

Are You A 10?

Customers are buying the seller as much as the experience of what the product and service does.

If a marketing firm were to ask your seller's customers to rate them on a scale of 1 - 10, "How likely is it that you would recommend (insert seller's name) to a friend or colleague?" would your sellers score 9's or 10's and get the recommendation? If not, they are vulnerable for take overs from your competition. Frederick F. Reichheld in his Harvard Business Review article, The One Number You Need to Grow, found that business is at risk if any customer answers anything below a 9. That's possibly how your sellers acquired some of their current accounts! The buyer wouldn't have rated their previous seller a 9 or 10. Customers are buying the seller as much as the experience of what the product and service does. Today there is a proliferation of products in the same space. The competition is more likely to get an audience with your buyer when they are taken for granted or there is lack in the relationship or product. Be sure your sellers are a 10 at all times and there will be much less attrition.

Sales Huddle Energizer

Your sellers' mission today is to communicate with each customer contact as if the marketing firm is going to call the buyer immediately after the sales call and ask the question: "On a scale of 1 - 10, how likely is it that you would recommend (insert seller's name) to a friend or colleague?"

Brainstorm with your team, what they can do differently to guarantee a 9 or a 10 rating.

At the end of the day ask your sellers what was different on today's customer's call for the marketing company to have gotten all 10's!