

**CLOSE MORE DEALS
BY CHRISTMAS**

Craig Elias
Founder & Chief Catalyst


ShiftSelling.com/JeffOgden

- Handout of this presentation
- Worksheets
 - Window of Dissatisfaction
 - Personal Trigger Events
 - Won Sales Analysis
 - Trigger Event Qualifying
 - JigSaw – 20 Free Contacts

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Objectives



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Craig Elias

- 20 years as a top sales performer
- Trigger Event Selling™
- Billion Dollar Idea Contest
- Dadpreneur

The New York Times THE WALL STREET JOURNAL

NBC NATIONAL POST MJ

BUSINESS 2.0

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Before We Get Started

Craig Elias

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*"If you will do what most will not do
for just the next few years,
then you can do
what they can not do
for the rest of your life"*

– Wade Cook

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Results

- **"... we grew the business by more than 50% from the previous year."**

Donato Polignone, MSDS a Division of NuGeneration Technologies - Rohnert Park, California

- **"I went from closing one sale in twenty to closing two out of three ..."**

Jess Harding, Independent Consultant - Barff, Alberta

- **"We gained sales almost immediately ..."**

Rodd Stubbs, Owner, International Security & Protection Co., Ltd. - Ho Chi Minh City, Vietnam

- **"... we saved 100's of hours of wasted time and effort while increasing our conversion rates."**

J.P. Obbagy, President, Good Earth Travel Adventures LTD. - Vancouver, British Columbia

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Selling Paradigm

The *silver bullet* in sales is

Timing:

Getting in front of the right person
at **EXACTLY *the right time!***

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What Is The BEST Timing?




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Window of Dissatisfaction™

Assumption






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Timing and Buying Modes

Status Quo

Window of Dissatisfaction™

Searching Alternatives

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Timing and Close Ratios

Status Quo


Window of Dissatisfaction™

Searching Alternatives

0%

60 – 90%

10 - 20%



Source: InnerSell Survey of over 200 sales executives and sales people conducted in 2003

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Window of Dissatisfaction

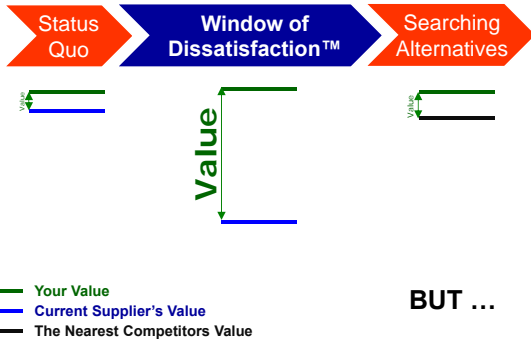


Adam knows what he has does not meet his needs but he is is *too busy* to start searching for alternatives

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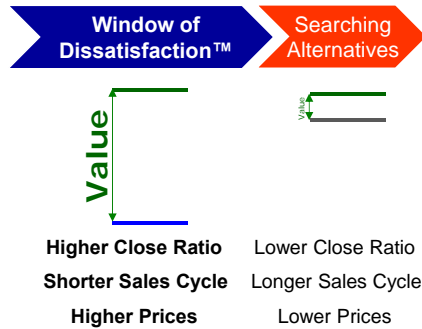
Timing and Value



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Timing and Selling



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Timing and Customers

Window of Dissatisfaction™

Searching Alternatives

Core	Peripheral
Loyal	Disloyal
80% of Profit	20% of Profit
20% of Headaches	80% of Headaches
Reference	
Referrals	

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Timing and Customers

Window of Dissatisfaction™

Increased Margins
Higher Close Ratios
Shorter Sales Cycles

Core Customers
Loyal Customers
80% of Profit
References & Referrals

Grow Faster:
You don't have to replace customers and make up for lost revenues before you grow!

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How To Know?

Status Quo

Window of Dissatisfaction™

Searching Alternatives

- **Status Quo**
 - Not interested
 - Don't need it **right now**
- **Window of Dissatisfaction**
 - We'll be looking at that in a few months
 - Call me back in ? when we'll be looking
- **Searching Alternatives**
 - Currently looking
 - Send me a quote

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Your REAL Competition

- Buyers are in Status Quo
- Too busy to look at what you have
- You can't get their attention, unless...

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Trigger Event Selling™

Status Quo → Window of Dissatisfaction™



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Event Vs. Circumstance?



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Event Vs. Circumstance?



A Trigger Event ...

