



Transition from Script-based Selling to Solution Selling[©]

By James King

Recently, I have come across very fine salespeople who have 'cut their edge' in the very competitive worlds of Advertisement Sales and Broadcasting.

Invariably, these people are articulate, numerate and impressive at first meeting – they have to be, as usually they only have one bite of the cherry to make an impact and close a sale. They work on a volume of calls / % closure basis and typically, (the good ones, anyway), earn reasonable salaries.

They work from a well-worked out script with binary options – if the customer responds in a certain way, then the script proffers certain plausible responses etc. It's very hard work and you need to get used to rejection!

When these salespeople move to a solutions-based selling approach they require different skills and techniques to be successful.

Firstly, solution selling is typically not a volume-based call selling approach. It is more about using your ears e.g. listening to a customer and establishing his/her needs requirements and priorities.

It's about making judgements in the qualification process and ensuring that you present your product and service in the context of the key business requirements of the decision-makers.

It requires research, networking, patience and most importantly a methodical approach to understanding your customer and your competition.

It involves understanding where the power and influence lies within an organisation so that you can a) sell to the "right" people and b) use your time effectively in the sales cycle.

Script-based sales people are natural sales people – but they *do* need to learn different execution skills and techniques to address different scenarios. This can be taught!

At JFK &P we focus on helping salespeople develop new skills and approaches coupled with supportive coaching services.

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