrative team.

With all the different players from your company communicating, and hopefully, persuading your customers, it is critical you have a single, simple and focused uniqueness message that is discussed and confirmed by all members of your team.

Decide to meet with your entire sales team to begin defining why someone would want to buy from you and your company, and then work to train and coach anyone who is communicating, and persuading your prospects and customers to want to buy from you.

Strategic Selling Incorporates the Four “Core Values” Selling Language into Every Sales Call

Strengthening your philosophical or strategic selling language is also based on your understanding of the core values or driving philosophies of why buyers buy. These terms are referred to as the core values of buying because they are the central themes, philosophies or driving justification of why a buyer likes you over all other alternatives.

Whether you are buying for your personal consumption or buying for your company there are only four reasons, or core values, as to why you would select a specific vendor from a field of competitors.

Why would you choose that vendor? I chose them because #1, they did more than anyone else to lower my risk. Alternatively, #2, I chose them because they did more than anyone else to make my life or work easier.

I chose them because #3, they did more than anyone else to either lower my total costs or to increase my profitability, and the fourth and final core value, I chose them because they did more than anyone else to increase my competitive advantage.

That is it! Those are the four overall reasons or core values why all buying decisions are made. All other buying reasons from customers fit into or will be a sub-set of these four core drivers of buying behavior.

These core values are such powerful selling terms because they parallel the thinking and reasoning of your buyers. In addition, these four core values are just not terms utilized by most sales people. How exciting is it to have selling language that is both customer focused and not being used by your competitors?

Set a goal next week of finding excuses to drop at least one of these four terms into your conversation with every customer to see if you notice any difference in your buyer’s responses or questions.

Final Comments

So how strong are your Strategic selling skills? Moreover, what can you now do to increase your and your entire sales team's ability to sell as a single team with one voice and one message? In addition, what can you now do to increase your ability to communicate effectively your uniqueness, to focus more on your customers than on yourself and your products? What can you do to stay focused on the "Big Picture" philosophy of why your buyers want to buy from you and to incorporate the four "Core values" selling language into every sales call you make.

We know you're good, now the question is are you good enough and committed enough to increase your strategic selling skills and to communicate a simple, brief, and effective strategic message of competitive uniqueness on every call so you can accelerate your competitive advantage and selling success?

Jim Pancero

You Can Always Sell More, By Utilizing the Four Core Values of Buying”

by Jim Pancero

Business-to-business buyers are influenced by your overall philosophy or approach much more than they are by the “parts and pieces” details of your actual products or services. Strategic selling involves continually communicating your overall philosophy, positioning or selling approach throughout your selling process and ongoing support efforts.

One of the most effective ways to increase your customer focus and language is to better understand and utilize the *core values or driving philosophies* of why buyers buy. These terms are referred to as the core values of buying because they are the central themes, philosophies or driving justification of why a buyer likes you over all other alternatives.

Whether you are buying for your personal consumption or for your company there are only four reasons, or core values, as to why you would select a specific vendor from a field of competitors.

Why did you choose that vendor? You chose them because:

#1 – they did more than anyone else to lower your risk

#2 – You chose them because they did more than anyone else to make your life or work easier

#3 - You chose them because they did more than anyone else did either to lower your total costs or to increase your profitability

and

#4 - The final core value, you chose them because they did more than anyone else to increase your competitive advantage

That is it! Those are the four overall reasons, or core values, why all buying decisions are made. All other buying reasons from customers fit into or will be a sub-set of these four core drivers of buying behavior.

These core values are such powerful selling terms because they parallel the thinking and reasoning of your buyers. In addition, these four core values are just not terms utilized by most sales people. How exciting is it to have selling language that is both customer focused and not being used by your competitors!?

“Lower My Risk”

Are you the “least risk” alternative for your customers? Of the entire core values, “risk” is the strongest and most influential driver of customer behavior.

How much risk does a customer take buying from you compared to any of your other competitors?

Risk, or really “risk avoidance,” is the most important component of “branding.” Why are you so loyal to specific brands when buying? Well branding is really just predictability. The stronger your brand the more predictable I expect my experiences will be with that brand.

“You Can Always Sell More, By Utilizing the Four Core Values of Buying” (continued)

If Apple announced a new line of television sets, would you immediately have a set of expectations of what their new TV's would have and do? Look what would happen to your opinion of the Apple brand if their new TV product line were not innovative, simple to use, more advanced and expensive.

Branding is the existence of already defined or clarified expectations by our customers. How much risk would you feel you were taking as a buyer if you perceived Apple's new TV line as not being advanced or innovative? Do you think you would still feel Apple was the lowest risk choice for you if these new TV's did not fulfill your pre-conceived branding expectations from Apple?

Why would I want to buy from you? If you manufacture or distribute products you might communicate your *lower risk* due to your increased inventory or manufacturing capacity (a lower risk of being out of stock); your multiple locations; accelerated delivery schedules; or special last minute delivery options (a lower risk of running out of product). If you sell services or support you might talk about the greater training, experience or accreditations of your service technicians (a lower risk of getting someone who doesn't know what they're doing).

How much risk are your buyers taking when they decide to do business with you compared to all of their other alternatives? What can you and your teams do to lower your perceived risk in the market and increase the predictability of your brand in your buyer's eyes?