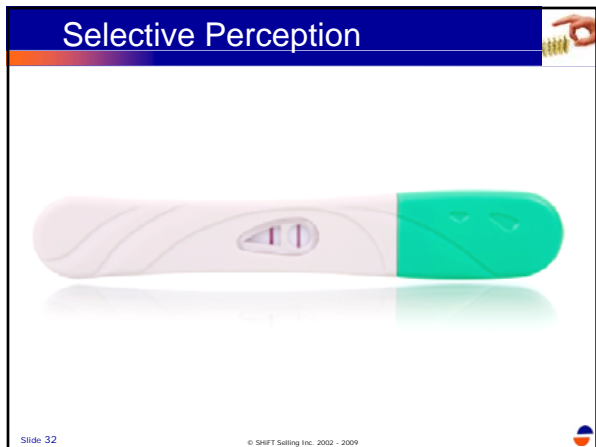


A Trigger Event ...









Event or Circumstance?

- Balding
- Married
- Divorced
- Pregnant
- Have a child
- Unhappy with current scenario or solution
- Just passed over for a promotion

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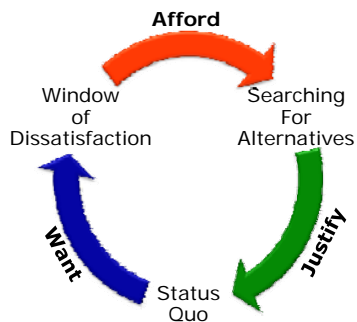
Buying Modes & Trigger Events

- Status Quo
 - No *Trigger Event* for quite a while
 - Long-Term Opportunity
- Window of Dissatisfaction
 - Recent *Trigger Event*
 - Short-Term Opportunity
- Searching Alternatives
 - *Trigger Event* a while ago
 - Medium-Term Opportunity

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Three *Forms* of Trigger Events



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Three *Forms* of Trigger Events

- **Want**
 - Increase in expectations
 - Decrease in performance
- **Afford**
 - Increase in income
 - Decrease in expenses
- **Justify**
 - To myself
 - To others

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Worksheet: Personal *Trigger Events*

Trigger Event Selling™
Personal Trigger Event Identification

Purchase	Trigger Event		
	Want	Afford	Justify
Car			
TV			
Shoes			
House			
Vacation			
Furniture			
Computer			
Education			
Retirement			
Carla Provider			
Phone Provider			
Financial Advisor			
Business Colleague			
Internet Connectivity			

- Exercise**
- Try to identify the events that triggered you to
 - ✓ Want
 - ✓ Afford
 - ✓ Justify
 - List any other items that come to mind and the events that *triggered* those purchases

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Want Events

- **$P/E \geq 1$ = Status Quo**
 - As long as the performance of the current solution / provider is greater expectations, the buyer remains satisfied and stays in Status Quo.
- **$P/E \leq 1$ = Window of Dissatisfaction**
 - A Window of Dissatisfaction is created when *Trigger Events* cause:
 1. A buyers expectations be greater than the current suppliers performance
 2. A current suppliers performance to be less than the buyers expectations

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Want Event Type #1

- Bad Experience
 - **Product/Service**, people, providers
- Change in sellers environment
 - Change in product/service
 - Change in people customer deals with
 - Change in a company ownership

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Want Event Type #2

- Change / Transition
 - **People**, Places, Priorities
- Change in buyers environment
 - Change in buyer
 - Change in locations
 - Change in aspirations

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Want Event Type #3

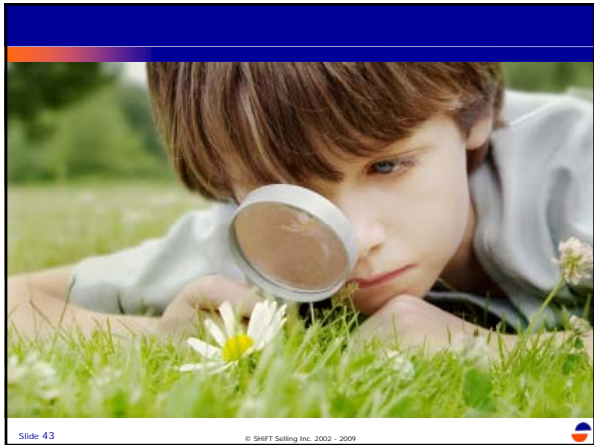
- Awareness
 - Legal, **risk**, economics
- Opportunity or Threat
 - Statutory or regulatory
 - Risk avoidance
 - Productivity or expenses

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Won Sales Analysis™



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What Events Lead Up To...

