



Competencies that are addressed:

PRIMARY COMPETENCY CATEGORIES:

• **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.

• **Customer Acquisition—**
Identifies and converts prospects who should be doing business with us into customers who are champions for our organization.

• **Communication—**
Practices active listening supported with meaningful oral and written information.

RELATED COMPETENCY CATEGORIES:

• **Influence—**
Consistently directs situations and inspires people for an all-win environment.

• **Adaptability—**
Open-minded. Demonstrates flexibility when faced with changes at work.

• **External Awareness—**
Sees things from multiple points of view. Is mindful of how actions impact others. Keeps up to date with issues that affect area of responsibility.

Presenting Solutions to Buying Teams

SUMMARY

The decision-making process will be unique for each buying team member based on their job function. Each individual member of the buying team may be an executive, a financial authority, a technical expert, or an end user of your product or service. In addition, each person on the buying team has their own distinct personality style, which will also impact their buying perspective. When you are able to successfully sort through these differences in buying perspectives, you give yourselves the greatest opportunity for success in selling to teams.

CONTEXT

In today's competitive selling environment, it is getting less and less common to deal with only one decision maker. Many organizations deliberately take a team approach to major purchases, and require you to convince several individuals to get the sale. The challenge in selling to these teams is to appeal to a variety of buying perspectives and personality styles.

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

- Sell to multiple decision makers
- Develop a compelling competitive analysis
- Appeal to functional and personality buying perspectives
- Create person-centered proposals

"Talk in terms of your listeners' interests."
—Dale Carnegie