



INTTRA

Sales Academy

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RJ Learning Group

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**RJ Learning Group
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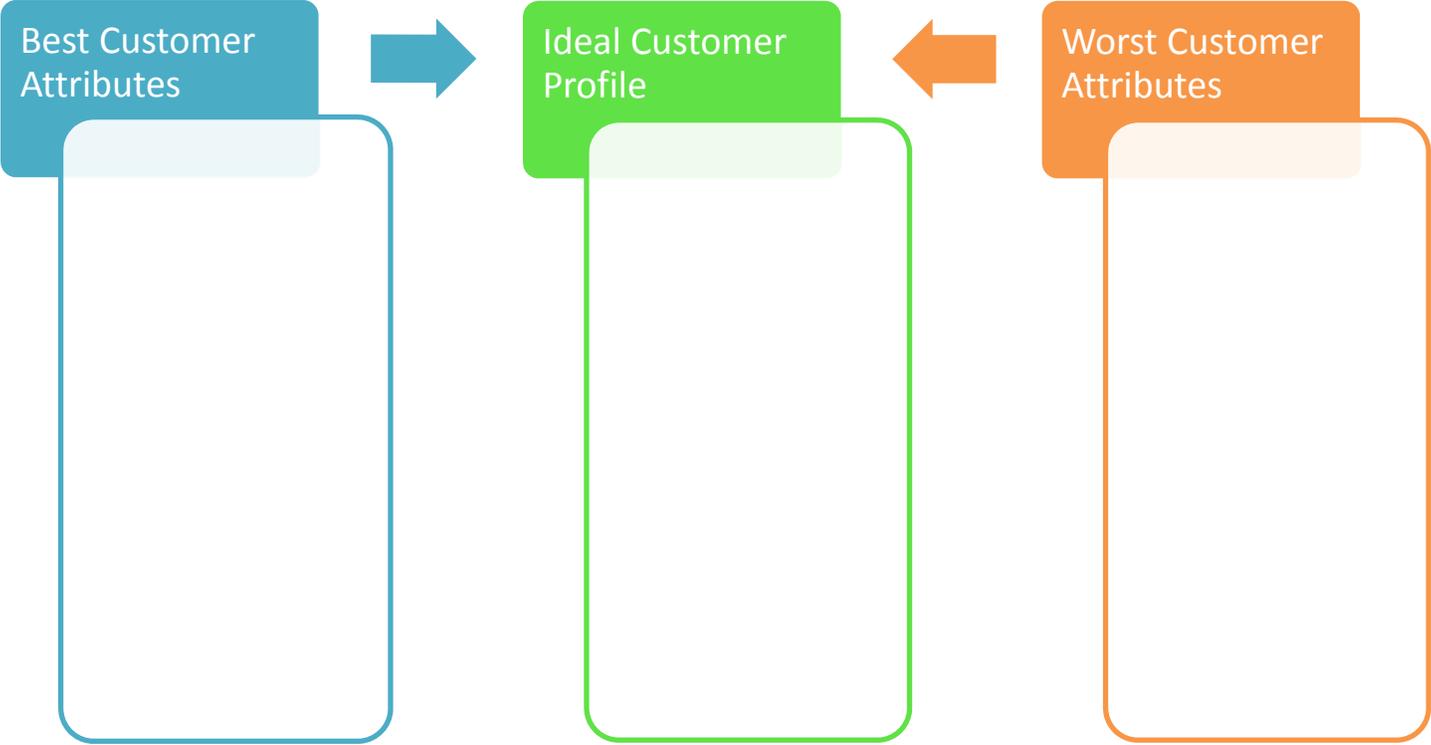
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CUSTOMER ENGAGEMENT PROCESS



NOTES...

IDEAL CUSTOMER PROFILE



MODEL APPROACHABLE PROSPECT (MAP)

The first step in the process is to determine who you want to talk to.

You can no longer just pick up business cards and start dialing – your efforts need to be focused on those prospects who you feel may already have a need for your services, or be worth making contact with.

Your time is valuable, and so is theirs. So do some upfront research to “dis-qualify” those who do not fit your **model approachable prospect**, or “MAP.”

