



Corsini's Point of the Week™

FEBRUARY 22, 2010

The #1 Problem Facing Salespeople Today (Excluding the Economy)

Before we get to the big problem, let's look at some fine problem solving. We at CCG want to congratulate Betsy McAtee, CEO of Dreamland Holding Company, LLC. **Betsy is the graduate of the first-ever Business Makeover Birmingham.** During the recent program finale, we had more than 120 people come to hear about Betsy's newest best practices for running Dreamland Bar-B-Que.

What Betsy learned in the program started with a dream put into motion by Mike Baker and me. Some three years ago, Mike and I were talking about starting a six-month program like this. What a joy it has been to see our dream become the kind of reality that has made a tremendous difference to a local business. For additional information on the project and the roles of our incredible project partners, go to www.bhambizmakeover.com. Thank you to all the project partners for taking the time and committing the resources to make this happen!

Now, let's get to this week's Point. Want to know the #1 problem facing salespeople today? I hear about it in our coaching sessions, when I participate in conferences and during our training classes. Hint: It's *not* the economy.

One of my clients recently gathered all of the company's salespeople together to brainstorm about what they are calling the **"invisible customer."**

Most salespeople today are realizing a harsh reality: **They are unable to meet with people face-to-face.** It's not for lack of trying (on the part of many of them). Buyers have removed themselves from the picture. More and more, people rely on voice mails and emails to communicate. Everything from everyday meetings to "out of the office" messages on a buyer's phone keep salespeople from making meaningful connections. **People today are just not accessible.**

No doubt the selling model has changed—and changed again—over the past 10 to 20 years. I'd say that during the past five years it's changed at light speed! Before now, the buyer needed the salesperson. **In the old model, salespeople had 80% of the knowledge/information, and the buyer only had 20% of the facts needed to make a decision.** Buyers *needed* the salespeople in order to make a smart, informed choice! **Because they needed salespeople, buyers were more willing to meet with salespeople to get this information.** Usually, to even the playing field (and get the 80% more information they needed), they would meet with lots of people to complete the buying puzzle.

Enter the Internet. The sales model has flipped. **Today's buyers possess (or have access to) 80% of the information they need to make a decision.** Salespeople might very well have access to the

Quote of the Week

"The selling process has changed. Buyers have become invisible. You gotta change your strategy."

— Marc Corsini

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same information, but they still are at a disadvantage because the buyer can afford to be selective about who they will (and will not) meet with. In some cases, the buyer might even have 90 to 95% of the information they need, and the purchasing decision comes down to a commodity-like resolution where low prices always win.

Point of the Week Archives

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CORSINI'S POINT

Buyers have, in a sense, become invisible in today's selling environment. They are very often inaccessible. The Internet has changed the selling process, and salespeople need to rethink how they gain access to buyers. It's not impossible, but it is difficult. Over the next few weeks, we'll offer some ideas on how to make the invisible visible again.



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