Beware of Those Who Want to Change

Approach the customer who says they want to change wisely to avoid change being disguised as the biding game.

It's a seller's delight when the phone rings and a buyer says they are considering making a change and they want a proposal right away. At first, sellers jump for joy, until they're reminded that this kind of call doesn't usually pan out. Beware, when a prospective buyer calls and says they want to make a change it can be a disguise that the customer is price shopping and has likely called at least two other competitors for the same bid.

Sales Huddle Energizer

Introduce your sellers to the 3 questions that must be asked when a prospect calls and says they are considering a change of supplier.

1. What's currently happening or not happening that has brought you to decide a change is necessary?
2. What is the key criteria the new partnership needs to fulfill?
3. What is the timeline and milestones expected to implement the change?

Discuss these questions and field others that your sales team feels are necessary before setting up a meeting or writing a proposal.

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