


Why Sales Professionals Lack Selling Effectiveness

A woman with dark hair tied in a bun, wearing a dark blazer, is seated at a desk. She is holding a white corded telephone receiver to her ear with her right hand and looking down at an open notebook with a pen in her left hand. The background is a wood-paneled wall.

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By: Drew Stevens

Electronics have made selling professionals lazy. Randy texted me on a mid-Saturday evening while my wife and I watched a movie. Randy is an automobile salesman inquisitive if I might be interested in a new lease. I replied, but this is where the issues begin!

During the course of the next four days, Randy is seeking information from me about my current payments, luxuries and extras etc. He then suggests I call him with my financial information to begin the process. Seriously! What is wrong with this issue?

First and foremost, Randy texts me over a four-day period. Not once did he think to use the mobile phone that uses texts for a voice call. When selling professionals hide behind electronics because they fear or do not like direct contact then sales managers should be worried. Selling is not on a process but is based on trust and a relationship. Even the famed dating services require interaction. Randy is indicative of the laziness amongst today's selling professionals.

Second, Randy states I should ring him. Hmm. Let me begin again. Randy sought me out not the reverse. He is the salesman therefore he is required to direct the conversation down a path. The issue with many selling professionals today is that they do not think strategically, do not have a process and become lethargic. Randy needs to think as the orchestra leader or the police officer at an intersection – giving direction.

Third, Randy does not believe in the art of relationship only transaction. Consumers today have too much information at their

disposal. Consumers also want a trusting relationship with an individual whom is consumer centric. Randy exemplifies what is wrong with today's selling professional – a lack of both. Too many selling professionals are transactional and think only about what is in front of them not ahead. Transactional selling individuals put organizations out of business and deplete brand. Transactional selling professionals also harm customer service.

Here are a few techniques to help develop stronger relationships and demonstrate that value which then could result in a higher commission and higher commitment from the client.

1. Focus on the results the individual consumer desires. In fact you might even want to pitch additional results that the consumer had not thought of. When the consumer sees you more as a valuable asset rather than as a selling professional fees no longer become an option.
2. Take the time to really listen to what the consumer is saying. Too many selling professionals want to talk and no one wants to listen anymore. Take the time to take notes and really understand what the consumer's needs are.
3. Customer service is paramount to your organization success. This means that the front desk have to be completely available and helpful. It also means that selling professionals for return calls in a timely manner. For example, I return all calls within 90 minutes of receipt. Not many other consultants can make such a claim. If you want to stand out of the crowd you can't look like all the other chess pieces.

The world of selling much like the world around us is undergoing chronic change. We are undergoing a revolution of new techniques, new ideologies, new communications and new innovations. Sellers that remain stagnant will lose business consumers and quite possibly their present roles. Sellers that remain lazy and use technology

without relationship will ruin a business – perhaps yours! Change is required to advance customer relationships, productivity and profitability. Having a Randy in your employ is not only a business nightmare but a business bankruptcy waiting to happen!

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*Drew Stevens is CEO of the award-winning Stevens Consulting Group, focusing on business growth strategies in sales and marketing for startups and large organizations. Dr. Drew is a highly acclaimed keynote speaker, bestselling author, and a regular media correspondent. His latest book *Selling the New Norm* is available now at <http://goo.gl/RXYm9d>*

