


Close More Sales

By 'Seeing' The Window of Dissatisfaction

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Founder & Chief Catalyst
 SHIFT Selling, Inc.



Objectives

- Provide genuine insights
 - 'See' things differently
- Make the complicated simple
 - Close more sales simply by 'seeing' those who are most likely to be a customer
- Get you to take action
 - Those who act make many mistakes but to not act is the greatest mistake of all

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Craig Elias

- 20 years as a top sales performer
 - WorldCom: #1 within 6 months
- Founder of InnerSell, Inc.
 - Won **Billion Dollar Idea** contest
 - Dow Jones' 50 most promising
- Chief Catalyst, *SHIFT* Selling, Inc.
- Creator of Trigger Event Selling™
- Dadpreneur

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Press Coverage

The New York Times

THE WALL STREET JOURNAL



sales.marketing
management

NATIONAL POST



BUSINESS2.0

Mompreneur

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- Today ...

- Persistence

“Success is not measured by what you accomplish. It is measured by the opposition you encounter and the courage with which you maintain your struggle against the odds”

– Jerry Frenz

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Testimonials

- **“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 sales almost immediately ...”**

Rodd Stubbs, Owner, International Security & Protection Co., Ltd. - [Ho Chi Minh City, Vietnam](#)

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Three Ways Increase Sales

	More Opportunities	Higher Close Ratio	Bigger Sales
Timing		✓	
Emotion			
Risk			

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Selling Paradigm #1

The secret to sales success is

Timing:

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

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UNDERSTAND



Purpose

- *Understand the benefits finding buyers in the 'Window of Dissatisfaction'*
- *Get you to do something differently*
 - *Not better but differently*

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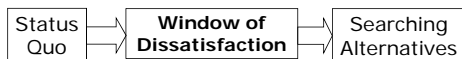


Window of Dissatisfaction™



Timing & Buying

Buyers are always in one of three buying modes



- Current solution meets the buyer's needs
- Buyer too busy to search for alternatives
- Buyer actively searching for alternatives

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Typical Demand Cycle

- Related to AIDA
 - Awareness
 - Interest
 - Desire
 - On my 'to do' list but too busy to do anything about it
 - Action

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Timing and Close Ratios

Average, cross industry, close ratios

	Status Quo	Window Of Dissatisfaction	Searching Alternatives
Close Ratio	0%	60 – 90%	10 - 20%

Source: InnerSell Survey of over 230 sales executives and sales people conducted in 2003

You are five times more likely to close a sale when you have timing - are the first viable seller in front of a buyer in the **Window of Dissatisfaction**

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Window of Dissatisfaction

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



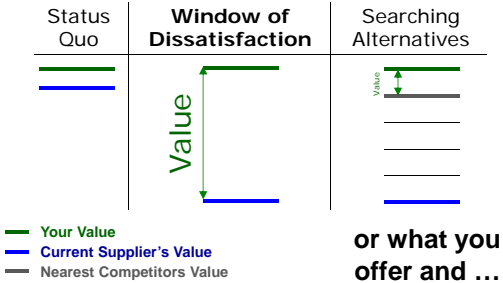
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Timing and Value

A buyer's perception of value is ...

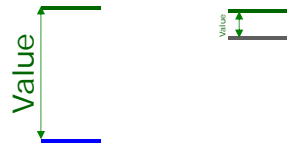


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Timing and Sales

	Window of Dissatisfaction	Searching Alternatives
Price	High	Low
Sales Cycle	Short	Long
Close Ratio	High	Low



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Timing and Customers

	Window of Dissatisfaction	Searching Alternatives
Type	Core	Peripheral
Loyalty	Loyal	Disloyal
Profitable	80% of Profit	20% of Profit
Demanding	20% of Headaches	80% of Headaches
References	Gladly	Unlikely
Referrals	Likely	Unlikely

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Timing & Selling

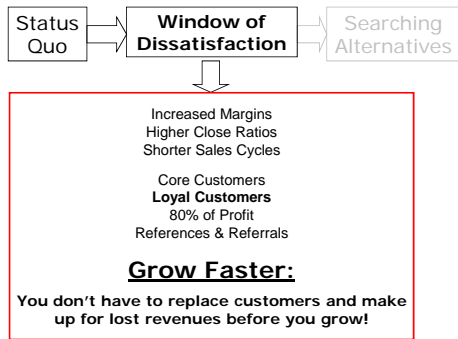
- The sooner you get in front of *motivated buyers* ...
- Shape ideal solution
 - On a scale of 1 to 10
- New Status Quo
- Will not switch, unless ...

