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UPSELLING VIA SOLUTION SELLING

EBOOK

Upselling starts with good communication

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TOPICS

WHAT IS SOLUTION SELLING?

If you had to guess the percentage of people who trust salespeople, what would your guess be? According to research completed by HubSpot, only 3 percent of people trust sales representatives. Sales representatives will not stand a chance of changing these numbers if they only deliver a sales\pitch that only shows prospective buyers, they \just care about increasing their revenue stream instead of finding a solution that will solve their problems.

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*To rectify this statistic try the solution selling process

If you want to have a chance at altering this statistic, what can you do? We suggest trying the solution selling process. When you can present an answer to an issue or problem, instead of just trying to elevate your product, you will gain new customers and keep them interested and satisfied.

The solution selling process is about selling solutions to customers that will help them master a problem. A solution selling process is not the same as the traditional selling process because it does more than push a service or product. In the solution selling process, the sales rep places more attention on the problem or issue that a customer is having. During this process, the sales representative will suggest similar products or services that can solve the problem.

THE TRANSITION TO SOLUTION SELLING

How do you usually treat your sales? Do you usually treat them like you would customer service? By looking at sales the same way you see customer service, you will be able to anticipate the needs of your customers. You will also have a better understanding of the types of problems and challenges your customers have daily. In order to use the solution-selling method effectively, everyone who is on your sales team will need to have the skills, experience, and knowledge that is needed to address the problems your customers will have. When you receive leads from your marketing department, you will want to explore each lead for their qualification and act on them accordingly. Once you've done this and gained a strong point-of-contact for the organization, you can begin to discover their pain points.

A prevalent misconception in the sales industry is that the more your clients know, the more likely they will search for new products and services and find a different option.

However, when a customer's knowledge level has increased it will generally result in a higher level of belief and trust in your company and your products.

When you can use your knowledge to teach your customers and clients, you will become a partner they can trust throughout the entire process.

When customers can gain knowledge about their difficult areas or their pain points, you can provide a helpful new solution rather than force a specific product upon them. This also provides an opportunity to walk through the implementation process and set expectations for their upcoming transition. By offering this overview, you will be able to help your customers prepare for potential problems ahead and respond to them accordingly.

The solution-selling process is not a solution that only the sales team can use.
The solution-selling process can be used throughout your entire organization.

If there are any strategies that will hinder your ability to use the solution-selling methodology, we would encourage you to eliminate those strategies. There should be a better way to take everything into consideration and properly evaluate the company, including its structure and the culture of the workplace. We know how difficult this can be, especially if you have enjoyed how everything has gone so far. However, just because you may feel that nothing needs to be fixed, there could still be room for improvement. Therefore, it is important to have open communication.

THE SIX SOLUTION SELLING STEPS

1

PREPARE WITH RESEARCH -

Your first goal is to know who exactly you're dealing with - you need to know who they are and about their line of business. Online resources should aid this process and will help you decode the types of challenges their organization must face. If your company already handles a similar company, you have a model of what issues your product or service may resolve.

2

ASK, ASK AND ASK AGAIN -

Of course, the simplest way of figuring out the pain points and challenges of an organization is to simply ask them. If you approach the conversation with open-ended questions you may get the answers you're looking for while also gaining insight on other problems. When you've discussed one pain point, consider asking about it again - you'd be surprised how much new information you might obtain.

3

LISTEN -

Once you've asked the question, it's time to truly listen to the answer. Great sellers have two ears and one mouth, and their attention and actions should reflect that perspective. When the prospect completes what they're saying, it's critical to respond and repeat what they've said. Not only does this inform the prospect that you care and are indeed listening, but it can help you frame your own mind around their pain points.

4

TEACH -

Since you've been asking the right questions and actively listening to the answers, you should be able to find some opportunities to teach your prospect. You have solutions and products to help them overcome their challenges - inform them from the standpoint of fixing pain points and not from pitching a deal. Your goal isn't to sell them a product so much as it is to solve a problem for them, no matter what!

5

QUALIFY THE PROSPECT -

Remember, qualified prospects have goals, challenges to overcome, a defined timeline, at least the outline of a plan and a budget. If these pieces are in place, you're primed to close the deal. If the prospect is unqualified - don't worry! They absolutely have challenges they face, and by helping them and building a close relationship you'll make them ready for any future sale.

6

CLOSE -

If you did steps 1-5 correctly, closing the deal should be already done.

REPEAT FOR UPSELL OPPORTUNITIES

Once you and your marketing team have invested all that work in finding customers who are willing and able to buy your products, don't let them go. Instead, do your best to become their go-to resource for all related purchases. That doesn't just involve good sales tactics and great products. It requires the technology so you can seamlessly interact with your customers. Make sure your team is enabled to do these three things:

MAKE YOURSELF AVAILABLE

As competition skyrockets, the little details matter. Hiccups in customer service mean the customer won't come back if they can avoid it, and inconvenience can lose you customers forever. So, make sure prospective clients and already paying customers can reach your company 24/7.

This doesn't mean you have to have someone on the phone all day long. It's certainly an option, though. Even though more and more customers (especially younger ones) dislike communicating by phone, it still needs to be a tool in your arsenal. If your company spans multiple time zones, take advantage of that larger coverage.

But modern communication is more than telephones. It's also more than email. Enable your website with chatbots that can handle basic queries quickly and can route complicated questions to the right person. Even if bots can only handle the basics (and they're getting smarter all the time), that cuts down on wait time. You can also use your website as a functional help resource, which doubles as good content marketing, and have video conferencing options for longer negotiations.

EVALUATE INHERITED LEADS

If you're inheriting paying customers, that's a valuable hand-off. That means the market research is already done, you know their likely price range and shopping behavior, and you know what they'll need to buy in the future.

But if you don't have the resources to see the past, the first few months with inherited customers can be rough. Make sure your company's resources go beyond the CRM or inventory details. Centralize all the relevant communications in one place. That includes the old emails between the previous account manager and the customer, any tickets with the customer service department, and even internal communications about the customer.

Using an integrated suite of tools like Microsoft's business software makes it easier to comb through information without skipping over details. Integrated suites also offer better security, so you don't have to worry about holding onto that information safely.

USE AUTOMATIC MESSAGES

Upselling shouldn't be a face-to-face process if it doesn't have to be. For larger sales and more complex clients, personal interaction matters. But, for a lot of your business, there won't be much in the way of negotiations or conversations. So, send that work to AI marketers and sales bots.

Email marketing is a great way to reach thousands of customers without going through them one by one. In fact, with AI-assisted email marketing tools, you can create just the right emails for different groups within your customers, so they receive targeted messaging.

These same tools offer analytics. You can measure the results of your email campaigns to see which customers respond well to the communications, who doesn't interact with them, and who doesn't like them. Good communication is two-way, so don't ignore the feedback.

UPSELLING STARTS WITH GOOD COMMUNICATION, BOTH WITHIN THE COMPANY AND WITH THE CUSTOMERS.