

## Consultative Sales

This is important in a business-to-business sales environment, such as contractors, or big ticket items or services. A free estimate for installing windows, a free hour with a CPA and the 7 point free inspection for your vehicle is another one.

One industrial cleaning contractor, working with huge government and corporate accounts, wanted to expand existing accounts. He offered a 3 hour complimentary consultation, where the top dog. It was portrayed that the pres. After 30 years in the bus. Was tired of unprofessionalism and wanted to promote best industry practices. He went over their operations, how they spec'd the contracts, how they did maintenance. In the process he also met with the maintenance guys, the finance guys on the committee, etc. Next day he came with a written 10 point proposal how to do it better, cheaper, more competitive, etc. No where was there any mention of his services. He stuck to educating them, and showing them things they did not know, and in the process, he built himself as a mentor, we would say a trusted advisor nowadays. He then left the customer, WITHOUT asking for their business. They were usually hooked, plus anyway he now knew what made them tick.

This is the idea behind consultative selling. What it needs it to define a “survey”, an offer that is useful to the customer, where we can get them in a non-threatening environment, where we are not selling. Then we can earn their respect and trust, and learn what makes their needs are. Engineering this sequence is the most professional and important aspect of building a sales system in a B2B environment.

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