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# Will Reed's Guerrilla Marketing GENIUS

*"Wake up your brain, learn how to earn!"*

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September 2005

*Consultative selling replaces the traditional adversarial buyer-seller relationships with a win-win partnership in profit improvement*  
**Mack Hanan**



*A project is complete when it starts working for you, rather than you working for it*  
**Scott Allen**

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## Consultative selling

*The client will always wonder, "Who's side are you on?" It had better be ours.*

The American Marketing Association defines Consultative Selling as: *A customized sales presentation approach in which the salesperson is viewed as an expert and serves as a consultant to the customer. The salesperson identifies the prospects' needs and recommends the best solution even if the best solution does not require the salesperson's products or services.*

This is commonly known as finding the win/win solution. It is the art of *discovering, proposing, and delivering* something which simultaneously serves the needs of both sides.

Sounds good in theory, but how well does it work in practice? More importantly, how do you *make it work* in practice?

### **1. Become a resource person**

Whether it is people, information, or materials, the ability to find what you need and put it to use is one of the most valued assets a person can have.

If you can help a person get the resources that they need, *then you yourself become a valuable resource.*

It is not that difficult to become a resource person, *if you are willing to focus on a few skills and personality traits that will take you there.*

The first is *curiosity*, the ability to fill your mind with more questions than answers. Next, you need to enjoy being *helpful*, finding pleasure in improving things for others. Combine these two traits with *persistence*, the ability to keep searching until you find what you want.

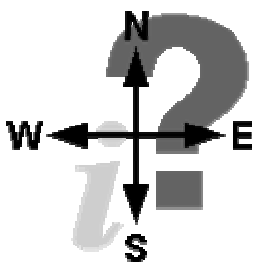
Of course you need knowledge and tools to access resources, but without the right personality orientation, you won't get the job done.

### **2. Make yourself indispensable**

The role of the middle man is least secure, because once the introduction is made, his services may no longer be needed.

Traditionally sales people were protected by sales territories or commission plans that rewarded volume sales. However, the Internet and global competition have changed the rules, and territory is no longer enough to stake your claim.

**The best way to  
succeed in this  
world is to act  
on the advice you  
give to others**  
**American Proverb**



**Orient yourself first**

**Sometimes it takes  
an expert to point  
out the obvious**  
**Scott Allen**



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A far better way is to make yourself, your intelligence, your concern, your availability, your presence an integral part of what you offer.

If someone else can easily get the job done, then your position is *vulnerable*. Raise your standards, and make yourself indispensable.

### 3. Develop authenticity

A well-known study conducted in the 1960s by Dr. Albert Mehrabian at UCLA studied how people judge the believability or trustworthiness of a person they just met. The results revealed that 55% of believability was in a person's appearance, 38% in their tone of voice, and only 7% in the words they used.

Think about this the next time you start relying too heavily on verbal content to sell or persuade others.

### 4. Cross over disciplines

One of the best ways to develop a fresh viewpoint is to get comfortable in a number of different disciplines. As your skills, knowledge, and interests in these areas converge, you will develop a unique point of view that can amaze and impress others who live in a narrower domain.

You will have the consultant's advantage. Apply this perspective in your sales.

### 5. Think and act like a partner

The litmus test for consultative selling is how well you are able to think and act as a partner. That means being on the same team, working toward a common goal.

Finding the right fit also means that you don't have to partner with everybody! Guerrilla Marketers focus on elements like *target*, *niche*, and *identity*. Find the right fit. Your sales will increase.

### Resources

*Consultative Selling*, by Mack Hanan, the leading authority on how sales people can position themselves as profit partners, rather than just providers of goods and services. Recommended by the American Management Association (AMA): <http://www.amanet.org/books/catalog/081447215X.htm>

To learn more about Mack Hanan and the concepts behind Consultative Selling, you can preview a book summary at <http://www.meansbusiness.com/Sales-and-Marketing-Books/Consultative-Selling.htm>

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