
How to Sell More by Being First With Motivated Buyers

A special report by

Craig Elias



Entrepreneur, Speaker, Advisor, Sales and Networking Guru

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Sales success starts with three simple things: a product buyers want, credibility and timing. Since most sales professionals represent quality products and services and assuming for the moment establishing credibility is not an issue, the last hurdle to sales success is timing – being first with motivated buyers.

Buying Modes

It does not matter what you sell or who you are selling to, buyers are always in one of three Buying Modes:

1. **Status Quo:** Status quo is when a potential buyer perceives the product or service they are currently using meets their needs.
2. **Searching for Alternatives:** Searching for Alternatives is when a buyer realizes what they have no longer meets their needs and are actively engaged in the process of searching for alternatives.
3. **Window of DissatisfactionSM:** A Window of DissatisfactionSM exists between Status Quo and Searching for Alternatives after the buyer realizes what they have no longer meets the needs of their business but has not started the process of searching for alternatives.

You are **five times more likely to make a sale** when you are the first person in front of a motivated buyer – a buyer in the Window of Dissatisfaction. Smart sales professionals focus their efforts on these buyers.

Buying Modes and Prices

It's important to understand the role Buying Modes play in sales. As a rule, buyers pay for perceived value: their perception of the difference in value between your product and the alternative.

In terms of Buying Modes, the buyer's perception of value shifts as the buyer moves from one buying mode to another. For example, when a buyer is in the Status Quo mode, their perception of the value of your product is their perception of the difference between what they already have and what you provide. The difference is usually not enough for them buy from you.

But when the buyer realizes their current solution no longer meets their needs, they move into the Window of Dissatisfaction. Now, because their perception of the value of what they already have drops, the difference between what they have and what you provide increases to the point where they are motivated buyers.

The value of being first with a buyer in the Window of Dissatisfaction is that you sell more, sooner, and sell at a higher price. By acting quickly when the buyer is in the Window of Dissatisfaction, sales professionals can help buyers become emotionally tied to their solution and create a new status quo. Succeed and when a competitor comes along with a solution that is only incrementally better than yours, the buyer sees little value in doing business with your competitor and remains committed to your solution.

When the buyer starts searching for alternatives, their perception of value is now the difference between you and your next nearest competitor. If you miss the Window of Dissatisfaction and the buyer becomes actively engaged in Searching for Alternatives, you are much more likely to have a low close ratio, a longer sales cycle, and IF you win the business, it's at a much lower price.

The REAL value of timing

The REAL value of timing is that when you are first with motivated buyers, buyers in the Window of Dissatisfaction, you get core, loyal buyers who represent 80% of your profits. These buyers will gladly be a reference and provide you with the most treasured thing in sales – referrals.

The reason is simple: when you connect with the buyers during the Window of Dissatisfaction, their perception of value of what you sell is much greater and that increases the selling price. With higher prices comes higher profit margins and with higher margins you're able to assign more resources to the buyer and ultimately, provide better service.

Miss the Window of Dissatisfaction and you get peripheral, disloyal, demanding buyers who will be 80% of your headaches. By finding more loyal buyers, you will accelerate your sales because you won't have to replace those buyers who leave before your sales grow.

How do you be first with motivated buyers?

So, if the goal of timing is to be the first sales professional to connect with potential buyers in the Window of Dissatisfaction, how do you get front of buyers when they are in the Window of Dissatisfaction? There are three simple ways to get timing:

1. **Become a buyer's Emotional FavoriteSM**
2. **Get referred by another buyer**
3. **Create a Window of DissatisfactionSM**

Becoming the Emotional FavoriteSM

A buyer's Emotional Favorite is the person the buyer knows, likes, trusts and most importantly wants to see succeed. This is the person the buyer believes has earned their business and actually deserves it. The Emotional Favorite is the first person the buyer contacts when they shift from the Status Quo to the Window of Dissatisfaction.

One of the best ways to become the Emotional Favorite is to help your buyers solve problems unrelated to what you sell. On every sales call, try asking your buyers about their key challenges and whenever possible connect them with a solution. If you don't sell what the buyer wants, you can use an online lead exchange - like the one found at www.InnerSell.com - to pass the information to trusted vendors who will pay you, or your favorite charity, every time your information results in a sale - Recently people have been calling this 'Reverse Social Networking'.

Getting More Referrals

The best way to increase your close ratio is to get referred to a potential buyer because you start off with much greater credibility in the eyes of the potential buyer – the credibility of the person who referred you. There are three times to ask for referrals:

1. Won sales – Ask for a referral immediately after you have won a sale and the buyer is satisfied with your product or service.
2. Lost sales – Just because you lost the sale doesn't mean the buyer wouldn't gladly refer you, especially if you were the most professional and responsive sales professional they dealt with.
3. Before a sale – By becoming the Emotional Favorite, you can also ask for and get referrals before you make a sale!

