



Corsini's Point of the Week™

November 17, 2008



Take an Advisory Approach to the Sales Process

Let's continue our discussion of being a rainmaker—even in turbulent times. Perhaps now more than ever, it's important to focus on Doing What You Do Better. I suggest following the **Fundamentals of Selling** concepts found in the first couple chapters of my new book, *Do What You Do Better For Salespeople*.

Last week, I introduced the **four crucial components** of Corsini's Best Bet's™ Sales Model:

- adapting an **advisory approach** to the sales process;
- developing a **strategic sales plan** for a select group of clients and new-relationship opportunities that we call the **Best Bets™ Opportunities Pipeline**;
- maintaining a year-round **high level of activity**; and
- developing and implementing an **ongoing accountability program**.

Today, **we're going to focus on the importance of that first building block to your selling success—taking an advisory approach to the sales process.** Let's face it: Selling is not simple. Selling and business development have become more and more difficult and complicated over time. It's hard work (especially these days). And, in fact, every day is a challenge. But **adapting an advisory role in your business dealings gives you a leg up on the competition.**

Being an advisor is about adding value to the relationship you have with your client. It's about doing more than the competition (or even anyone else), when it comes to clients and new relationships. It's all about going the extra mile. It's about not only meeting the client's expectations, but also delighting the client with what you bring to the table.

To be an advisory rainmaker, you have to know your product inside and out. You need to know everything there is to know about your industry. You have to take care of current clients and, at the same time, work consistently to develop new relationships. And then there is the ever-evolving task of being up-to-date on the latest technology. With all that said, **we're also challenging you to take an advisory role in regard to your clients' business.**

Focus on *their* business needs. Talk about and demonstrate how the product or service you offer can help *them* succeed. Maybe you can help them increase productivity or reduce costs. Maybe you

QUOTE OF THE WEEK

"Not everything that can be counted counts, and not everything that counts can be counted."
— Albert Einstein

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Corsini Consulting Group, LLC
6 Office Park Circle,
Suite 309
Birmingham, AL
35223-2542
(205) 879-0432
coach@corsini.com
www.corsini.com

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can help them see a significant increase in revenue, or perhaps you have just what it takes to help them reach one (or more) of their goals. **Become an expert in their business.** Strive to help them Do What They Do Better.

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Another reason to embrace our advisory role to selling is because the typical salesperson-client relationship has become dysfunctional—especially in a new business/new relationship role.

Popular sales-negotiating books tell us “*information is king.*” It’s also quite easy to come by these days—especially with the Internet. You can find out more about your client, and the client can easily find out more about you and your products (and your competition and what *they* offer). **This is where trust comes in. An advisory role grows in an atmosphere of trust, respect and admiration, and, believe me, that’s where you want to be.** Without that sense of trust, clients feel uncomfortable sharing information in a selling situation; they sometimes feel that the salesperson could somehow use that information against them. If you’re ever in a meeting and you get the feeling the person you are calling on is worried that you are going to do something “to” them—not “for” or “with” them—**stop.** Back up. Work on the relationship, build trust then move forward.

That’s what you do when you *really* have the client’s best interests at heart. That’s what an advisor would do. This approach will serve you well.

Next week, we’ll look at developing a **strategic sales plan for a select group of clients and new-relationship opportunities** that we call the Best Bets[™] Opportunities Pipeline.

CORSINI’S POINT

One of the most crucial aspects of being a rainmaker is acting as an advisor to your clients and new relationships. Advisors help people solve problems and achieve opportunities. They **focus on adding value.** They work *with* people—not in a push-and-pull relationship. They work toward a common cause, and the salesperson-client goals become mutually beneficial. An advisor will earn people’s trust, respect and admiration. Position yourself to be an advisor to your clients and new relationships. Be viewed as a member of their team. Better yet, be their go-to expert for their industry. Do this, and you will Do What You Do Better.

Do What You Do Better[™] with CCG Books

Get a more in-depth look at the Fundamentals of Selling with Marc Corsini’s newest publication, **Do What You Do Better for Salespeople.** It’s written especially for rainmaker salespeople, and it focuses on how to be a success in *all* areas of life. You can get your copy for only \$14.95 (plus shipping) at www.corsini.com.