The Answer to Win More Deals

Answer the 3 BIG Sales Questions; Why Anything? Why Mine? and Why Now? and watch sales soar.

Our customers haven't changed over the years. Maybe how they buy has changed - yet they are still the same. They buy sooner and from the company who can clearly answer three key questions. The sales reps who include the answers to these three questions in their sales conversations will more deals.

Sales Huddle

Your customers and prospects may not ask you these questions in your sales conversations, but they are asking these questions to themselves. Incorporating the answers in your conversation enhances your opportunity to close the deal. Review the three questions that matter the most to your buyers and discuss ways to incorporate the answers in each sales conversation:

1. Why buy anything?

The ability answer to this question requires the understanding of your prospective clients business, today's trends and business environment, the competitive choices, your prospect's position in the buying and implementation process. How will the buyer and the company be effected because of this buy? Your response to this one question determines if you are just another vendor or are you the business strategist buyers prefer to do business with.

2. Why buy mine?

The customer really wants to know is "What makes you different?" Don't underestimate how important it is for you to differentiate yourself, your product and your company from your competitors.

3. Why buy now?

This is the emotional hot button. Because the risks of not doing anything grows and the rewards of doing something is greater than the current status quo.

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