

# LocalMedia association

## “Sell Smart: When Solution Selling Fails”

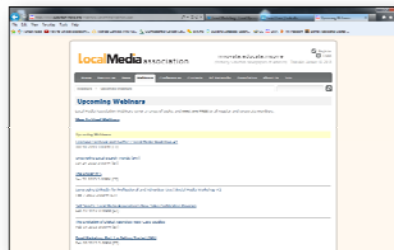


Presented by Peter Conti and Amie Stein of LMA  
#sellsmart



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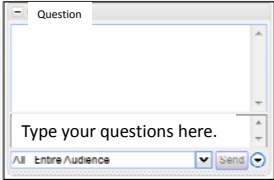
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Have a question? Use the Question box.




The image shows a screenshot of a 'Question' dialog box. It has a title bar that says 'Question'. Below the title bar is a large text input field. At the bottom of the dialog box, there is a dropdown menu set to 'All Entire Audience' and a 'Send' button.

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## Survey



The image shows a 3D-style illustration of a survey control panel. It features three smiley faces: a blue happy face, a grey neutral face, and a red sad face. Below the faces are three buttons: a blue button, a grey button, and a red button, each corresponding to the face above it.

## Video and PowerPoint

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“Sell Smart: When Solution Selling  
Fails”



WEBINAR



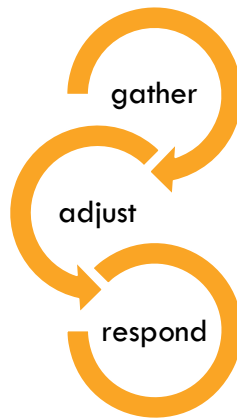
## Sell Smart: When Solution Selling Fails



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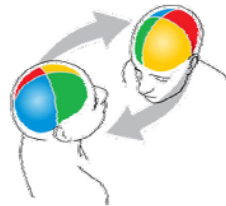


## Adaptive Selling



## Adaptive Selling

- Collecting information
- Developing a sales strategy
- Transmitting messages to implement
- Evaluation of the impact
- Make adjustments