- Let's you categorize the *Trigger Events* that lead up to this purchase
- What changed?
- What made this a priority?
- What events lead up to this purchase?
- What made you buy?
 - Not, what made you buy from us

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When Did They Happen?



- Trigger Events make people emotional
- Emotional people change their buying habits
- The more emotional the more likely they are to act
- Get to customers when they are emotional enough to jump over the hurdles of becoming your customer

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What Made You Choose Us?



- Notice I did not ask why?
- Not the usual feature and benefit 'fluff'
- What mental gymnastics did the customer do to apply your product or service to their business?
 - Prevents future forms of mental gymnastics
 - Sales training is about improved customer acquisition & customer retention while selling at higher prices, having shorter sales cycles, and higher close ratios

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How Can We Make It Easier?



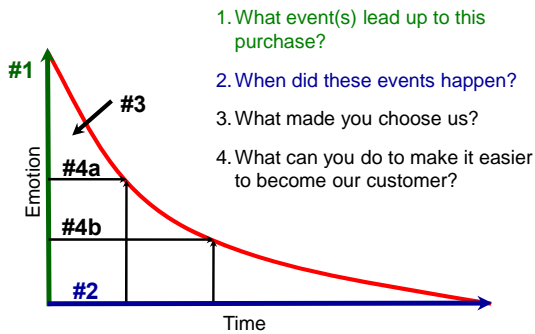
- How can we make it easier to become our customer
- This focuses on the hurdles related to the *process* of buying from you, not the outcome they received
- Lowering the hurdles to becoming your customer means people don't have to be as emotional in the future
- Make it easier to find, learn, buy

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Won Sales Analysis



1. What event(s) lead up to this purchase?
2. When did these events happen?
3. What made you choose us?
4. What can you do to make it easier to become our customer?

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Worksheet: Won Sales Analysis

Won Sales Analysis

- Select 10 recently won sales that resulted in a *new customer*
- For each won sale ask your primary contact the questions in the first four grey boxes documenting the customers response in the line area provided in the top four sections
- Classify the opportunity using the check boxes in the bottom half of the worksheet

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Worksheet: Trigger Event Qualifying

Opportunity Qualification

- Select and rank your top five 'success predictors'
- Identify and place the
 - Best case scenario (Under '2')
 - Conservative scenario (Under '1')
 - Worst case scenario (Under '0')
- Rank each opportunity by adding the scores for all five criteria
- Work the highest scoring opportunities first
- Where there is a tie, work on opportunities according to the highest score on the first criteria
- If still a tie go to the next criteria and work on the highest

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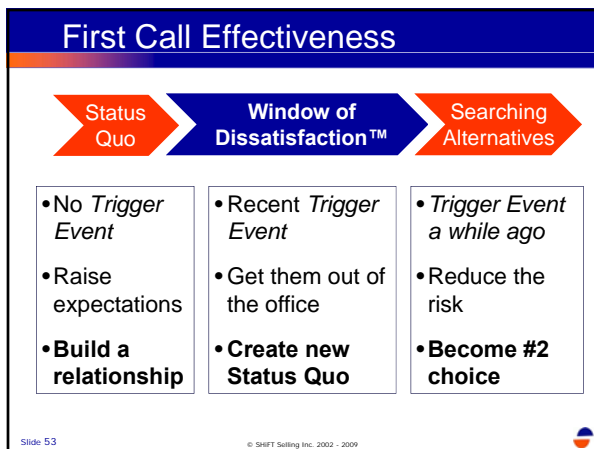
Trigger Event Selling™

Trigger Event Qualifying™

	Success Predictor	"2"	"1"	"0"
1	Buying Mode	Window of Dissatisfaction	Searching Alternatives	Status Quo
2	Trigger Event	Bad Experience	Change or Transition	Awareness
3	Time From/To Trigger Event	Under two weeks	1-2 months	2 months+
4	Credibility	Relationship	Leveraged	Expertise
5	Risk	Upgrade	Compliment	Replace

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- ## Resources
- ShiftSelling.com/JeffOdgen
 - Worksheets
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Summary

If you only remember three things about today please remember:

1. Look for Trigger Events
2. Analyze your wins
3. Qualify your opportunities

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Objectives



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Objectives



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Objectives



Taking Action

What is the **one thing** you will do differently from **today** forward?

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