
Problem Solving

September 01, 2004

How to get reps to discuss more than product features

Have salespeople who are talking only product features because they fail to understand or identify solutions for customers? Jenae Rubin, president of Sales Powerhouse, in Fort Lauderdale, Florida, offers three ways to get reps out of the feature-selling rut:

FORCE FACT-FINDING

But don't overwhelm reps with data; force them to discover two or three key hurdles the prospect is facing, then hammer out solutions your product can resolve.

ASK QUESTIONS

Get reps to build a solution-based sale by asking prospects detailed questions about past market experiences, current business position, and professional sticking points, to understand their industry status. Then take that information and help the salesperson formulate a client-specific resolution.

DON'T SEND THEM IN COLD

Although your salesperson is armed with key facts, questions, and a solution, he may revert to the old pitch under pressure. Accompany him on one or two calls and help identify where the solution could have been stronger.

Links referenced within this article

Find this article at:

http://www.managesmarter.com/msg/search/article_display.jsp?vnu_content_id=1000620509

Uncheck the box to remove the list of links referenced in the article.

© 2008 Nielsen Business Media, Inc. All rights reserved.