

Winning Complex Sales Virtually – *How it Works*

A Prime Resource Group article.

This quickly transitioning business world is forcing companies to reconsider how they engage with prospective customers, capture new business, and accurately forecast predictable and profitable growth.

Conducting business and building relationships virtually is not a barrier, it is a great opportunity. It's not slowing progress—it is accelerating progress.

Are you and your team confidently transitioning to a more efficient and effective way of communicating with your customers?

The key is to understand how the pressure of change affects how we think about risk and allows us to unlock new opportunities.

Does this present new challenges for client acquisition?

For many, it is not about the past, but instead, it is moving forward with innovative ideas to build a solid bridge between the high-value solutions their companies can provide and the challenges their customers should be solving.

Whether meetings take place in the customer's office or online in a face-to-face conversation from your anywhere office, the fundamental questions that need to be answered to win complex deals remain the same:

- How will I connect to senior leadership with the performance issues I can address?
- How will I ensure leadership recognizes the impact of no change?

- How will I create alignment and confidence across the customer's team to invest in our solution?

The landscape of doing business has certainly changed. Most customers no longer expect sales professionals to get on a plane to meet for exploratory conversations.

How you interface with executives or key individuals does not matter – what they want is information that is immediately relevant to the challenges they are facing. They need to more clearly understand the costs and risks associated with not addressing these challenges. This can be done exceptionally well through online diagnostic conversations, bringing new efficiencies to both buyers and sellers, and lower costs of sales for solution providers.

Diagnostic expertise enables us to help customers more clearly recognize, analyze, and understand the causes and consequences of their situation. These conversations are fact-finding missions. The focus is on the physical symptoms – the customer's reality – rather than what the customer believes the solution to be.

Equally important, the diagnostic process allows you to shift the emphasis of your conversations with customers from your solutions to their situations. The goal is to raise the customer's awareness of the problems they are experiencing.

This shift differentiates you from competitors, creates significant learning for the customer, and builds exceptional credibility.

I am sure you will agree that establishing credibility is one of the most critical elements in opening customer relationships.

During initial conversations, customers must immediately perceive you as a credible and trustworthy resource who understands the challenges they are experiencing. It stands to reason that if you understand and can increase their understanding of the issues, you and your team will gain the exceptional credibility which leads the customer to select you as the partner who can solve their challenges. It does not matter if you are speaking across a table or across continents, the fundamentals do not change.

Expected credibility is what you know about your business and your solution, but exceptional credibility is what you know about your customer, their individual job responsibilities, business objectives, performance, and their company's unique challenges.

The best way to develop exceptional credibility is through diligent preparation before you reach out. Your goal is to build a compelling Value Hypothesis (not a generic presentation) and follow through with thought-provoking and decisive diagnostic questions. These questions will expand your customer's thinking about their unique situation. Unfortunately, most salespeople prepare very little, ask too few or even insulting questions, and seldom ask the thought-provoking questions that open

conversations and drive quality decisions.

Are in-office meetings with your customers still important?

In some cases yes, but in all cases it is important to continue to build and maintain strong executive relationships by conducting business review meetings to manage expectations, answer questions that arise during the implementation, and communicate the specific value as it is being delivered to their company. These meetings help to uncover new opportunities where additional value can be achieved and, most importantly, secure the long-term relationships built on integrity and trust.

Winning complex deals virtually works and is proven to work exceptionally well.

Sales organizations cannot afford to wait it out and do business as it was done in the past. They need to position their companies for growth and be in front of the next surge in global economies.

Step out from traditional selling approaches that are falling short in this complex and quickly transitioning marketplace. Be prepared and connect virtually, establish relevancy, credibility, and trust with executives, and you will win more business and significant profitable growth for both your organization and the customers you serve.

Prime Resource Group can help you and your organization clearly define and connect your high-value solutions and advance competencies to the next levels of professional development.

The *Diagnostic Business Development*® methodology and *Mastering the Complex Sale*® processes allow your company to advance more rapidly and more cost-effectively than ever before.

For strategy, process and execution of complex sales, contact Prime Resource Group at +1-763-473-7529 or see us at primeresource.com.

Winning Complex Sales in Today's Virtual World

Complimentary webcast with Jeff Thull – recorded session now available

In this **one-hour complimentary webcast**, Jeff Thull showed what is required to win exceptional business from the comfort of your home or anywhere office.

Doing business in quickly transitioning global markets is requiring professionals to adapt to new ways of connecting with their customers, leveraging their valuable solutions with new opportunities, and expanding market share.

What is not changing?

- Buyers are still averse to change and the costs and risks associated with change
- Decisions to invest in complex solutions are made by multiple people at higher levels
- Commoditization of your high-value solutions remains a constant challenge

What can you do?

- Learn how to get effective appointments with the right people
- Connect your solution to your customers' unique business situations
- Gain insight into winning more sales virtually, clearly, efficiently, and profitably

Join Jeff Thull as he shares valuable information that has propelled thousands of professionals to achieve extraordinary sales results.

If you are doing business as usual and prospering in these extraordinary economic times, or if you are feeling the pressures of uncertainty and struggling to advance, join this complimentary, one-hour webcast. Jeff Thull will share information that will help you achieve a significant competitive advantage.

Watch it today. Win more business and enjoy more profitable results.

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