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Value Proposition



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IDENTIFY



Purpose

- Help you identify what a **Window of Dissatisfaction** looks like
- Have you start 'seeing' the **Window of Dissatisfaction**

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Identifying the Window



- **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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Selective Perception



Selective Perception

- Events in our life change what we 'see'
- What happens when:
 1. We buy a new car?
 2. We or our wives get pregnant?
 3. We or our wives give birth to a child?
- What event will start you 'seeing' the **Window of Dissatisfaction**?

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'Seeing' The Window

- Make a list of new customers acquired in the last 12 months
- Put a check mark next to the ones that:
 - Had a shorter sales cycle?
 - Were easier sales to make?
 - Sold at a higher price?
 - Resulted in a referenceable customer?
- The above were in the **Window of Dissatisfaction** when you got to them

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Worksheet: Customer Analysis

Trigger Event Selling™				
Window of Dissatisfaction™				
Customer Name	Situation			
	Shorter Sales Cycle	Easier	Higher Price	Referenceable

Homework


- List new customers in the last 12 months
- Identify which ones:
 - Had a Shorter Sales Cycle?
 - Were easier to make?
 - Sold at a higher price?
 - Resulted in referenceable customers?
- Those who met all or most of the criteria were in the **Window of Dissatisfaction** when you got to them
- What did you do to find these customers?

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CAPITALIZE



Purpose

- Help you 'see' four or five times more buyers in the **Window of Dissatisfaction**
- Understand the difference between Status Quo and a competitor


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Your REAL Competition

- Buyers have selective perception
- Too busy to look at what you have
- You can't get their attention

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Your REAL Competition

- Status Quo
 - Buyers satisfied with what they have and see no reason to change



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Status Quo

- Solves the same problem
- Provides the same outcome
- Competes for the same dollar
- E.g. Sales Training
 - Problem: Lack of Sales
 - Outcome: Customer Acquisition
 - Status Quo: Currently happy spending money on their current marketing expert, strategy expert, search engine optimization consultant, or business coach

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Exercise: Outcome

Seeing the Status Quo: Step 1
What BIG picture problem gets solved or desired outcome is created, by using your product/service?

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Status Quo Vs. Competitor

Status Quo	A Competitor
•Thing	•Person
•Passive	•Reactive & Aggressive
•Alternate solution	•Alternate provider
•What?	•Who?

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Status Quo Vs. A Competitor

What alternative solutions can Adam use instead of the traditional competitors to Aspirin or Tylenol?



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Exercise: Status Quo

Seeing the Status Quo: Step 2

What could a buyer's status quo be?

- 1.
- 2.
- 3.
- 4.
- 5.

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Status Quo

- You ALWAYS have competition
- Competition is NOT a competitor who provides a similar product or service
- Your competition is all the different ways the buyer can:
 - Get the same outcome,
 - Solve the same problem...
 - While spending the same money

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What to Look For

You will see four or five times more people in the **Window of Dissatisfaction** when...

you look for buyers who are in dissatisfied with your competition NOT just your competitors

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Putting it All Together



- **Status Quo**
 - Become the Emotional Favourite
 - Raise the buyers expectations
- **Window of Dissatisfaction**
 - Get them out of the office
 - Create a new Status Quo
- **Searching Alternatives**
 - Reduce the buyers risk
 - Become #2

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When To Do It?

Priority #1	Priority #2	Priority #3
Window of Dissatisfaction	Searching Alternatives	Status Quo
Spend the first 50% of selling time on opportunities where you are FIRST with motivated buyers	Spend the next 25% of selling time on opportunities that will close soon	Spend the last 25% of selling time on buyers that will become dissatisfied in the future

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Trigger Event Selling™

- Every day decision makers move from Status Quo into the Window of Dissatisfaction because they experience a **Trigger Event**:

– Understand, Identify, See, Predict

Date: Wednesday June 11th

Time: 11:30-12:30 Eastern

Registration: www.TriggerClasses.com

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Summary

If you only remember three things about today please remember:

1. Window of Dissatisfaction
2. Status Quo Vs. Competitor
3. Take action and you shall 'see'

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ShiftSelling.com/resources

- Window of Dissatisfaction worksheet
 - Start 'seeing' the Window of Dissatisfaction
- Trigger Event Group on LinkedIn
 - Ideas, Resources, Successes
- Blue Ocean Strategies
 - (Status Quo vs. Competitor)

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Objectives

- Provide insights ✓
- Make the complicated, simple ✓
- Get you to take action

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Taking Action

Send an email to:
Craig.Elias@ShiftSelling.com
committing to:

The one thing
you will do differently
from today forward?

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