Creating a Window of Dissatisfaction

A buyer is in the Status Quo mode when their perception of the performance of their current solution is greater than or equal to their expectations. To shift the buyer from Status Quo to the Window of Dissatisfaction mode, you need to raise the buyer's expectations of their current solution in one of three ways:

1. Sales Professional – Educate the buyer as to what sales professionals do: help their buyers become successful not just sell.
2. Product – Educate the buyer on how your product can help them to catch up to or stay ahead of their competition.
3. Company – Educate the buyer on how your company is a better corporate citizen and therefore, more desirable to do business with.

Conclusion

Timing in sales is seldom an accident. It's the result of understanding Buying Modes to create new selling opportunities. By matching your sales strategy to the Buying Mode, you will maximize your sales effectiveness, develop and maintain strong relationships with buyers and you will create the incredible opportunities that come with being first with motivated buyers.

Sales Tips for Each Buying Mode

Priority #1	Priority #2	Priority #3
Window of Dissatisfaction	Searching for Alternatives	Status Quo
Spend the first 50% of your selling time on opportunities where you are FIRST with motivated buyers.	Spend the next 25% of your selling time on opportunities that will close soon.	Spend the last 25% of your selling time on buyers who will become dissatisfied in the future.
Don't get distracted by other opportunities — focus on becoming the buyer's new Status Quo and managing the three sales killers to close these opportunities.	If you are not the buyer's first choice, position yourself as their second choice — by focusing on the relationship — while waiting for the buyer's first choice to falter.	Educate the buyer and raise their expectations while becoming their Emotional Favorite so they call you first when they want what you sell.

About the Author

Craig Elias is **the man behind the modern revolution in sales strategies**. For almost 20 years, Craig Elias has been a top sales person at EVERY company that has hired him - including WorldCom where he was named the #1 salesperson within six months of joining the company.

Craig's expertise is highly regarded winning him a **\$1,000,000 prize** in a global "**Billion-Dollar Idea**" pitch contest and coverage on NBC news (twice), in The New York Times, Business 2.0, The Wall Street Journal, and Sales and Marketing magazine. Visit www.ShiftSelling.com to learn about Craig's upcoming sales book "*Shift! How to Push Your Competition Aside and Rise to #1*".

Call (+1.403.874.2998 / 866.744.7904) or email (Craig@ShiftSelling.com) Craig to learn how your or your organization can apply Craig's expertise to **sell more, sooner, and at a higher price**.

Craig Elias, Entrepreneur, Speaker, Advisor, and Sales Guru

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For almost 20 years Craig's insights and strategies have helped him be a top performer at EVERY company that has hired him including WorldCom where he was named the top performer within six months of joining the company.

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

What started as a passion quickly turned into a business for Craig Elias...

Craig's passion is helping start-ups and small businesses compete against larger more established players. It was while conducting sessions for his customers and prospects that he learned that his insights and revolutionary strategies were a ubiquitous solution to the universal problem of sales and could be applied to any product, or any service, in any industry and any geography.

Craig spent much of 2004 and 2005 in San Francisco launching his company InnerSell and recently returned to his hometown of Calgary, Alberta, to be a first-time father. Craig now shares his experiences, original insights, and revolutionary sales and networking strategies with entrepreneurs, business leaders, and sales teams around the world.

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

"Using Craig's strategies we have grown the business by more than 50% from the previous year."

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

"We gained equipment sales almost immediately after we applied Craig's strategies."

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

"The strategies are straightforward and non-intimidating. 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

"I went from closing one sale in twenty to closing two out of three a ten fold increase in my close ratio."

Jess Harding, Independent Consultant - Banff, Alberta

"Craig is an excellent presenter who is both entertaining and informative. He is very knowledgeable about the sales process and this makes him a very credible speaker."

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

"We would, without hesitation, recommend Craig to be the 'go to' person in sales strategies for your company."

Rick Robertson and Charles Clymer, Owners, Micron Filtration Inc. - Calgary, Alberta

"He is very interesting to listen to and a lot of his insights and strategies could relate to almost any business."

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

"He gets the audience involved enabling them to assimilate the information for their own situation."

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



Speaking Topics

- ◆ 'Event Based Selling' SM
- ◆ How to Find, Create, & Be First with Buyers in the 'Window of Dissatisfaction' SM
- ◆ Become a Buyer's 'Emotional Favorite' SM and Get Them to Buy from YOU
- ◆ 'First Call Effectiveness' SM
- ◆ Be First: How to Rise to #1 in Sales and Stay There!
- ◆ Overcoming the Top Three Sales Killers
- ◆ Networking Is DEAD: How to Go Beyond Networking for Sales Success

Previous Engagements

- ◆ Canadian Professional Sales Association (CPSA)
- ◆ Computer and Technology Showcase
- ◆ High Tech Women's Network
- ◆ The Alternative Board (TAB)
- ◆ Canadian Information Processing Society (CIPS)
- ◆ Executive Women International
- ◆ Sales Start at the Top
- ◆ The Virtual Handshake
- ◆ The Dallas Blue Network
- ◆ Ignite Your Business!
- ◆ North American e-Learning Conference