
Is There a Silver Bullet in Sales?

A special report by
Craig Elias



Founder & Chief Catalyst



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By Craig Elias, Founder and Chief Catalyst, *SHIFT* Selling, Inc.

We have been conditioned to believe that in sales there is no such thing as a silver bullet. I believe there is. It is called timing — getting in front of the right buyer at EXACTLY the right time. Research shows that you are **five times more likely to make a sale** when you have the right timing.

Timing and Buying Modes

To have the right timing you need to understand that, no matter what you sell or to whom, buyers are always in one of three buying modes:

1. **Status Quo:** Status quo is when a buyer believes the product or service they are currently using meets, or exceeds, their current needs.
2. **Window of Dissatisfaction™:** A Window of Dissatisfaction occurs after a buyer realizes that their current solution no longer meets their needs but before they start the process of searching for alternative solutions.
3. **Searching for Alternatives:** Searching for alternatives is when a buyer realizes their current solution no longer meets their needs and is actively searching for alternative solutions.

Buying Modes and *Trigger Events*

Buyers shift from the buying mode of status quo into the Window of Dissatisfaction, and from the Window of Dissatisfaction into searching for alternatives because they experience a *Trigger Event*, or a series of *Trigger Events*. You will **sell more, sell sooner, and sell at a higher price** when you can identify the *Trigger Events* that shift buyers into the Window of Dissatisfaction and get to these highly motivated buyers before your competition.

Trigger Events and Prices

It's important to understand the impact that *Trigger Events* have on prices. As a rule, buyers pay for perceived value — the perceived difference between your solution and their current solution — and a buyer's perception of value changes as *Trigger Events* shift buyers from one buying mode to another.

When a buyer is in the Status Quo buying mode, their perceived value of their current solution is high. This results in the perceived difference in value between your solution and their current solution not being enough to motivate them to buy from you. When you try selling to buyers in the buying mode of Status Quo, you are likely to spend a lot of time selling with **little or no chance of actually making a sale**.

When buyers experience a *Trigger Event* they move into the Window of Dissatisfaction and their perceived value of their current solution is significantly reduced. Now the buyer's perceived difference in value between your solution and their current solution increases to the point where you are much more likely to make a sale. By being first with buyers who recently entered the Window of Dissatisfaction, **not only are you more likely to make a sale, you are also likely to have a shorter sales cycle, and when you win the business it's likely to be at a much higher price**.

When buyers are not intercepted by a savvy sales person, another *Trigger Event* or a series of *Trigger Events* will cause them to become so dissatisfied with their current solution that they pass through the Window of Dissatisfaction and start searching for alternatives. Now the perceived value of your solution is reduced to the difference between your solution and the next best solution proposed by a competitor. When you try selling to buyers who are searching for alternatives **you are less likely to make the sale and IF you win the business, you are likely to have a much longer sales cycle and a much lower price**.

The REAL Value of Leveraging *Trigger Events*

The REAL value of leveraging *Trigger Events* is you spend more time selling to buyers who are in the Window of Dissatisfaction. When you sell to buyers who are in the Window of Dissatisfaction you are most likely to get loyal, appreciative customers who will represent 80% of your profits and gladly provide you with a reference, or that most treasured thing in sales, referrals. If you miss the Window of Dissatisfaction and try selling to buyers who are already searching for alternatives, you are more likely to get those peripheral, disloyal, price sensitive, customers who will be 80% of your headaches, represent only 20% of your profits, and are unlikely to be a reference or give you referrals.



Three Types of *Trigger Events*

Trigger Events that shift buyers from Status Quo into the Window of Dissatisfaction fall into one of three different categories:

1. Bad Experience: The buyer has a bad experience with a product/service, people, or a provider: E.g. A product/service change creates dissatisfaction and the buyer gets ready to move on.
2. Change / Transition: The buyer has a change or transition in people, places, or priorities. E.g. A change in the buyer who purchases your product or the person who sells your product to the buyer.
3. Awareness: Buyers become aware of the need to change for one of three reasons: Legal, risk avoidance, economics. E.g. Buying from you is less risky than continuing to buy from their current supplier.

Identifying the Best *Trigger Events* for What You Sell

Every day, decision makers experience *Trigger Events* that shift them into the Window of Dissatisfaction and turn them into highly motivated buyers. In order to get to these highly motivated buyers before your competition you need to identify the specific *Trigger Events* for the products/services that you sell. One way to identify the *Trigger Events* for what you sell is to do a Won Sales Analysis.

Here is something I find very interesting, when you search Google for the term sales analysis - by using quotes around the words "sales analysis" - you'll find somewhere around one million pages on how to conduct a "sales analysis". When you want to understand how you lost a sale and you search Google for the term "lost sales analysis", you will find around 1,000 web pages. When you want to understand how you won a sale and you search Google for the term "won sales analysis" you will find, on my last check, less than 100 pages. Of all the pages on the Internet that talk about sales analysis, less than 0.1% talk about how to analyze the sales you lose and less than .01% talk about how to win more business by analyzing the sales that you have already won.