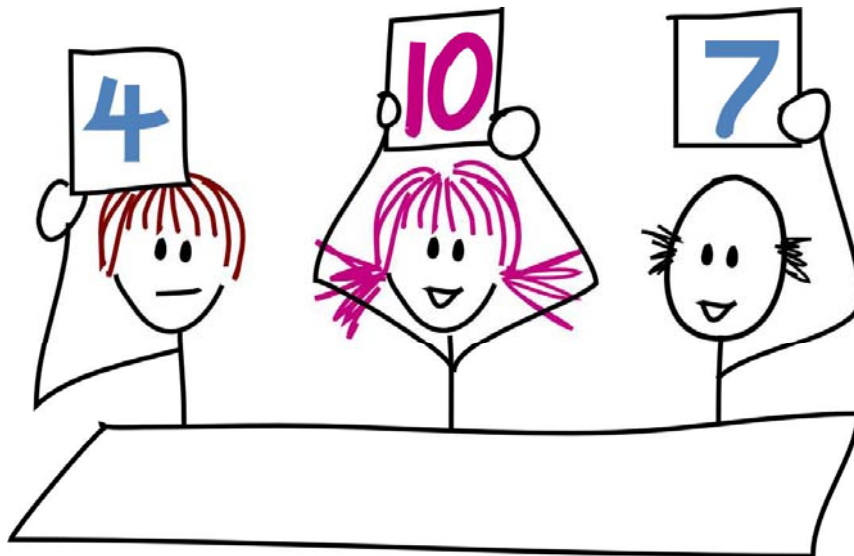


## Adaptive Styles

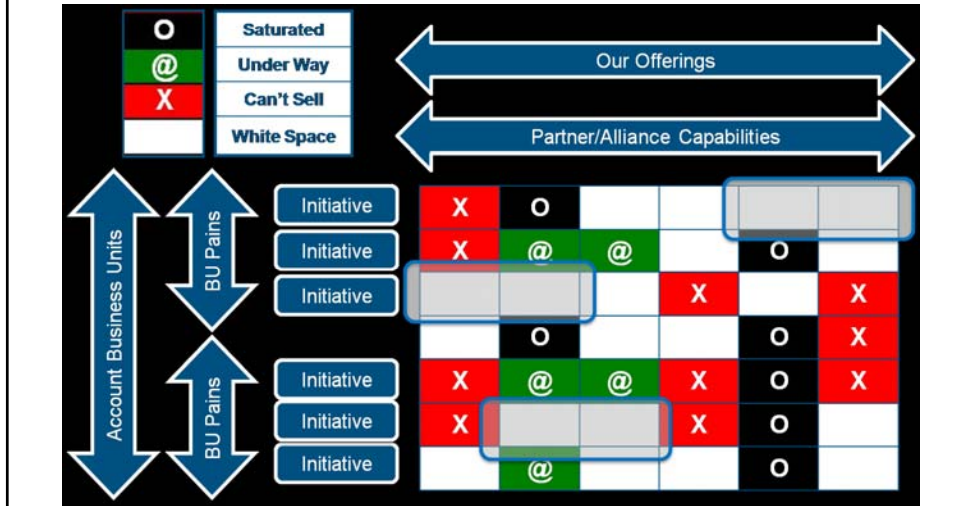
- **Solution Selling**  
(needs analysis)



- **In-Sight Selling**  
(provocation-based)



## What is solution selling?



## What is insight selling?



## Control the Sale



## 1. The type of business to target

### Solution Selling

- Companies that have a clear marketing vision and established demands



### Insight Selling

- Flexible businesses that have new demands or are in change



## 2. Your pre-call feedback

### Solution Selling

- What need is the customer seeking to address?



### Insight Selling

- What unrecognized need does the advertiser have?



## 3. When to participate

### Solution Selling

- After the advertiser has identified a problem



### Insight Selling

- Before the advertiser has identified a problem

## 4. How to begin the dialogue

### Solution Selling

- Ask questions and look for the “hook” for your products and services



### Insight Selling

- Offer provocative insights about what the advertiser should do



## 5. How to direct the flow

### Solution Selling

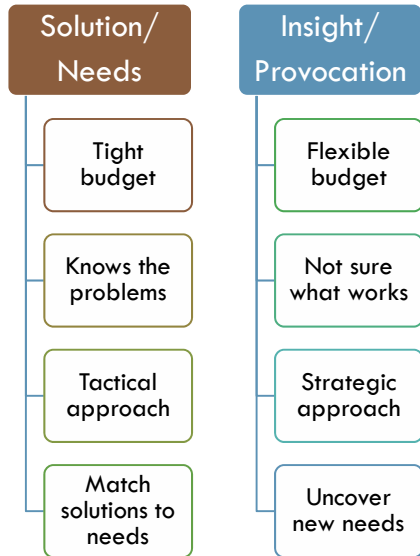
- Ask questions so your advertiser can guide you through their buy

### Insight Selling

- Coach the advertiser about how to buy and guide them throughout



## Sales-Style Positioning



## Insight Selling



## Adaptive Styles

- **Solution Selling**  
(needs analysis)



- **In-Sight Selling**  
(provocation-based)



