

Sales Statement Series #3

A buyer's business decision is based on increasing sales revenues or reducing costs...or both

As salespeople we need to know how to position our product or service in the context of increasing sales revenue or reducing costs or both because it's what clients are REALLY interested in.

When you speak in these terms it generates client engagement that in turn can reduce the selling cycle. For example effective sales coaching creates highly competent salespeople who in-turn increase sales revenues. Upgrading to the latest hot water unit will use 15% less energy resulting in reduced costs.