



Competencies that are addressed:

PRIMARY COMPETENCY CATEGORIES:

- **Communication—**
Advances the abilities of individuals and the organizations through active listening supported with meaningful oral and written presentation of information.
- **Customer Acquisition—**
Identifies and converts prospects who should be doing business with us into customers who are champions for our organization.

RELATED COMPETENCY CATEGORIES:

- **Interpersonal Skills—**
Displays a consistent ability to build solid relationships of trust and respect inside and outside the organization.
- **Customer Experience—**
Creates an environment with customers to maintain a positive long-term relationship. Leverages positive experiences to create customer loyalty and a desire for them to be a champion for our organization.

Solution

SUMMARY

This step of the sales process ties your solution to the needs and interests of the buyer. You communicate with impact, with specific facts, show related benefits, customize the application to the customer, use the right form of evidence to overcome doubt, and evaluate with a trial close.

CONTEXT

At this point in the sales process, you know the key information about your buyers' needs, interests, and, most importantly, buying motives. Now you have the opportunity to tailor your presentation to fit what the buyer wants and increase the perceived value of your solution.

In order to differentiate yourself in a crowded, competitive marketplace, you need to be unique, with exciting approaches to solving buyers' problems. You also need to present in a way that builds credibility and makes people want to buy. One of the most effective ways to combat the price objection is to build value in the solution of the sale. What you present and how you present it is critical to the buying/selling process.

At the completion of this module, participants will be able to:

- Develop solutions that are unique to each buyer
- Present solutions that are persuasive and convincing
- Formulate solutions that appeal to buyers' logic and emotions

"The longer I live, the more certain I am that enthusiasm is the little recognized key to success."
—Frederick Williamson