

How To Make Team Selling Work For You

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What Is Team Selling?

- **A Concept Everyone Talks About**
- **Few Actually Incorporate Into Their Sales Tool Kit In A Deliberate Fashion**
- **Even Fewer Consistently Use Effectively**

Why Use Team Selling?

- **Used Properly Team Selling Is A Powerful Tool That Can Significantly Improve The Odds Of A Successful Outcome.**

Why Use Team Selling?

- **Two Or More People Have More Experience And Expertise Than One**
- **Questions Are More Likely To Be Answered On The Spot**
- **Less “I’ll Get Back To You” Means More Sales**

Why Use Team Selling?

- **A Team Is More Likely To Ask Enough Questions To Identify Clearly The Customer's Real Needs.**
- **Having More Individuals Present Increases The Likelihood Of The Customer "Connecting" With Someone On The Team.**

Why Use Team Selling?

- **Having Two Or More Memories With Different Points Of View Can Make The After-meeting Debriefing More Accurate And Productive.**

Assembling The Team

- **The Goal Is Always to Meet The Customer's Needs**
- **Each Customer And Each Sales Situation Will Be Different**
- **The Customer's Concern May Be Service, Parts Availability, Updates, Retro-Fits And Not Just Price Or Product Delivery.**

Assembling The Team

- **The Simplest Team Is An Informal Brainstorming Session**
- **As Few As Two Team Members**
- **No Fixed Structure Or Standardized Reporting**

Assembling The Team

- **An Organized Strategy Session Is The Basic Formal Team-building Process**
- **Participants Might Include**
 - Vice President Of Sales
 - Marketing Manager
 - National & Regional Sales Managers
 - District Manager
 - Account Sales Representatives

Assembling The Team

- **Some Different Situations Demand A More Comprehensive Team**
- **Additional Company Participants Might Include:**
 - **Customer Service**
 - **Distributor Sales Personnel**
 - **Direct Sales Personnel**
 - **Manufacturer's Representatives**

Assembling The Team

- **In Other Special Situations
Representatives Of Different Internal
Company Functions May Be Included.**
 - **Field Service, Retro-Fits, Parts**
 - **Design & Engineering**
 - **Manufacturing**
 - **Quality Control**
 - **Shipping**

Assembling The Team

- **The Largest Teams Often Include Supplier Representatives For Many Of The Same Functions.**

Building The Team

- **Once You Have Assembled A “Cast Of Thousands” They Should All Be Invited To Meet The Customer. After All ...**
 - ... There’s A Wealth Of Experience In The Team**
 - ... All Of These People Are Focused On The Customer’s Needs**
 - ... That Should Lead To A Successful Outcome.**

Building The Team

- **Put Yourself In The Customer's Shoes Before You Send Out The Invitations**
 - **How Would You Feel If A “Cast Of Thousands” Showed Up In Your Office?**
 - Startled
 - Intimidated
 - Overwhelmed
 - **So Will Your Customer**

Building The Team

- **Carefully Consider The Purpose Of The Meeting And The Desired Outcome**
- **Only Select Team Members Who Are Essential To Advancing The Process**
- **This Must Be Done DELIBERATELY**
 - **If You Can't State A Clear Reason For Inviting Someone, Don't Invite Them.**

Building The Team

- **For Example, The Vice President Of Sales Probably Doesn't Need To Attend A Design Meeting**
 - **But You May Well Want A Representative Of A Key Component Supplier There.**
- **The Vice President Of Sales And Maybe Even The CFO, Are Likely To Be Key Players In A Pricing Meeting**

Building The Team

- **There Are Two Simple Rules To Follow**
 - **Everyone Who Meets With The Customer Must Be There For A Reason. Different Team Members Will Be At Different Meetings For Different Reasons.**
 - **If It's Necessary To Assemble The Entire Team, The Customer Should Almost Never Be Present At That Meeting.**

Building The Team

- **Don't Overlook The Human Element**
 - **Team Members Who Meet With Customers Must Be Compatible.**
 - **You Can't Hide Bad "Chemistry" Between Team Members From The Customer**
 - **Trying To "Smooth Over" Or "Finesse" Such Feelings Is Counterproductive**

Planning The Meeting

- **Only YOU Can Bungle
A Solitary Sales Call**
- **EVERYONE On The Team
Can Bungle A Team Sales Call**
- **A Team Must Be Managed
Or It Can Easily Turn Into A Mob**

Planning The Meeting

- **Failing To Plan Is Planning To Fail**
- **It's The Team Leader's Job To Make Sure That Everyone Present Knows**
 - **What The Meeting Objective Is**
 - **Why They Are There**
 - **What They Are Expected To Contribute**

Planning The Meeting

- **Rehearse The Presentation Portion Of The Meeting Until Everyone Is On The Same Page**
 - **Team Members Interrupting Or Contradicting Each Other Is The Kiss Of Death**
 - **Resolve Any “Issues” Between Team Members Before The Meeting**

Planning The Meeting

- **Assign The Answers To Specific Questions To Specific Team Members**
- **Rehearse The Answers AND The Answers To Anticipated Customer Responses**

Planning The Meeting

- **Be Succinct And To The Point**
 - **This Is A Sales Meeting, Not A Seminar**
- **Evaluate EVERYTHING From The Customer's Point Of View And Be Considerate Of His Or Her Time**

Using The Team

- **Never Forget That The Customer's Meeting Plan May Be Different Than Yours**
- **It's Your Job To Keep The Team "On-message" While Responding To Customer Initiatives And Issues.**

Using The Team

- **STAY FLEXIBLE And Look For Common Ground That Will Let You Both Succeed**
- **Win-win Is Always A Worthwhile Goal**

Using The Team

- **Never, Never, Never Forget That You Are There To Meet The Needs Of The Customer!**
- **Don't Lose Sight Of YOUR Meeting Goal In The Heat Of The Moment**

Using The Team

- **Don't Leave Without Achieving Your Goal**
 - **Unless The Customer Makes It Clear That Your Goal Can't Be Achieved In This Meeting**
 - **Then Your Goal Must Be To Plan Another Meeting With An Outcome That Can Be Achieved**

Using The Team

- **These Rules Apply To Every Team Selling Situation From The Simplest To A “Cast Of Thousands” Extravaganza.**
 - **Select The Team Carefully**
 - **Empower Each Team Member**
 - **Manage The Meeting Conversation With The Customer**
 - **Fully Utilize The Skills And Experience Of Each Team Member**

Team Selling Works

- **But It Only Works When The Team Is Created Deliberately And Used Effectively.**
- **Making That Happen Is Up To You**

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