## Sales Call Checklist



## Checklist: Preparation Prior to Meeting

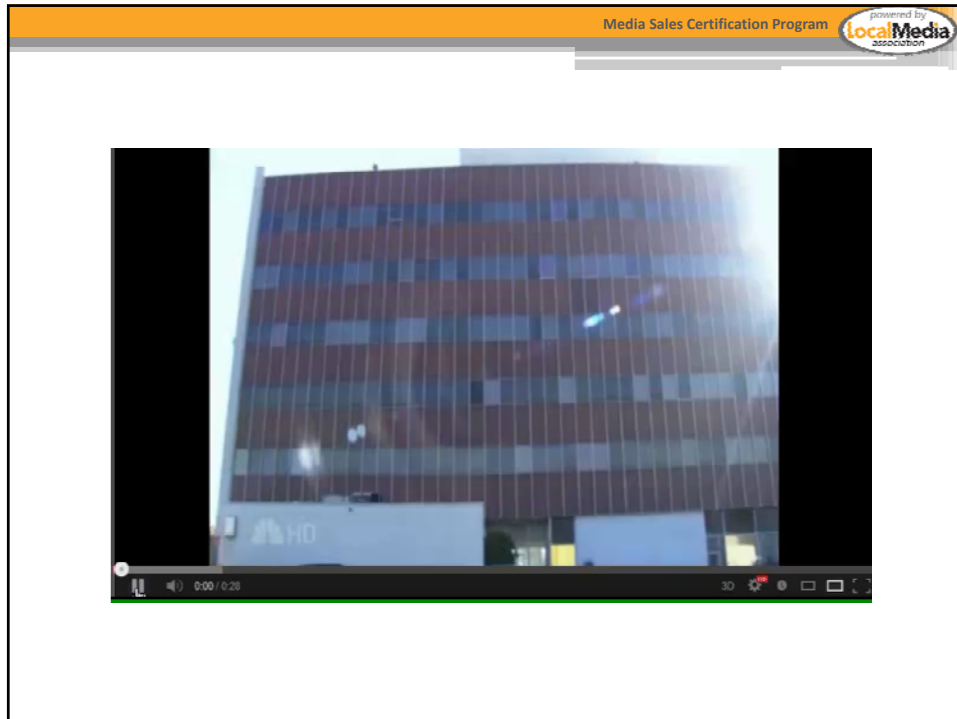
1. Have you researched the Web for all the information about the business?
2. Have you researched the prospect's competition?
3. Have you researched the background of the person you will be meeting with?
4. Have you outlined an agenda for yourself?
5. Have you looked up data and ad spending figures about the business?
6. Have you prepared some provocative insights about the business?



## Checklist: Preparation Prior to Meeting

In addition to the previous items on your checklist; you should be mentally prepared to adjust the style of your meeting based on the personality type of the individual you are meeting with:

Everyone has a different style of preparing for the unique situation you will be walking into.



## Personality Types:

### How to determine & adapt your approach.

Whether walking into an **Insight** or **Solutions** selling situation you will certainly encounter clients demonstrating a variety of personality types.

#### Why do Personality Types matter during this part of the sales process?

- Provides direction as to how you will start to establishing rapport and gain credibility.
- Help to determine how to keep your meeting on course and ensure you leave with appropriate information and data.
- Gives you indication as to what is important to communicate when you return with a solution or recommendation.

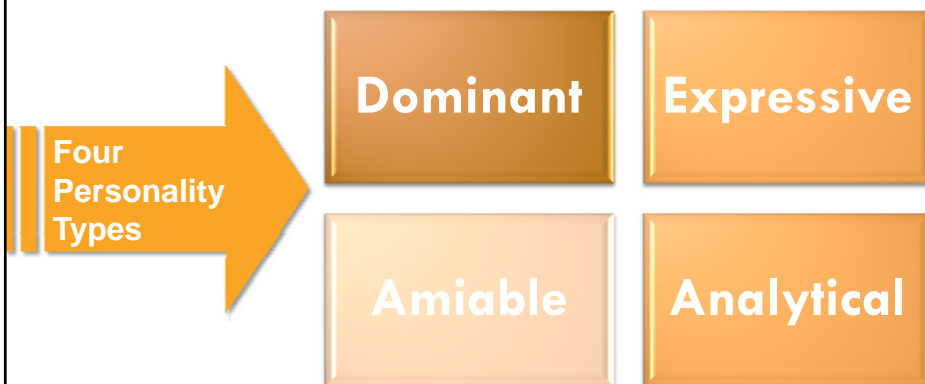
## Personality Types:

How to determine & adapt your approach.



