



Two Questions *You* Must Answer to Win the Sale

Meeting with a prospect seems like a gift when, after a brief discovery phase, they ask you to submit a proposal. From their immediate interest, you are certain you must have the ideal solution for what *they* say they want.

Not so fast. Things are not always as easy as they seem. Success in competitive, complex selling situations hinges on crucial factor many in sales overlook. Winning an opportunity takes more than having a great product or service. A catalyst has sparked a need at their company – and you must discover it, and tailor your solution to meet their personal and business specifications, in order to be successful.

You need to ask two very telling questions:

1. **What is prompting this interest?**

- There is always a catalyst involving a specific business challenge that they want to fix, accomplish or avoid in order to achieve a specific outcome. You must discover it. If you can't articulate the issue they have, you're not ready to close the sale.

2. **Why buy from you?** This second question gets personal and may be tougher to discern. In complex sales, numerous people influence the buying process. Each Buying Influence weighs two factors:

- Does the solution solve the company's challenge
- How does it impact *them* – because the chosen solution always has a personal impact. It may make their job easier, impress a boss, secure a raise or have another side benefit.

Building a trusting relationship with a prospect aids in uncovering these often unspoken motivators prompting interest in your product. Discovering the two-fold “why” behind the sale, and tailoring your solution to address both, increases the likelihood you will turn this prospect into your customer and that you will build a meaningful business relationship over time.

About this Tip

This month's Tip is based on concepts from *Strategic Selling*®. [Contact us](#) for more information to discuss which workshop is the best fit for you or view the [workshop calendar](#) and join us for a program in a city near you.

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