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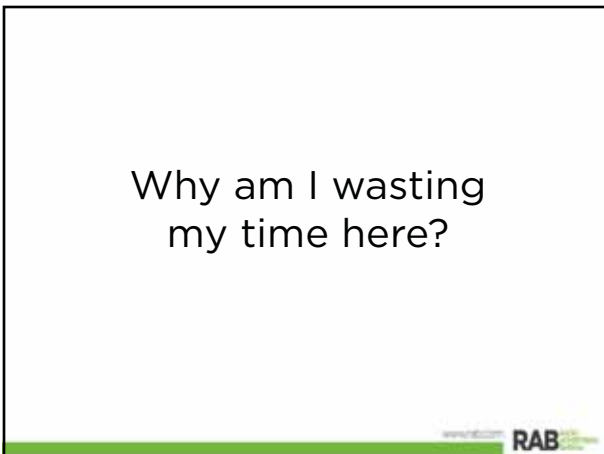
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Who is this guy?



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**Do over?**



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**Purpose**

Help you avoid the number one thing buyers hate.



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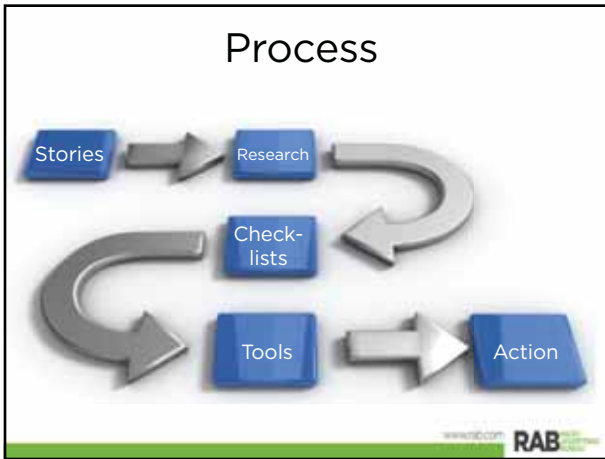
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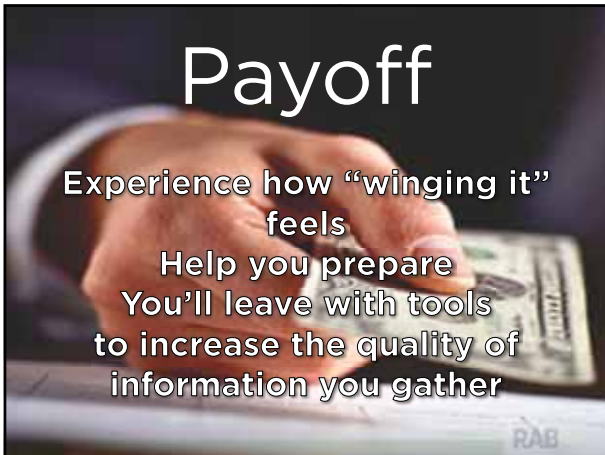
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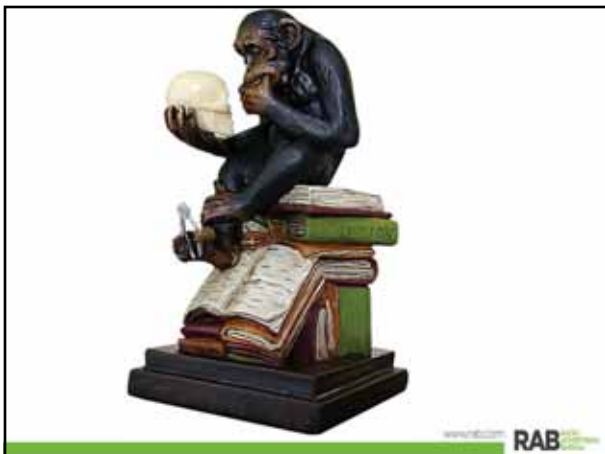
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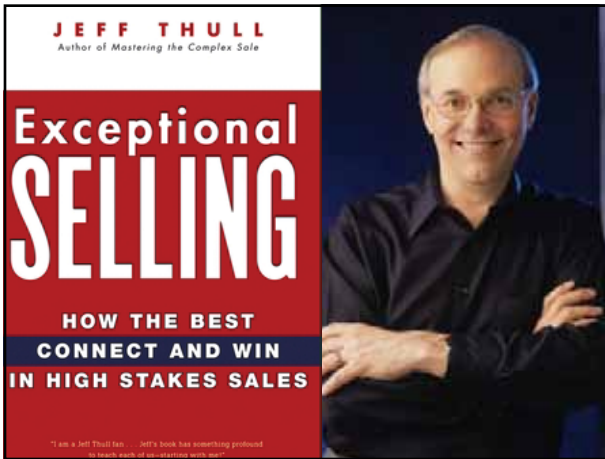
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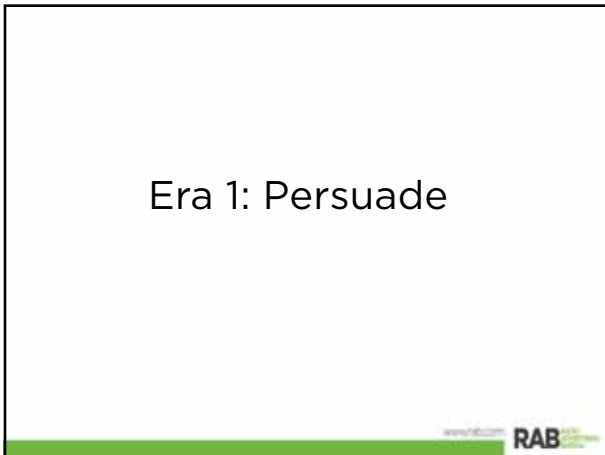
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Era 2: Solve problems



