

“It’s the Same Old Pitch”

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When was the last time you purchased a product or a service that afforded you the choice of multiple vendors? You were probably thinking, “This will be easy. I will just find the least expensive vendor and go with them.” As you conduct your research, you realize that all of the vendors are competitively priced. You start looking for one that is different. Surely there is one vendor that provides something their competitor does not provide. So, which one do you buy from? Let’s flip a coin to determine the winner.

This is what is happening in organizations across the globe. Customers are having trouble choosing a vendor because they all seem the same. They all have the flat tone over the phone. They give the fake smile when they greet the customer. Some give the most fragile handshake while others do not even bother getting out of their chairs to greet the customer. The majority of salespeople just do not care about the customer – they care only about making the sell.

They ask a couple of questions to gather basic demographic information, and then start the presentation. Salespeople love to talk and immediately start “throwing up on the customer’s shoes.” When they are done, the salespeople think they did a great job, but the customer can’t wait to

get out of there. The customer may take the brochures you provide, but it soon finds the floorboard of the car as they race to the next vendor.

When asked why our closing numbers are down, we have a list of excuses. The market is bad. The customer was just looking. They did not have their checkbook. They need to bring their spouse. I could go on and on. The fact of the matter is that most of our customers are ready to buy. Regardless of the market, people are still buying. The customer just can’t tolerate another boring pitch.

So, what is going to set you apart from your competitor? Stop selling the product and start selling the experience. Your different and better story needs to be you and the unique experience you are creating for the customer. You may get lucky with the coin toss. Why push your luck though? Solidify the deal. Build rapport with every prospect. Identify the needs and what is important to them. Then deliver a managed presentation customized for that customer. Sell with integrity and from the heart. Customers will recognize that and it will make a difference. People buy on emotions and back it up with fact and logics. Start selling to the emotional side of the customer and start closing more deals.