TRAITS OF A MAP

Some traits or attributes of a model prospect may include the:

- Vertical market
- Business requirements
- Commodities shipped
- Prior experience
- Level of buyer engaged
- Revenue
- Volume
- Relationship



Remember—the more you know about your customers, the more credible you are.

STEP 1—DO YOUR RESEARCH

1. BUYER'S ISSUES/CHALLENGES

- Trends
- Changes/trigger events
- Goals/objectives

2. POSSIBLE PRODUCT BENEFITS

- Effect on their business
- Help to reach goals/objectives
- Local...global?

3. POSSIBLE OUTCOMES

- Case studies
- Success stories
- Typical industry applications

STEP 2—IDENTIFY AN ISSUE

Based on your research and knowledge of their industry and organization, what are some typical issues/challenges they may be facing? This needs to be specific to your prospect.

Explain the reason for your call. Be succinct enough for a voicemail, email, or elevator ride.

“I UNDERSTAND THAT CLOTHING MANUFACTURERS SUCH AS XYZ APPAREL ARE FINDING IT MORE DIFFICULT TO MEET THE DEMANDS OF LARGER CUSTOMERS, WHICH CAN OFTEN ADD ADDITIONAL COSTS TO YOUR FINAL PRODUCTS.”

STEP 3—IDENTIFY A BENEFIT

In your experience, what has worked in the past to solve the challenges you've identified? Build your research by asking others in your organization for case studies, or examples of solutions which have helped customers be more effective in running their business by using your services and solutions.

"INTTRA HAS HELPED SEVERAL APPAREL ORGANIZATIONS TO BETTER MANAGE THEIR BOOKING PROCESS BY CREATING PARTNERSHIPS AND BUSINESS PROCESSES WITH SEVERAL OF YOUR CARRIERS."

STEP 4—IDENTIFY AN OUTCOME

What positive business results have been obtained by other customers within this vertical market by the use of your services? Be specific. Name the measurable result and describe the impact or value.

"FUN DAY BEACHWEAR HAS LOWERED THEIR TRANSPORTATION COSTS WHILE INCREASING THEIR SALES AT SEVERAL COSTCO LOCATIONS BECAUSE THEY HAVE BETTER INVENTORY CONTROL USING A STREAMLINED BOOKING PROCESS."

CREATING AN IBO STATEMENT

An IBO (Issues, Benefits, Outcomes) statement should:

- Identify a business issue
- Identify a benefit
- Identify a measurable outcome

Prospect/Customer:

Issues:

Benefits:

Outcomes:

Put it together:

MODULE 4—KEY POINTS

- **Are you selling to become a business partner—or selling a commodity?**
- **Value is personal**
 - Dictated by role
 - Driven by challenges
 - Not what's on the brochure
- **Use a strong value statement**
 - Leverage your knowledge and experience
 - Start from a position of strength
 - Cold call, start the call, confirm a call

CONDITION OR DIAGNOSIS QUESTIONS

Condition questions are used to determine facts about the prospect's current or existing situation. These questions uncover and provide information that is necessary, but not critical to the sale. More often, these types of questions help you to ascertain where problems may exist within the prospect's operation. Often they are couched in a "journalistic approach" including: ***who, what, when, where, why, and how.***

EXAMPLES

- How are you tracing that now?
- Tell me about your organization.
- Can you expand on your job responsibilities?
- What changes have you seen in the last year or so?
- What kind of system are you using for that?
- How many people do you have in transportation?
- How long have you been doing it this way?
- What are your transit times on that?
- Who are your major shippers?
- What kind of response are you getting?

RESEARCH INDICATES THAT CONDITION OR DIAGNOSIS QUESTIONS:

- Let the buyer know you are concerned and want to understand the situation
- Are important in building trust and empathy
- Assist you in moving to the next step of exploring organizational needs, concerns, "pain"

CONCERN OR PROBLEM QUESTIONS

Concern questions take the questioning process to the next level. You ask about areas in need of improvement, or problems with the current transit protocol.

In this phase of selling, you are trying to understand needs that will lead to the final step that focuses on the manifestation of this “pain” in the organization—but, first things first.

EXAMPLES

- What concerns do you have about your current process?
- What would you like to improve?
- What is impacting your ability to reduce costs?
- What problems are you having that you’d like to solve?
- What are your priorities for improving things here?
- What are your needs or concerns?
- What’s not working as well as you’d like?