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Era 3: Become a source of business advantage



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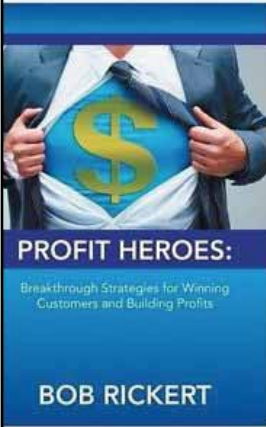
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**PROFIT HEROES:**  
Breakthrough Strategies for Winning Customers and Building Profits

**BOB RICKERT**

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Era 4 ?  
Become a  
Profit Hero

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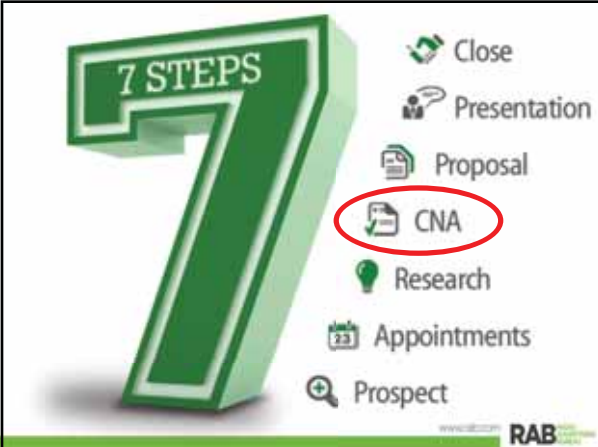
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**7 STEPS**

- Close
- Presentation
- Proposal
- CNA**
- Research
- Appointments
- Prospect

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You can be a salesperson  
or a **business person who happens to sell.**

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Ideas sell better  
than salespeople do.



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“I will not ask for your business  
unless I can first come up with  
a plan for improving it.”