## Personality Types:

How to determine & adapt your approach.



## Personality Types: How to determine & adapt your approach.

### Dominant: Meet Dwight



- Will want to know exactly what you or your product “do”
- Know what they want and how to get there!
- Communicates quickly, gets to the point
- Sometimes tactless and shows little emotion
- Hardworking, high energy
- Do not shy away from conflict and can be abrupt
- Focused on objectives and measure by accomplishments

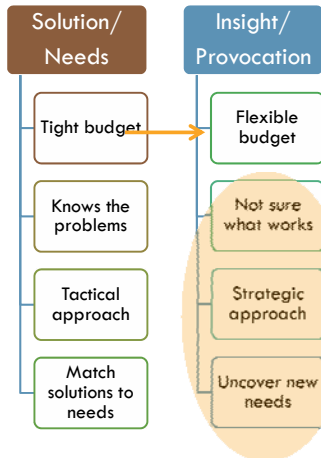
## Personality Types: How to determine & adapt your approach



- Be considerate of their time, open the meeting relatively quickly and tell them you are there to gather information to “further” their success.
- Determine how you will establish credibility early on. Preparation and due diligence are critical for establishing rapport.
- May be “forced” into divulging information about your platforms; be prepared to handle this by giving some high-level information regarding your products.
- Make sure to know about any previous experiences with your company and be armed with solutions to talk through any pre-existing issues.

## Personality Types:

### How to determine & adapt your approach



The Dominant can be an “ends justify the means” type of person. You may be able to move them from a “tight budget” to a “flexible budget” easier than with other personalities if you’re able to clearly demonstrate the potential for ROI.

Do not mistake the dominant personality for “knowing everything” or having a firm grip on the problems. They are often big picture and can be frustrated that they do not have a solution and will respect uncovering “opportunity”.

## Personality Types:

### How to determine & adapt your approach.

#### Expressive: Meet Michael & Andy




- Natural salesperson or story-teller
- Warm and enthusiastic – driven by emotion
- Good motivators, communicators
- Can tend to exaggerate, leave out facts and details
- Sometimes prefer to talk about things rather than do them.
- Can be competitive and want to know what others are doing
- Like to be unique

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## Personality Types:

### How to determine & adapt your approach




- An “expressive” meeting can take longer than anticipated. Be prepared for bringing the meeting back on point – several times so that you leave with actionable information.
- Relationship building is critical – the expressive is a stereotypical extrovert and will be most likely to connect or want to connect with you on a “social” level.
- Including testimonials in your meeting will be of specific interest to the expressive since they like to know what others are doing.
- Be aware that previous success or failures may be exaggerated; try to get black and white details to access.

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## Personality Types:

### How to determine & adapt your approach



Solution/ Needs	Insight/ Provocation
Tight budget	Flexible budget
Knows the problems	Not sure what works
Tactical approach	Strategic approach
Match solutions to needs	Uncover new needs

The expressive will be most likely to move from a tight to flexible budget if you get them excited about an idea. If they are not the true decision maker, beware, their authority to truly make this move may be limited.

While a broad strategy will be the “hook” for an expressive, it may serve you best to tie the strategy to very defined tactics to keep them on track and take action.

## Personality Types: How to determine & adapt your approach.



### Amiable: Meet Pam

- Driven by kindness
- Try to avoid conflict
- Can blend into any situation well
- Highly sensitive and emotional
- Can be quiet and soft-spoken/introverted
- Don't necessarily care for cold-hard facts
- May have issues with being able to trust
- Like to be "part" of something