RESEARCH INDICATES THAT PROBLEM OR CONCERN QUESTIONS:

- Provide you with unrealized needs—a starting point in need satisfaction selling and relationship building
- Are important in prioritizing the buyer’s focus
- Can be expressed as “desired improvement areas” or “areas that are deficient”—either way, you have areas for development
- Focus the buyer on what they want to fix, accomplish, or avoid

CONSEQUENCE OR IMPACT QUESTIONS

The next, logical step in the strategic questioning process is to explore how the problem is impacting the organization. There are several examples of organizational impact questions, and most “track” on the basis of information the prospect may have provided in the diagnosis phase.

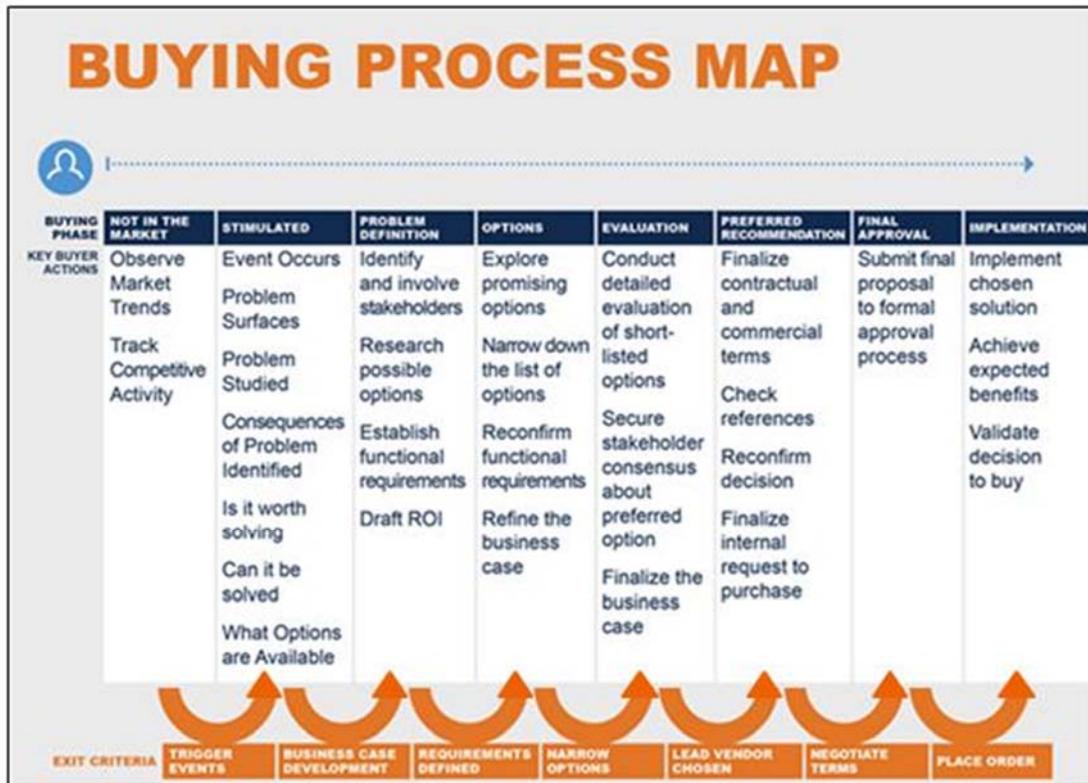
EXAMPLES

- What effect does that have on your overall costs?
- How does all of your manual processing effect costs?
- Does your limited visibility effect your customer relationships?
- What’s the impact if your data is less than accurate?
- Are you satisfied with your department’s processing time?
- Are these processing delays impacting your competitive position?
- Is that turnaround time acceptable—or too long—for your operations group?

RESEARCH INDICATES THAT CONSEQUENCE OR IMPACT QUESTIONS:

- Are used to picture the “domino effect” of pain in the organization
- Are asked by more experienced salespersons
- Earn you the “right” to continue
- Confirm the critical nature of the problem (from latent needs to explicit needs)
- Create a sense of urgency with the buyer—and a willingness to change

ARE YOU ALIGNED WITH THE BUYING PROCESS?



**Sales Benchmark Index (SBI)*

WHAT QUESTIONS SHOULD I ASK?