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How to sell when clients are reluctant to buying

by Andrzej Nedoma



Introduction

Coronavirus pandemic puts us all in very unique but unfavorable situation. Nobody really knows what to expect in near future and thus clients tend to put on hold all their buying decisions. Winning new sales transactions in these circumstances is more difficult than ever.

How can you deal with it and drive new business to your company?
How can you overcome clients adversity to buying now?

First of all, you have to start with the assumption and understanding of the fact that clients focus now on securing their most important and vital needs. They take only those decisions which they are sure of and which are related to the highest value

for them. There is no space for emotional decisions now. Surely, this is bad news for most of salespeople on the market and among them for your competitors, too. But for you we have good news - below we are presenting how to turn it all to your advantage.

1. Discover client's needs, pain or problems

The most important element is to discover and understand the real problem or need that your client needs to solve. That is key to every sale and it becomes of the utmost importance when clients are afraid to make any buying decisions. More than ever, we can now sell only what responds to client's problem, need or pain. Discovering it is the key element, before we can move forward. This pain or need or goal that client has might be related to, for example: increasing sales, reducing clients churn, reducing internal costs, automating operations, optimizing choice of vendors, introducing business analytics, etc.

Of course you are interested in client's pain or goal which can be addressed by your product or service. If client has none or shares none of them with you, then you virtually have no chances of winning new business. Your price will always be too high and further discussing your service or product will not be client's priority for the moment. So you really need dig for these goals and pains. Almost all clients have them, but it surely requires skills to make clients acknowledge them and share with you.



2. Discover the value

Once you know about client's goal or problems to solve, you need to understand the value of this problem or goal perceived by your client. How much is it worth for him. If it's about growing sales - how much new revenue in USD or EUR? If it is about reducing cost - by how much? If it is about implementing business analytics - why is it important for client's business and what will it change when he gets that? Every goal has its value. And the higher the impact of this pain or goal on the overall client's business or operations the higher the value it is associated with. You will use this value to relate your price to. The higher the value, the lower your cost will see and the higher Return on Investment it will generate for the client. So your price will be justified and seen as OK.

3. Understand client expectations

Then it is about discussing what has been separating your client from solving his problem before, and about what is necessary - in client's opinion - to solve the given problem or satisfy his need. You use this step to prepare for the next one which is presenting your offer. This preparatory phase is very important because in order to keep client's interest you need to be very specific and relevant to his situation.

4.

Agree on key elements needed by client

It is important that you present and discuss with clients these elements of your product or service then will directly contribute to client's reaching his goal and satisfying his need. Not all aspects of your offer are relevant to your client's needs. Typically, most of them are not. But there are always few of those that are of key importance. And those are the ones that win your client's heart, mind and signature. Again, this is an important skill that you have to

apply to “peel” your offer of everything which is less relevant and discover those aspects of your offer that make it perfectly suited and needed for what the client wants to achieve. The more of those you discover, the more your client will feel that your product or service is exactly what he needs to realize his goal or solve a problem. This sets you way ahead of your competitors and constitutes a strong basis on which you can sign the contract.



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5. Focus on solution, not price

When you present your proposal, focus on the solution that you have built together in discussion with your client. Repeat everything you have discovered about client's goal or problem, about the value it represents and its impact on the business. Recall all the key elements of your solution that client acknowledged as highly contributing to solving his problem or satisfying the need. Finally when you present your price, show the Return on Investment from the solution and again relate it to the value it represents for your client.

6. Bring certainty

Do not focus on price. Instead, centralize the discussion on how well you have analyzed client's present situation, his needs, goals or pains and how the expectation towards desired solution are met by your offer with its key elements that contribute to achieving client's goal. At the end, clients wish is to be certain to achieve their goals, and when the value is high, they are ready to pay for high certainty that you bring with your solution.

A portrait of Andrzej Nedoma, a man with dark curly hair, wearing a dark suit jacket over a light blue shirt. He is standing with his arms crossed, looking directly at the camera. The background is a dark, textured blue.

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About the author **Andrzej Nedoma**

CEO and Entrepreneur with 20+ years
of experience in business

Managed a Translation Services company from home-based family business to the position of one of the leading Language Service Providers in Central Europe and executed a successful multi-million exit versus global player

Co-founded an IT company, lead through the early-stage bootstrapping and developed it to attract Venture Capital investment to accelerate company international growth.

Sales and Business coach

Training sales teams and sales managers

Coaching Managers and Company Owners

Advising on strategy, growth and expansion

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www.nedoma.io
info@nedoma.io

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