“Make My Life/Work Easier”

A second buying core value is based on you doing more than anyone else to make my life or work easier. How much of a hassle is it to do business with you? Are any of your competitors easier to work with when compared to you?

Look at the car rental market. Even though all the major car rental companies offer the same brands and models of cars to rent, why is Hertz successful at charging more than any of their competitors?

When I rent from Hertz I know I am going to pay more but I also have greater expectations of them doing more to make my rental and travel experience less hassled. I expect them to be running more shuttle busses than their competition, to get in and out of the airport faster, to expect fewer hassles, and to receive faster solutions when there is a problem or a screw-up. As one of their target customers, the frequent business renter, I am happy to pay a higher price to insure both a lower risk and less hassled experience.

Why would I want to buy from you? You can talk about how you make your “business-to-business” customers lives and work easier due to your assigned account support team (offering more consistent support), having your order desk staffed more hours (easier to place an order whenever it's convenient to you), having a more complete website (easier to search out products, pricing and questions), or by having faster problem-resolution response times (easier to get your problems fixed faster and with less interruptions).

What can you do to make it easier for your buyers to do business with you compared to your competitors? Moreover, what can you do to improve the predictability of your buyer's experiences with you, your company, and your products or services?

“Lower My Costs or Increase My Profitability”

A third buying core value is based on you doing more than anyone else either to lower my total costs or to increase my profitability.

“You Can Always Sell More, By Utilizing the Four Core Values of Buying” (continued)

We are not just talking about if you have a lower quoted price or not. You can sell something at a higher price yet still be a lower total cost when you include and evaluate all of the costs and savings associated with your buyer’s time, usage, hassles, and possible disruptions to their business.

Michelin tires are some of the most expensive car tires sold when you only look at their “per tire” price. However, they can be considered some of the lowest total cost tires when you also consider they can be safely driven almost twice the distance of other tires. There is a saying used by strategic sales people to communicate this lower total cost philosophy... *“You can buy lowest price in our industry and you can buy lowest total cost. But I’ve not seen any industry including ours where you can get both from the same vendor!”* Would that message help strategically position your higher prices, but lower total costs of the products you sell?

Why would I want to buy from you? What do you do or provide as a manufacturer, distributor or services provider, to show all the extras and added value savings or cost reductions possible with your solution compared to your competitors?

How strong are your sales team’s financial justification skills? Are all members of your sales team able to sit down with their financial buyers and prove all of the savings and revenue increases they can generate compared to your competition? Is there anything else you can be doing to improve your ability to financially justify your higher prices but lower total costs to your buyers?

“Increase My Competitive Advantage”

The fourth and final *buying core value* centers on you doing more than anyone else to increase your buyer’s competitive advantage.

You can communicate your ability to increase your customer’s competitive advantage due to your offers of: free use of your application experts (showing them how to lower their operating costs or safely reduce their inventory levels making their prices more competitive); your ability to propose a more durable product (to increase the durability of your customer’s products, increasing their competitive edge); or your ability to help them open new markets for their products.

Is there anything you do for your customers, or could do in the future, that could help them increase their competitive advantage over their competitors if they bought from you?

How to Use the Four Core Values in Your Selling Efforts

The four core values define the major philosophical, emotional, or strategic reasons buyers buy. The power of these four values to increase your selling success is based on three realities.

The *first reality* is the four core values talk to the driving justification and motivation of why buyers buy. Incorporating these four core values into your daily selling efforts means your selling language will better parallel the thinking and reasoning of your buyers.

The *second reality* of the four core values is that these are not common terms utilized by sales people. Most reps are afraid to use such realistic terms as “risk” or “competitive advantage” fearing their buyers would perceive what they were saying as negative selling terms.

However, those terms drive buyer’s decisions to buy. Effectively using those terms can help you project your concerns for the realities and challenges your buyers are facing with their buying decision.

You Can Always Sell More, By Utilizing the Four Core Values of Buying (continued)

The *third reality* of why the core values are so valuable to your selling efforts is these terms of lowering my risk; making my life or work easier; increasing my profitability or lowering my total costs; or increasing my competitive advantage; are all “hot button” terms to your buyers. I constantly have sales people telling me how their customers have interrupted them in the middle of their presentations by saying things like... “*What do you mean you can lower my risk?*” or “*Walk me through exactly how you can prove you’re a lower total cost to me even though you’re quoting a higher price?*”

Testing the Four Core Values for Yourself

Do you think these four core values can work for you and your sales team? All you have to do to validate or disprove the effectiveness of these core values is for you and your sales team to start using them and see if you notice any difference in the way your customers respond.

Decide next week to look for ways to drop in at least one of these four core value terms into every customer sales call or conversation. See if you notice a stronger reaction or interest from your buyer.

Can You Do More To Utilize The “Four Core Values” Of Buying On Your Next Sales Call?

How are you increasing your competitive advantage and ability to communicate your uniqueness and value? The “*four core values*” of buying can significantly increase your customer focus and ability to better relate to your buyers and their needs.

We know you’re good, now the question is, are you good enough and customer focused enough to consistently utilize these “*four core values of buying*” in your daily selling efforts?

Jim Pancero