



Creating Extraordinary Sales Growth

“During the course of our first year at Behler-Young, the Proposition Selling process accounted for 30 percent of our year-over-year revenue growth.”

Every salesperson has a selling style and a personal comfort zone that is very difficult to change. When your company wants to move to the next level, I highly support the adoption of Proposition Selling.

It all starts with leadership buy-in, understanding, and support. You must strongly endorse, encourage, and explain to your sales team's members that you want to help them enhance their skills so they can create more personal income. Once committed, you must embrace complete and thorough training. The sales team must practice Proposition Selling regularly.

Proposition Selling is a longer sales process that produces larger results. You train, follow up regularly, share successes and failures with the entire team for learning purposes, and be patient. Your team will quickly differentiate itself from the competition and be perceived as more professional in the role of consultant or problem solver.”

— Joe Kelly, VP Sales & Marketing, Behler-Young

PROPOSITION SELLING TEACHES YOUR SALES PEOPLE TO CHANGE THEIR APPROACH TO SELLING.

Proposition Selling teaches sales people to think about their territories and their customers in different ways and offers a new way for them to change their approach to selling. The result is that they learn to grow their individual territories, which in turn, **grows** your business.



The typical company that does business-to-business selling is a *product selling* organization. The company's management team work together to market products that they believe will meet the needs of their customers. They develop supporting tools such as literature, pricing, marketing programs, etc. which they will then turn over to the sales force. The sales force is expected to take these products and support tools to the customers and they usually do just that: they demonstrate the product's features/benefits, and then ask customers to give them an order. The focus is simply on the products and moving these products to market and that produces *product selling*.

Proposition Selling doesn't replace product selling, but it simply goes beyond it.

Ultimately, we still need to get the product sold. Proposition Selling increases the focus on the **customer** and goes something like this:

"My company has excellent products as well as a broad range of business tools, including training and technical support, marketing support, cost analysis, cost reduction programs, customized buying programs, and other resources. My job is to understand your business so I can use these tools to help you be more profitable and at the same time, help my company earn more of your business."

The logic behind Proposition Selling.

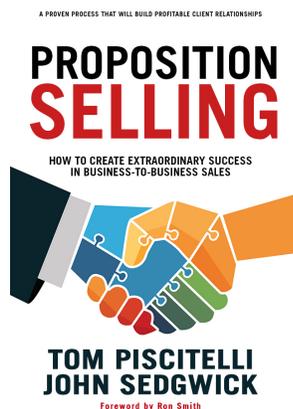
- Salespeople are expected to grow their own territories.
- Only a limited number of customers in a territory are capable of providing significant sales growth.
- It's not sufficient to be a "better" salesperson. We need to be "different" sales people.
- No salesperson can know as much about the customer's business as the customer does.
- Most (but not all) businesses today want to have more strategic relationships with suppliers.



PROPOSITION SELLING IS A SPECIFIC SKILLSET.

Proposition Selling teaches salespeople how to do four things.

1. Proposition Selling teaches salespeople to move beyond products and think in terms of offerings or propositions. So, instead of saying, “I have this product at this price” think of it as, “My company offers products backed up by inventory, delivery, technical knowledge, marketing and sales support, and creative business ideas to help you grow, and it's my job to coordinate all of these things in the best way to help you and your business be successful.”
2. Proposition Selling teaches salespeople to call on every new account in a way that shows customers that you stand apart from your competition and are capable of being a potential business partner far into the future.
3. Proposition Selling teaches salespeople how to work with key accounts to solidify relationships and identify future growth opportunities.
4. Proposition Selling teaches salespeople to do a territory analysis, identify the best growth opportunities, approach that target account, and eventually ask for and close that new business opportunity.



“Tom and John built the foundation for our company's approach to sales, which has been very successful for us. Their methods will boost your sales, and lead to mutually profitable, long-term customer relationships. They show you how to understand your customers and deliver value. Escape the fruitless lowest-price sales death spiral by following their advice.”

Charlie Walters, CEO, Gensco Inc.