When you want to conduct a Won Sales Analysis to identify the *Trigger Events* that lead up to you winning new customers, and who are most likely to become your future customers, you'll find the current version of my Won Sales Analysis template at www.wonsalesanalysis.com.

Conclusion

There is a silver bullet in sales, its called timing — being first with buyers who recently entered the Window of Dissatisfaction. You can create timing by identifying, finding, and capitalizing on the *Trigger Events* that shift buyers into the Window of Dissatisfaction and putting in place ways to repeatedly get to these recently *motivated buyers* before your competition. By being first with these highly motivated buyers **you will sell more, sell sooner, and sell at a higher price.**

About the Author

The creator of Trigger Event Selling™, and contributing author to the #1 Selling Book on both Amazon and The Wall Street Journal "*Masters of Sales*", Craig Elias has received coverage on NBC news, in The New York Times, The National Post, The Wall Street Journal, The Nikkei Marketing Journal, Sales and Marketing magazine, and had his last company chosen by Dow Jones as one of the 50 most promising companies in North America.

For almost 20 years, Craig has used *Trigger Event* strategies to be a top sales performer at EVERY company he has worked for – including WorldCom where he was named the #1 salesperson within six months of joining the company – and to win a global, billion dollar idea competition where he collected a \$1,000,000 prize.

Contact Craig by phone (toll free: 866.744.7904 | direct +1.403.874.2998), Skype (Craig.Elias), or web (www.ShiftSelling.com/contact) when you want a no-charge introduction to *Trigger Event Selling*™ and how it can help you identify, find out about, and capitalize on *Trigger Events*.



Craig Elias- Speaker, Advisor, Trainer, and Coach

Craig Elias is the creator of **Trigger Event Selling™**, the Chief Catalyst at *SHIFT* Selling, Inc. and a leading expert on the art and science of timing - getting to the right buyers at EXACTLY the right time!

For almost 20 years Craig used his timing strategies to be a top sales performer at EVERY company that hired him - including WorldCom where he was named the #1 sales person within six months of joining the company.

Craig's strategies are highly regarded, winning him a \$1,000,000 prize in a global "Billion-Dollar Idea" pitch competition and have resulted in coverage on NBC news, in The New York Times, Business 2.0, The Wall Street Journal, The Nikkei Marketing Journal, Sales & Marketing Management magazine, and earning his last company the distinction as one of Dow Jones' 50 most promising companies in North America.

What started as a passion turned into a business...

Craig's passion is helping entrepreneurs and small businesses outsell larger more established players. His unique insights and revolutionary strategies are a universal solution to the ubiquitous problem of sales and apply to any product, or any service, in any industry and in any geography.

Craig spent much of 2004 and 2005 in San Francisco launching his last company and recently returned to his hometown of Calgary, Alberta, to be a first-time father. Craig now advises business leaders, trains sales teams, and coaches entrepreneurs, around the world, how to leverage timing strategies so they can sell more, sell sooner, and sell at a higher price.

How others have gained from Craig's expertise...

"We have grown 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 - Banff, Alberta

"We gained equipment sales almost immediately."

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

"Craig will save us 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

"Craig has given me new insights on how to replicate my biggest successes."

Tom Bruin, Principal, Sharp Editing - San Francisco, California

"You have opened new doors for our business."

Peter Dufresne Jr. VP Sales, EPT, Inc. - Calgary, Alberta

"His insights and strategies could relate to almost any business."

Vicky Miller, Owner, Mayor Magrath Liquor Ltd. - Lethbridge, Alberta

"Craig is an excellent presenter who is both entertaining and informative."

Larry Keet, Sales Manager, DeVry Institute of Technology - Calgary, Alberta

"He is an incredibly engaging speaker with a very strong, action oriented, message."

Mark Ruthenberg, President, Alberta New Media Association - Edmonton, Alberta

"He gets the audience involved."

Karen Hawke, Director of Professional Services, Envista Technologies, Inc. - Calgary, Alberta



Topics

Increase Close Ratios by Recognizing the Window of Dissatisfaction™

Shorten Sales Cycles by Capitalizing on Trigger Events

Uncover More Opportunities by Utilizing Won Sales Analysis™

Earn Bigger Margins by Becoming the Emotional Favourite™

Get First Mover Advantage by Exploiting Trigger-Based Referrals™

Stop the Competition by Mastering First Call Effectiveness™

Overcome the Biggest Killer of Sales by Shifting the Credibility Curve™

Get Connected! How to go Beyond Networking for Sales Success

Previous Engagements

Sales Shebang

Dallas Blue Network

Ignite Your Business

Sales Start at the Top

Win The War of Business

Calgary Technologies Inc.

Canadian Professional Sales Association

Computer and Technology Showcase