--Don Beveridge

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### The Four Levels Of Selling

	1 Commodity Selling	2 Product Selling	3 Consultant Selling	4 Sustaining Relationships
<b>Objective</b>	Just showing up "stepping in" to see what's going on!	To promote and make a sale - close the deal	Finding qualified prospects to solve problems and increase business	Find additional opportunities to solve problems for greater share
<b>Level of Trust</b>	No trust needed, not yet established	Credibility based on product knowledge and expertise	Highly credible based on past performance and history	Complete trust based on referrals and outstanding performance
<b>Approach</b>	No apparent purpose or clear involvement	Planned work focused on closing the sale	Spur of information conveyed and signals sent to identify/prospect	Comfortable and "forthrightly oriented" based on trust and history
<b>Focus</b>	Get prospect/clients to see me	Being a product expert	Solving a business / problem today	Being an "insider" and problem preventer
<b>Preparation</b>	Memorize current pitch or "wing it"	Set clear objectives, anticipate objections, anticipate questions	Research clients, current position, competitors, industry information	Complete preparation; often with preparatory / insider information not available to others
<b>Contact</b>	Super / Purchasing agent	Low level representatives in addition to buyer	Mid-level stakeholders / management within organization	Connected to all levels of company management - "insiders" - "insiders"
<b>Presentation</b>	Non custom product literature, sales sheets, copy sheets	Product literature customized to solve specified problem	Stories and solutions that may include references outside your company	Proof driven to improve return on investment - credit help

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	1 Commodity Selling	2 Product Selling	3 Consultant Selling	4 Sustaining Relationships
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## Consultant-Style Selling

Different from traditional selling  
 Not about you, all about the prospect  
 Centered on solving problems and needs  
 Positions you as the solution  
 Establishes you as a trusted advisor

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## 90% of Sellers Today

The Commercial Visitor  
The Product Peddler



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## Traditional Seller

- ✓ Open
- ✓ Pitch
- ✓ Deal with objections
- ✓ Close



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**40% of  
Sellers!**



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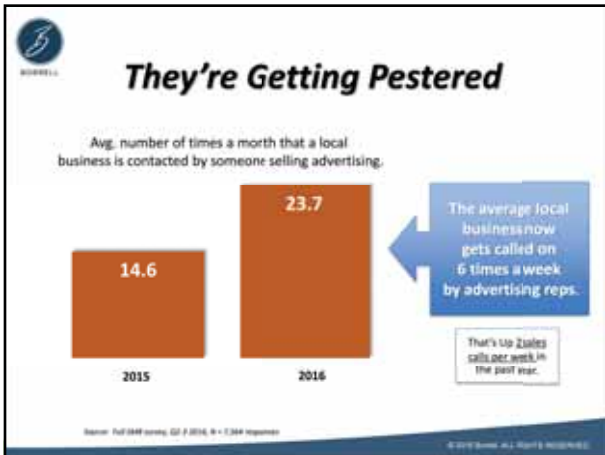
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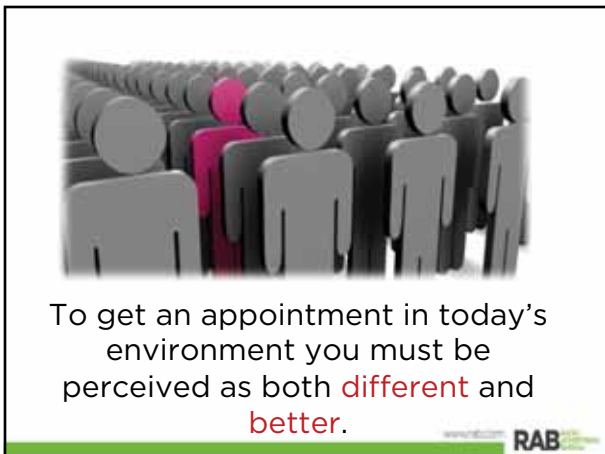
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Approach and Involvement  
People buy the WAY you  
sell before they buy WHAT  
you sell.



