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that matters is  
yours....

QCSS Embraces  
communication  
& innovation to  
transform human  
interactions into  
powerful &  
passionate  
customer  
experiences.

# Q-Tips

May 2011

## Make Your Move

As difficult economic times continue; companies are looking for ways of using budgets more efficiently *daily*. Two main issues concerns come to mind: **market share** and **market penetration**. Whether your company monitors these benchmarks daily, weekly, monthly, quarterly, etc. – you most likely measure up against your previous achievements or those of competitors. So what exactly are you doing to improve the execution of operations?



It is commonly understood that most sales reps don't enjoy the process of finding new leads from scratch (cold calling). This task takes up a good amount of time and energy that could be used towards *actual* selling. The process of cold calling could actually take focus away from crucial business roles such as: taking care of high-profile clients, keeping up with existing accounts, meetings to parallel with marketing, and most importantly – **closing opportunities**.

Consider hiring a company like QCSS to help fuel your sales operation. By utilizing a trusted source you are bridging the gap that may be holding you back from creating the sales you are aiming for. By outsourcing cold calling you are setting your sales team up for greater success.

- Your sales reps will be focusing on **prequalified, interested** businesses or consumers.
- Receive **daily** opportunity leads in your pipeline.
- Have a sales manager or director responsible for open communication so that your leads are guaranteed to be **qualified** and **relevant**.

Give your organization this well-needed boost and **call QCSS today**. We will set you up with a tailored program that will fit your specific needs. Check back on your sales benchmarking in four weeks and see how your sales have flourished.

For more information on QCSS call today **800.609.9046** or email our CSO Karin Hall: **khall@qcssinc.com**

QCSS, Inc. **generates revenue opportunities** for companies who want to **increase** the **efficiency** and **effectiveness** of their sales and marketing efforts. Our team of professionals performs inbound and outbound telemarketing, appointment setting, and other front-line sales activities that companies have traditionally found difficult to measure, manage and staff.

When we combine our **industry experience** with our clients' **aggressive sales targets**, we fill that unmet need called 'execution', and **empower our clients** to achieve **great results**. With QCSS, Inc.'s **proven process**, our clients **maximize** their front-line sales productivity, and ultimately their company's **profitability**.



### If You Build It, They Will Come

This may work in a movie about a baseball diamond in Iowa. But when it comes to selling products or services in the real world, it's a different story.

### The Setup

By necessity, sales people have to learn the many features of what they sell. Most sales training revolves around what the product or service does. Sales collateral and presentations come out of the marketing department packed with bulleted lists and feature descriptions.

The result: many sales people fall in love. In love with every detail, every nuance of what they have to offer.

### The Pitch

After learning all they can, sales people naturally look forward to broadcasting their knowledge; especially anything they think is "cool" or "unique." Most sales people believe all they have to do is tell prospects about all these great features and their job is done.

### The Miss

This rarely, if ever, works. Prospects are not interested in being blinded by a blizzard of features. Prospects only want to know what you can do for them, right now, to make their lives better.

When little, if any, thought has been given to how the product/service could be used for the customer's benefit, the sales person has walked to the mound completely unprepared for the game. Without understanding the prospect's perceptions and motivations it's quite unlikely a connection will be made. If you do happen to get a hit this way, it's an accident.

### A Case Study

I was a Regional Vice President in New York a number of years ago. My administrative assistant had a time-consuming process that we thought could be automated. After some investigation, we went to a demo at Xerox. I had a check in my pocket and was ready to buy.

After sitting through a painful 2 ½ hour demo, they asked me for my business. I told them "I'd get back to them." Afterwards, I told the assistant to call up IBM and just order the competing product, sight unseen.

All those features and benefits they regaled me with not only didn't make the sale, it lost the sale. I wasn't interested in hearing about them and their product, only about me and my problem—I felt the meeting was a huge waste of my time.

### Get in the Strike Zone

Dig until you find out what your prospects want, what they really want, and why it's important to them. Map their wants to what you have and hide the rest. Avoid the temptation to tell them about anything that they haven't brought up first.

In your presentation, connect every dot between your product/service and what they said—don't hope that they'll do it themselves. Most people will not even make the attempt; they don't have the interest, ability, or time. And besides, then they wouldn't need you, would they?

### Win + Bonus

When you lay out how your product/service is an obvious win for them, it's also a win for you. And, because you've held back some of those wonderful features, you also retain the ability to share them after the sale is made. Doing this reinforces the idea in the customer's mind that they made a great decision. It provides that extra justification that makes the customer fully confident in you. If you've heard that you should under-sell and over-deliver, this is the perfect way to do it. Keep the sale to the problem at hand and then add the "cool" features later—they'll be perceived as a bonus.

Visit **www.samuraibizgrp.com** or call: **312.863.8580**

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