

Sales Science

for IT Professionals

PeopleSoft.
User Groups



David Newman

The BIG idea...

**How to “sell” your solutions,
ideas, and initiatives
in-house to get buy-in from
stakeholders and make
things happen with technology.**

POP QUIZ:

Salespeople are...

Revolutionize “Sales”



Exhibit A

Selling Your Ideas 101

- **E + M + T = R**

Examination of what you are doing,
Modification of your approach, and
Testing the effectiveness gets you
Results.

Sales Forensics™

- What do you SAY?
- How do you SAY it?
- What do you DO?
- How do you DO it?



Sales Forensics™ TIPS



- **IT Jargon** → **Business Jargon**
(ROI, profit, revenue, productivity, savings, marketing, sales, operations, HR, finance)
- **Tech specs** → **Tangible benefits** (faster, better, cheaper, more, less, %, \$, hrs)
- **Me, me, me** → **You, you, you**
- **If someone doesn't buy your idea...?**

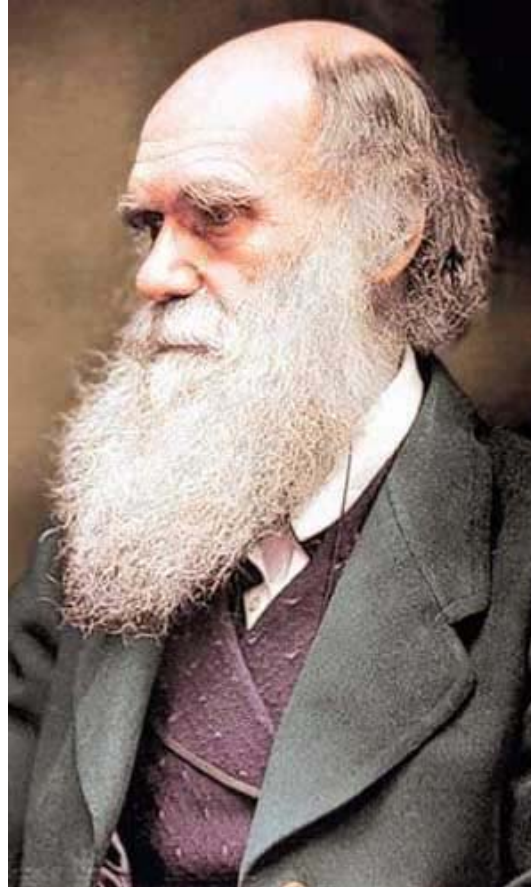
The problem is... US!