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### The Top 10 Buyer Dislikes

- 1. Lack of preparation
- 2. Lack of Interest or purpose
- 3. Aggressiveness/failure to listen



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- 4. Lack of product knowledge
- 5. Lack of follow through
- 6. Taking the customer for granted
- 7. Lack of understanding of the customer's business
- 8. Failure to make and keep appointments
- 9. Lack of creativity
- 10. Failure to keep promises



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## Pre-Contact Checklist

Doing Your Homework Before Reaching Out



- Read their LinkedIn profile. Review education, background, and experience.
- Subscribe to their Twitter/LinkedIn/Facebook feeds. Favorite, and follow.
- Gather RAB Research Instant Backgrounds, Gold Digger & F.C.T. Reports, etc.
- Visit their company website. review content. Subscribe to RSS feeds or blogs to stay current. Is there something happening inside the company? (a promotion a new product, a new initiative)? These kinds of triggering events are important to know about. They also serve as good reasons to contact your prospect or customer.
- Visit competitors websites. review content. Look for strengths, weaknesses, opportunities, and threats. How are they better/worse than your prospect?
- Sign up for Google alerts on the business. Track news on the most important businesses you're working with. Respond quickly with ideas and support as you are alerted.

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Strategy...

Have conscious Level 3 moments with your prospects and customers.

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	1 Commercial Value	2 Product Provider	3 Calculative Value	4 Sustaining Resource
Objective	"Just checking if 'stepping in' 'See what's going on'"	To persuade and make a sale - close the deal	Proving qualified prospects to solve problems and increase business	Find additional prospects to solve problems for greater share
Level of Trust	No trust - neutral, no job established	Credibility based on product knowledge and expertise	Highly credible based on past performance and history	Complete trust based on referrals and subsequent performance
Approach	No apparent purpose or clear investment	Planned work focused on closing the sale	Source of information relevant and specific self to development	Comprehensive and relationship oriented based on trust and history
Focus	Get prospectible to the site	Being a product expert	Being a resource / problem solver	Being an "evangelist" and problem promoter
Preparation	Memorize normal pitch or "wing it"	Set clear objectives, anticipate objections, prepare questions	Research clients, current products, competitors, industry information	Complete preparation, often with proprietary / insider information not available to others
Contact	Buyer / Purchasing agent	Low level distributors in addition to buyer	Mid level distributors / management within organization	Connected to all levels of company management/distributors, also "evangelist"
Presentation	Main feature product description, sales sheets, sales stories	Product literature customized to solve identified problem	Systems and solutions that may include resources outside your company	Profit driven to improve return investment - profit here

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The Three Level Question

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**Automotive News**

Automotive News Daily    Automotive News Europe    Automotive News China

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HOME    CARS & CONCEPTS    NEWS BY BRAND    DEALERS    DEALERSHOPS    MOBILITY    SPECIAL REPORTS    OPINION    ADVERTISING    DATA    MARKETING    EVENTS

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After a long, late night in assembling, workers at a temporary plant near Shanghai, China

After reopening, the plant will assemble redesigned versions of the Chevrolet Traverse and Buick Enclave, though on only two daily shifts instead of the three it had previously.

Cars accounted for just 27 percent of GM's May 1 inventory, which is in line with their proportion of company sales. GM already cut production shifts at three car plants in Michigan and Ohio in the first quarter.

**Overall, the U.S. industry started May with a 76-day supply, well above the 67-day average for that date over the previous 25 years.** May stocks were three days higher than on April 1, which was also nine days above the long-term average for that date.

In units, U.S. inventory was 4,127,200 on May 1, down 34,500 from April 1. Only April's slower selling rate made the May 1 days supply higher.

After U.S. sales set records in each of the past two years, 2017 sales through first four months are 2.4 percent lower. Since May 2016, when stocks were near historic norms, industry inventory jumped 252,500 units from 3.88 million. GM accounted for 63 percent of that gain, or all but 92,500.

The auto track Will Bostly of [wbostly@autonews.com](mailto:wbostly@autonews.com) -- Follow him on Twitter: <https://twitter.com/wbostly>

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### Statement of Fact

Automotive news reported yesterday that most US Dealerships started May with a 76-day supply of new cars which is well above the 67-day average.