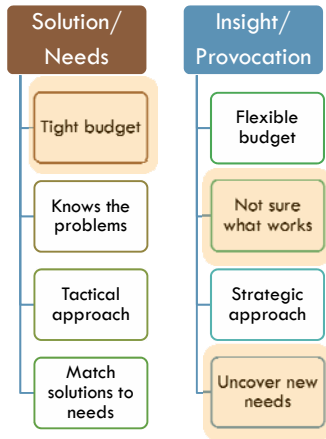
## Personality Types: How to determine & adapt your approach



- An amiable may be less forthcoming with information before they get to know you as they may be concerned with what you are going to "do" with it..
- Make sure to have open-ended questions prepared as it will be most difficult to get information openly from an amiable.
- You may be prepared to guide them through ascertaining certain critical business information as they aren't generally deeply connected to data or details. Provide suggestions for measurable goals and ways to set benchmarks.
- Start to build trust by clarifying why you are asking specific questions and let them know what others in the industry are doing.

## Personality Types:

### How to determine & adapt your approach



It may be most difficult to move a budget from fixed to flexible with an amiable as they will need proof that a solution will work.

This personality will want to know exactly why they should buy your product, begin addressing this in the needs analysis phase by attributing success stories to building solid solution-based strategies.

Amiables are very open to suggestions and advice and will be most comfortable letting you uncover needs and provide potential solutions.

## Personality Types:

### How to determine & adapt your approach.

#### Analytical: Meet Angela

- Highly detail oriented people - driven by numbers
- Difficult time making decisions w/o ALL of the facts
- Tend to be highly critical people
- Can tend to be pessimistic in nature
- Very perceptive
- Make great accountants, engineers, researchers



## Personality Types:

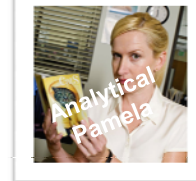
How to determine & adapt your approach.

**Analytical:** Meet Angela    **Analytical:** Not Kevin



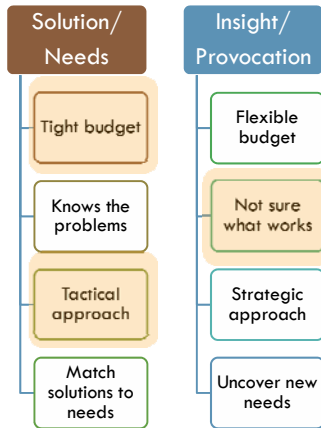
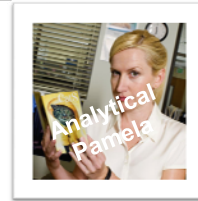
## Personality Types:

How to determine & adapt your approach



- It may be most difficult to achieve rapport with an analytic.. they are instinctively critical and may be weary of your “salesmanship”.
- This personality type will have their pulse most closely on statistics with which you can build measurable goals. They will also expect data in return and aren't so much interested in “story-like” answers from you.
- The analytic may begin throwing objections most early on during the sales process. Be prepared to give solid answers to their questions – if you don't have an answer, be prompt in finding and follow-up.
- Analytics take making decisions very seriously, be very clear in the purpose of your follow-up meeting and provide them with the comfort of knowing you will be returning with data to support a recommendation.

## Personality Types: How to determine & adapt your approach



It will be very important to connect ROI tracking to an analytic's budget with an agreed upon mechanism for measuring, most likely before you gain a flexible budget.

This personality will want to know exactly how your products will work. Assure them you will dig deeper into that during your next visit.

Clear, concise tactics supported by data and statistics will be important to establish this relationship and gain agreement.

## Personality Types: How to determine & adapt your approach

Adapting to each of these personality types will help you have a productive meeting as well as plan your approach for the next call...your sales presentation.



## Checklist: Greeting and Introduction

- Make eye contact
- Introduce yourself with a firm handshake and a warm smile
- Offer a greeting unrelated to the business at hand (such as “How is your day going?”)
- Bridge to the business topic smoothly



## Summarize

- Adaptive selling
- Solution selling
- Insight selling
- Meeting the prospect
- Meeting checklist
- Provocative-based statements
- Questions
- Positioning
- Close