IT PROFESSIONAL



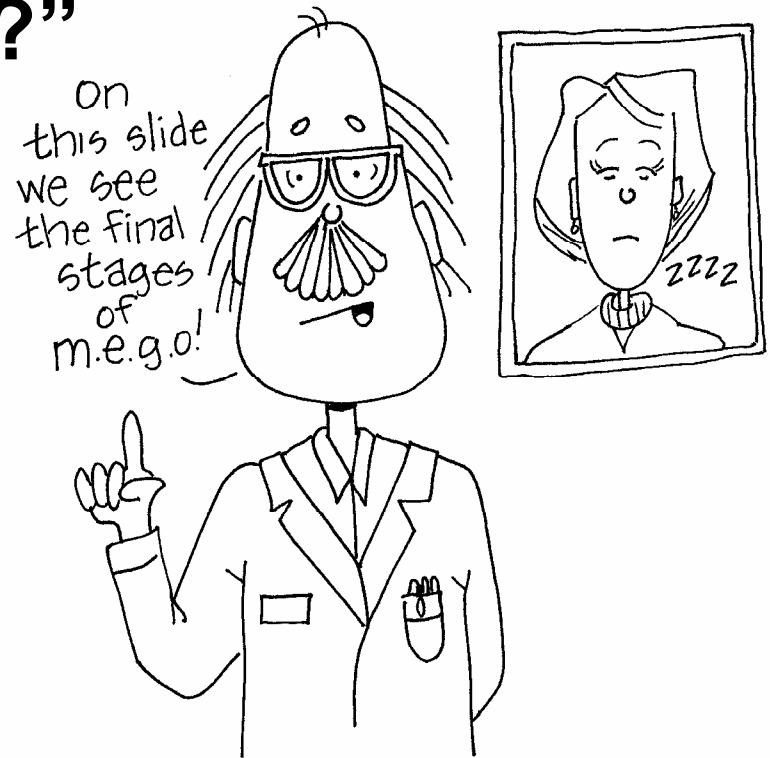
PROFESSIONAL

Sales Biology™

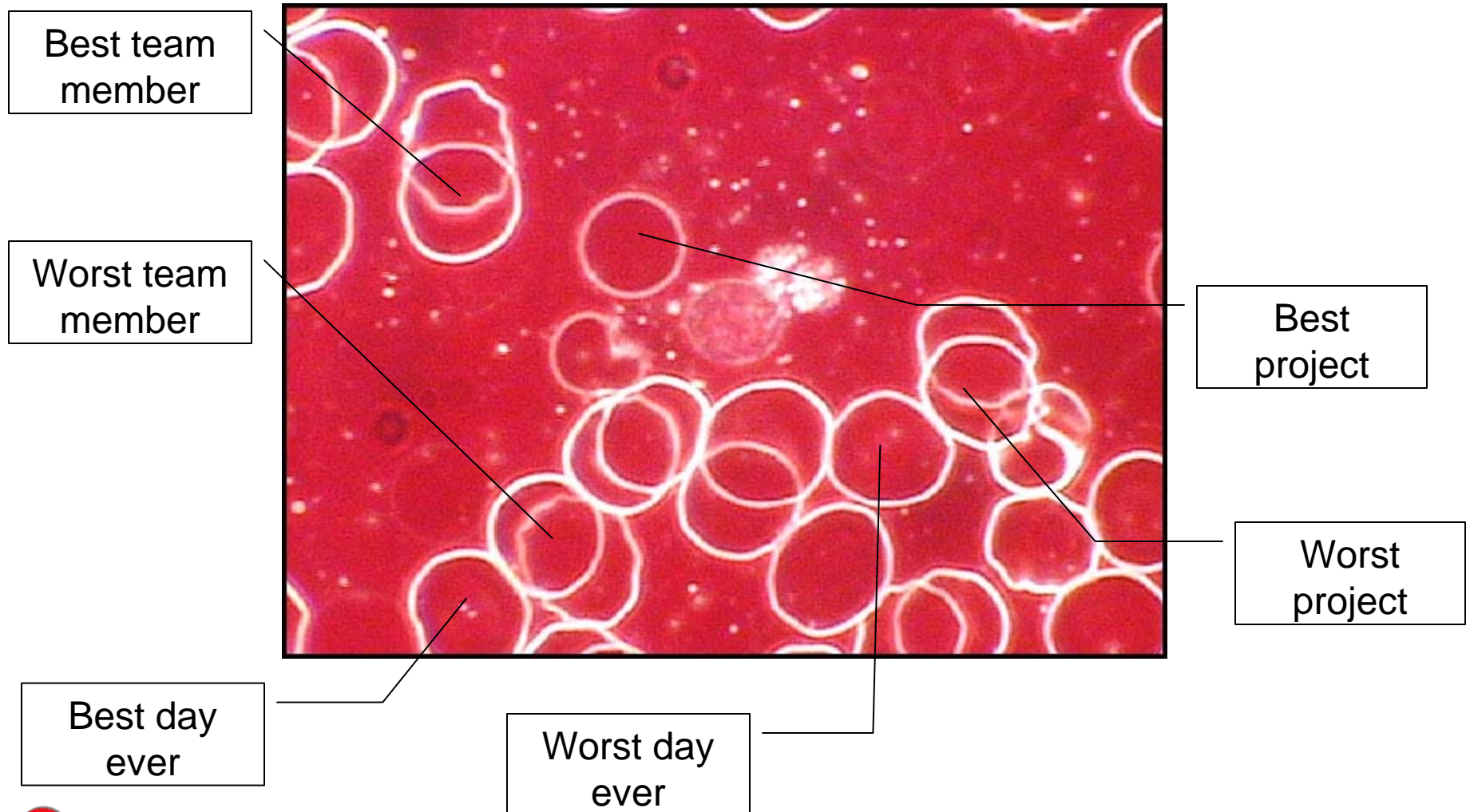


Sales Biology™ - A&D Dept.

