

***This article is one of many available to download from
the Commercial Advantage Training website at www.catllp.com
T: 01788 572 200
F: 0560 3414 068
E: enquiries@catllp.com***

The opinions expressed in this paper are those of the author, who has given Commercial Advantage Training permission to make it publicly and freely available.

In the spirit of that openness, we ask that any copy of this document remains intact, including this page, so that its provenance and distribution credits can be acknowledged.

You are free to use this material for any non-profit-making purpose (subject to any restrictions otherwise noted) as long as this header and any copyright & contact information are included.

Get Matching!

by
Bob Hazell

Benefits, benefits, benefits! It's been drummed into us sales people ever since we started our careers. Why do Sales Managers keep on about it so much?

Probably because benefit selling is still a very important part of what salespeople do. This tip is about why and how to sell benefits!

So, what is a benefit?

Why would we go to a store and buy a 15mm drill? Because we need a 15mm hole! So when we buy a product or service it is only a means to an end. We buy the product or service to achieve what we want to do.

So the first point is that before we can find out what product or service to sell *we must find out what the customer wants done*. Once we find out what that is we can sell the product that meets the criteria *bringing out the benefits that the customer wants*.

We probably have some well-worn statements to bring out the benefits of our product or service. Shall we refresh them? Let's put ourselves into the customers' shoes and get grumpy. Let's say our benefit and then hear our customer say "SO WHAT?" What shall we now say that is more powerful than what we said before?

We need to get to things that *SAVE* money or time before it gets really powerful. But then we must be able to show *HOW* it does it and not just trot out "*which will save you money*".

Why sell benefits?

Imagine we are shown two pens. Both look identical. One is made by ABCPen co. and costs 30 pence. The other is made by XYZPen co. and costs 40p. Given only that information, which would we buy?

Now let's throw some more information in. The ABCPenco pen costs 30 pence and writes for 1 Km. The XYZPenco pen costs 40 pence and writes for 2 Km. Which would we probably buy now?

We'll always buy the cheapest if we can't see the difference

The difference comes from benefits. Another tip here. We must never get into a pricing discussion before we've found out what the customer wants and matched the benefits. The price will never look really good value without benefits.

Only matching benefits help

Let's imagine we're selling a small car like a Fiesta. An elderly person takes a test drive. Would it be likely that "watch how this roars away from the lights" would help us? Now the teenager comes in for a test drive. "Let me show you how gently this goes round corners" might not impress. We've probably not asked the right questions to find out the benefits that they're looking for.

Then there's the issue of having to pay for something that we don't want. If we major on something like satellite navigation when selling a car and the prospective buyer doesn't want it then we might get the question "what's the price of the model without satellite navigation?" If there isn't one, we've shot ourselves in the foot!

We often ask ourselves "Is it worth it?" That's *judgment of value*. We all do it, so for the customer to buy from us they must feel that what we offer is worth the money. So hold matching benefits high, and keep the price to the end of the discussion.

Conclusion

There's a lot more to say about benefits selling than what is included here. We probably know most of what we've read already. However we don't become successful by what we KNOW but by what we DO.

We've got loads of other top tips like this one.

Contact Commercial Advantage Training to get the best in sales training, as well as other training and consultancy to enhance your business.

We will be pleased to visit you without obligation to discuss how we can bring improved results your way.

Email us at enquiries@catllp.com

Telephone 01788 572 200

Fax 0560 3414 068