

## Sales Coach Series

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### Moving up the value chain

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#### The Dilemma

I am under pressure to sell higher value solutions but our customers see us as efficient box-shifters. How can I make the transition?

#### The Coaching

A number of changes are required at an organisational level to achieve this but as a salesperson you will need to become more strategic in approach. To get started:

- Why do your customers buy from you? Identify how they perceive the current relationship and determine how to develop this.
- Do you understand your customer - their market, products, pressures and direction? In order to provide a solution it's important to understand the business as well as the technical problem or opportunity. Learning about the customer's business will enhance your credibility and your ability to proactively suggest ideas and solutions.
- What does your customer learn from you? Can you discuss trends and industry developments? What value does the customer get out of their conversations with you?
- How do you sell? Do you focus on technical features and reactively quote on 'kit lists'? How can you get involved earlier in the sales process? What benefits do you offer the customer?
- Do you have the right contacts? All of them? Encourage your technical people to build good relationships with theirs, your finance department with theirs and your senior management with theirs. The customer needs to see the team behind you so that you have a credible profile throughout their company.
- Are you talking the new talk? Make sure customers understand your company's new focus, explain the benefits and reinforce them with your actions. Show them the difference. If you successfully raise your game they will follow.