

Why Values Lead to Sales Success

What are values and how do values relate to sales success?

Values are at the core of our behavior and motivation. It's what drives us. Though values are abstract and personal it's what clients see and experience when dealing with you that can make values feel almost tangible. Lived consistently values can build client trust recognition and belief in you.

There are core values and supplementary values. An example would be integrity and recognition. You may prefer to have been given recognition for a job well done but if it is not forthcoming you accept it. However if you are asked to compromise your integrity this is entirely another matter. Supplementary values can change overtime by external influences but rarely do core values change. Your core values are tied to underlying primary needs that if not fulfilled will often lead to related fear and or stress. For example you may value quality so there is a need for seeing high standards being applied by those you work with and within the organization. You may go out of your way to ensure this happens to avoid a drop in standards. However when standards fall short you could find yourself becoming annoyed and if continued feel frustrated or angry.

So what are examples of values?

Accomplishment, acknowledgement, challenge, cooperation, creativity, expertise, friendship, honesty, independence, instruction, intimacy, organisation, pleasure, quality, recognition, responsibility, security, spirituality, tranquillity, variety and wealth.

It's important to understand your core values which in turn will help you identify and understand your clients' values. This often explains why you get on well with some clients and not others.

Utopia in sales is when your core values are aligned with your client values. When this happens and the client refers you to a prospect they will tend to also have similar values. Shared values often result in business being confirmed with little effort, creating feelings of well-being for both parties and can become a sustainable competitive advantage. A sustainable competitive advantage is rare in sales and thanks to understanding values can make it possible.

If you would like to know more about this subject or have a sales problem you would like to discuss then call me direct on +61 412 252 236 or email kurt@salesconsultants.com.au



Kurt's expertise is in improving the sales effectiveness of his clients' businesses by generating more sales and in a more profitable manner. He has guided companies to increase sales from 10-47%. Clients range from small to multinational companies and has completed projects in Australia, the Middle East, Asia and Europe.