

Present Only To Decision-Makers

By Mike Stewart, CSP



Way too many salespeople just can't wait to start talking and tell their story. This is good because it shows their enthusiasm and belief in themselves and their offering. On the other hand, it's not good because they often use up irreplaceable time and precious energy telling the wrong story to the wrong people.

Qualify your prospect as someone who is worth your time and energy. A qualified prospect meets these three criteria:

- Need for your offering
- Means to pay for your offering in money, or some activity
- Authority to say Yes to your offering

*Avoid getting involved with a person
who can only say 'No'.*

The ultimate prospect, therefore, is the economic buyer who has the final Green Light authority to say yes and make the deal happen. Many professionals say you are wasting your time if you are talking to anyone other than the economic buyer. However, I disagree because the support of other decision-makers is often required to get in front of the economic buyer.

Other buyers have need, means and authority as well as the economic buyer. Those who actually use your product or service (user buyers) need what you are selling. They have the authority to support and recommend you, and the means to communicate with and influence the economic buyer. So, too, do other trusted advisors who may influence the final economic buying decision. Even assistants and gatekeepers have the need to help their bosses make good decisions and the means and authority to get you in front of the user and economic decision-makers.

Don't show up and throw up!

Discovery is the heart of the sale and the best way to understand the need, means and authority of everyone you meet on the way to the economic buyer is to ask questions. Find out what is important to each person and how they support the decision-making process. Once you know this, then you know what to present in order to get to the heart of the matter in the least amount of time and insure the cooperation of every person you talk to.

Gear your presentation to your prospect at each level of the

decision-making hierarchy by focusing on the benefits that are important at that particular position. For user buyers, the features and advantages of the product or service will be of interest, but the benefits may be different than the benefit the economic buyer seeks. For example, the user may want more successful efficacy trials, while to the economic buyer this may translate into greater market share.

Be clear on your objective before you begin your presentation. For everyone other than the economic buyer, this translates into answering this simple question, "How can this person help me move the buying decision along?"

Make the goal as clear, as simple, and direct as possible.

- Kraig Kramer

For more sales standards to help you get the results you want see Mike's [workbook](#) "24 Karat Sales Standards: Two Dozen Gold Nuggets To Help You Sell More New Business" Download immediately over the internet via email. Only \$4.97 [Click Here](#)

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