- Articulation and Distinction
- “So... What do you do?”
- **Survival of the fittest**
- **Natural selection**
- **Evolution**



Your “brand” microscope



Why does Sales Biology™ even matter?

- Vast choice in the marketplace
- Become an aggregator
- Become a filter
- Become a simplifier
- Consult internally



Sales Geology™

- **Get the lay of the land**
- **Tie-in and buy-in**
- **Focus on their**
 - **Existing Initiatives**
 - **Goals/Priorities**
 - **Needs/Urgencies**
 - **Wants**



Sales Chemistry™

- What do these people want from me?
- How do I give them what they want?
- 4 different types of “sales”
 - **Information** – high or low
 - **Relationship** – high or low
- **Scary 4-quadrant diagram coming up...**

Information

Relationship

Relationship Orientation

Low Information, High Relationship

Interested in personal advice.
Want you to have intimate knowledge of their company/work/issues.
Want your problem-solving.

How to handle:

- Offer them personal advice
- You make most of the decisions, then offer them for approval
- Act like a pleasant expert

Partnership Orientation

High Information, High Relationship

Want to create and sustain a long-term, mutually beneficial relationship.
Want all of the attributes of all the types.
“We’re in this for the long haul.”

How to handle:

- You’ve hit GOLD!
- Prepare for a major time investment
- Make sure partnership goals are part of your evaluation process

Transactional Orientation

Low Information, Low Relationship

Price, Speed, Accuracy.
You’re a necessary evil/overhead expense.
“I just want it good, fast, and cheap.”
“We need it tomorrow by 4pm.”
“The specs are...”

How to handle:

- Give them what they want: Good/fast/cheap. Then leave them alone until they ask for something else!

Information Orientation

High Information, Low Relationship

They want you to keep them informed.
Don’t necessarily want to be your friend.
Love info on trends, big picture issues.
“What’s the latest on...”
“Give me the info and I’ll make the decision.”

How to handle:

- Flood them with information
- Articles, websites, white papers
- Keep them up to date on trends

Interview, Don't Sell

- Smart questions
- 20/80 dialogue
- **Q=D | D =T+**



Sales Psychology™ - Clarity

- If you are **crystal clear**, you are also:

- _____
- _____
- _____
- _____
- _____

Psychology of Urgency

- Why now?
- Why this solution?
- What **headaches** are we solving?
- Why should they believe you?



Sales Physics™ - Leverage

- **Internal allies**
- **Political savvy**
- **Research/information**
- **Case studies**
- **Proof (\$, %, hours)**
- **Collaborate!!**



“Closing” that Works

- Does what we’ve discussed make sense?
- What would you like me to do next?
- Are you ready to get started?
- Do we have a deal?
- Are you ready to take the plunge?
- _____
- _____

Your Job



“Don’t worry about people stealing your ideas. If your ideas are any good, you’ll have to ram them down people’s throats.”

-- Howard Aiken, inventor IBM Mark I computer, 1944

Thanks!



You've heard David speak...

Now what?

Do you know of a TECHNOLOGY or CONSULTING organization that could benefit from:

- **Smarter** selling strategies?
- **More** effective marketing results?
- **Faster** innovations and improvements?
- **Stronger** buy-in for their products, services, and ideas?

David would love to speak to them! Please forward inquiries and referrals to 610.527.5325, info@unconsulting.com, or www.unconsulting.com.

Thanks!!!