

Advance The Pipeline with Noble Purpose

Imagine improving the customer or prospect's life by doing business with you, rather than selling them your product.

When reps look at the pipeline they tend to ask themselves, "What will it take to close this opportunity?" This question prompts the reps to think in terms of sales activities, their quota, and their tasks.

What would happen if they asked: "How will this customer be different as a result of doing business with us?" That question prompts the rep to think about the impact they, the product and the company can have on the customer's business and life. This question shifts the focus from me, the rep and my tasks, to a customer oriented, problem solver, creative and collaborative framework.

Top producers who sell with this noble purpose mindset are more energized and motivated.

Sales Huddle

1. Ask your team to select 3 sales opportunities in the pipeline.
2. Look at each opportunity and answer these two questions:
 - What will it take to close this opportunity?
 - How will this customer be different as a result of doing business with us?"
3. Ask the reps, "What is different with their answers to each question?"
4. Challenge the reps to ask, "How will this customer be different as a result of doing business with us?" before contacting any customer or prospect today.