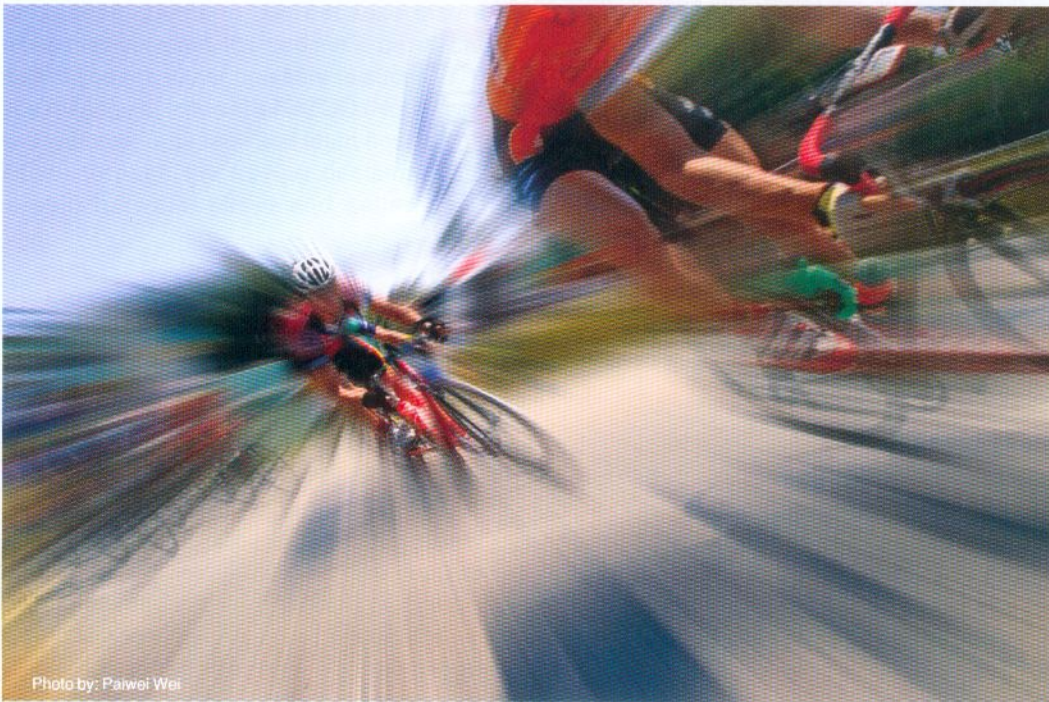


STOP SELLING and accelerate your business

Sales techniques vary from person to person but there are a few adjustments to mindset that can be made to raise each account manager's productivity.



“Why do you think you closed this deal?” I asked Peter, a corporate account manager of a major bank with more than 14 years of experience in the industry.

“Because I managed to develop a good relationship with this client and he trusts me now,” answered the account manager.

“And why did you not get the business from this other client yesterday?”

“Because the client didn't seem to understand the benefits of our recommended package.”

In most cases, when you ask salespeople or account managers why they won an order, it is because

of them. When they lose one, it is because of someone or something else. Usually, only the top salespeople are aware of their own shortcomings, admit them, and then try to overcome them.

It requires a high level of self-awareness and self-certainty to reach this mindset. Most people find it difficult to figure out by themselves which areas they need to improve on. Luckily, there are tools available to help fast-track this discovery process. Adequate profiling systems such as the Harrison Assessment (See Figure 1 on next page) can help you to understand which traits need further development in order to increase your effectiveness. Assessments are a comparatively inexpensive and very quick ways to expand your self-awareness.

- includes 1:1 training of necessary competencies that could not be covered during the training;
- keeps the trainee encouraged and accountable for achieving true change.

Providers of financial services find themselves in sales situations almost daily. Achieving improved results requires continuous self-development. However, if you want to break through to exceptional results, you might need a completely different approach.

It seems absurd that the attempt to sell in the traditional sense of the word often limits our business success. If we try to convince people to buy what we have on offer, we frequently get resistance and unnecessary delays in the buying decision as a result.

Most salespeople try to convince and thus pressurise their clients to buy because they are attached to their outcome. It's hard not to be attached, especially if you are under pressure to succeed. Yet, once you manage to follow the NATOO (Not Attached To Own Outcome) approach and learn how to coach your buyer through the buying decision, a true partnership between client and seller can be achieved.

For Peter, the Corporate Account Manager, that would mean he approaches a client in an unbiased manner. Peter would have the mindset that he may or may not have a suitable product for his client, and it is fine if he doesn't. The only target Peter would have is to help his client make the best possible financial decisions – for the client and not necessarily for Peter. This approach creates real trust between both parties because Peter would be working at the highest level of integrity.

The sales process starts only when it becomes very clear to the client that Peter's product will help fulfil the client's needs. However, this requires Peter to coach his client to help him put together the pieces of the decision-making puzzle. Here is one important area where the account manager can create additional value for the client and help speed up the decision-making process.

Having this very different mindset about the approach to existing and potential clients is the key to outstanding success. **BT**

Charlie Lang
Executive Coach & Trainer
Progress-U Limited

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