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### Personal Observation

As I drive around, I see dealer lots, including yours are pretty full. No empty spaces, cars on the grass...




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### Focused Question

What are some specific steps you're taking to deal with excess inventory?



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### Never ask a question...

The answer to which is publicly available.



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The five elements of a  
perfect C N A question

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1. The question requires the client to do some productive thinking in order to formulate an answer

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2. The question forces the client to evaluate new information

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3. The question **forces clients** to draw from past experiences



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4. The question relates directly to the clients current business situation



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5. The question relates **directly** to the client's objectives



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Use a form?  
Don't use a form?

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**CONFIDENTIAL**  
Customer Needs Analysis - B2B Breakdown

**GENERAL INFORMATION**  
Business Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_

**KEY BUYING DECISIONS?** (Select the top 10 items in order of importance)  
 Top management     Purchasing Dept.  
 Plant manager     Sales Dept.  
 Production Dept.     Finance Dept.  
 Maintenance Dept.     Quality Control Dept.  
 Engineering Dept.     Customer Service Dept.  
 Inventory Control Dept.     Shipping Dept.  
 Receiving Dept.     Material Handling Dept.  
 Safety Dept.     Environmental Dept.  
 Other: \_\_\_\_\_

**BUYER PROFILE**  
 Buyer     Buyer     Buyer     Buyer     Buyer  
 Buyer     Buyer     Buyer     Buyer     Buyer  
 Number of employees: \_\_\_\_\_  
 Location of plant: \_\_\_\_\_

**INVENTORY ANALYSIS**  
 Inventory you need to stock: \_\_\_\_\_  
 Reasons for stocking in your inventory:  
 Customer order     Job order     For production  
 Seasonal     Other: \_\_\_\_\_

**RIGHT EQUIPMENT**  
 Size: \_\_\_\_\_    # of units: \_\_\_\_\_    # of production: \_\_\_\_\_

**COMPETITORS**  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**DEMAND FREQUENCY ANALYSIS**  
 How many times are you going for the order in the following period?  

Order	1st	2nd	3rd	4th	5th
Buyer					

**POSITIONING ANALYSIS (COMPETITIVE)**  

Strength	Weakness

**ADVERTISING BUDGET SHEET**  
 Budget: \_\_\_\_\_  
 Department: \_\_\_\_\_

**PROMOTION CALENDAR**  
 Advertisement    Television    Magazine    Radio    Newspaper    Other  
 Advertisement    Magazine    Radio    Newspaper    Other  

Month	Advertisement	Magazine	Radio	Newspaper	Other
JAN					
FEB					
MAR					
APR					
MAY					
JUN					
JUL					
AUG					
SEP					
OCT					
NOV					
DEC					

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The form is the DOCUMENTATION of your conversation, not the DIRECTION of it.

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# Force Field Analysis



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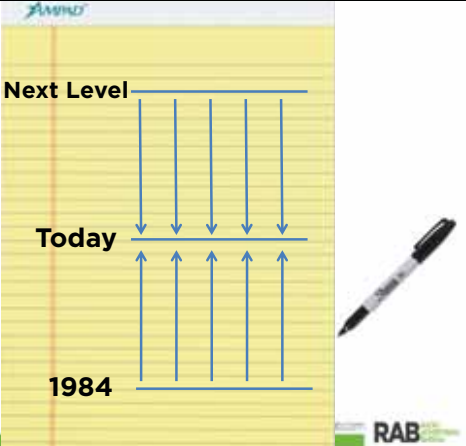
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**Next Level**

**Today**

**1984**

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People buy from us because we understand them. **Not because we make them understand us.**

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In 2017 and beyond, the Customer Needs Analysis is no longer an event. It's a process. One that should happen every time you meet with a client



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Questions?



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Thank You!



**Jeff Schmidt**  
SVP, Professional Development  
Radio Advertising Bureau  
jschmidt@rab.com

RAB Member Response  
MemberResponse@RAB.com  
800-232-3131



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