

Authoritative Selling

IDIOMS IN SALES

Amit Sharma





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Idioms in Sales

“INTRODUCTION”

Competition, Comparison, Questions & Objections from Customers in Sales is unavoidable.

There will be situations when competition will have upper hand on you. Situations such as -

- When Customer is having a wrong impression about your product or service.
- When Customer heard something bad about your product/service/company?
- When competition luring customers with freebies
- When Customers is highly appreciative of competition.
- When Customer is comparing your Product or service with Cheaper competition etc...

Such situations are a clear signal that you are at a disadvantage even before you began. It can be due to various reasons such as -

- Your pricing is higher than competition
- Bad Reviews
- Competition Bad Mouthing about you etc...

Random & unprepared responses to such situations will only lead to losing Sales, Customer and disappointment since these situations are critical and demand skilful handling of the situation if you wish to turn it around from Disadvantage to Advantage.

Idioms in Sales

“INTRODUCTION”

Why is that?

Understand that customer doesn't know the information about your product is right or wrong. And, between you and information from website or other sources, who do you think he/she will trust the most?

Your focus should be on winning his Trust more than justifying yourself. If you will try to negate it, give defensive responses, customer might take it as a bluff from you in a desperate effort to convince him for your product and Sale.

This will lead to customer not trusting you.

Instead, try to disrupt his first impression and then put across your point. This will ensure customer gets into listening mode first and then you have a chance to win his trust back by correcting the wrong impression.

Popular Idioms will help you in lowering customer resistance and winning his attention, trust and confidence. Here are some very good examples for your reference.



“WHEN CUSTOMER IS HAVING A WRONG IMPRESSION ABOUT YOUR PRODUCT OR SERVICE.”

How do you handle a situation when Customer is having a wrong impression about your product?

Customer says - "I heard your product is missing X."

Majority of Sales People will start the response as "It's not true. We have this features in our product"

It is not appropriate response and has high tendency of leading to Customer's dissatisfaction. Instead,

Right Response by Sales Professionals is- **"I hope you are not judging the book by its cover."**

"All the features mentioned by you is included in the product. I am not sure how this wrong information reached you but it is not True. If you would like, I want to setup a call with my Technical head to confirm this or if you prefer, I can have a call setup with one of our customers."

Idioms in Sales

WHEN CUSTOMER HEARD SOMETHING BAD ABOUT YOU?

How do you handle a situation when Customer overheard something bad about your Product or Service or Company from competition?

Customer says - "I heard your Customer Support is not very Good. OR, product is not a quality product. There are multiple complaints from customers."

Majority of Sales People will start the response as

"It's not true. We have Customer Support 24/7 and its very good."

Again, an inappropriate and incomplete response that could lead to dissatisfaction.

Right Response by Sales Professional - **"Poor workman blame Others"**

"Actually, it's far from reality. We have customer retention of 98% and adding 100 customers a day. If this would have been the case, would we have so many customers with us. If you would like, I can have a call setup with one of our earliest customers who knows our company & product in and out."

Popular Idioms in this Category are :

- Those who live in glass houses shouldn't throw stones at others
- Poor workman blames Others.

“WHEN COMPETITION LURING CUSTOMERS WITH FREEBIES”

How do you handle a situation when Customer is highlighting Free Stuff offer from competition which you cannot offer?

Customer says - “X Company has offered us Customer Support Free for Life.”

Majority of Sales People will start the response as

“I am sorry but as a company policy, we cannot offer it Free. We are offering best service to ensure customer satisfaction etc...”

Again, an inappropriate response that does not stand a chance to win the Sales.

Right Response by Sales Professional - **“There's no such thing as a free lunch”**

“I am sure, it must be coming at a cost of something else. I heard the product quality is questionable. It has been mentioned to me by customers who have upgraded from X to Us. Here, please check these

testimonials OR if you would like, I can setup your call with one of the customers.”

Popular Idioms in this Category are :

- There's no such thing as a free lunch
- Don't count your chickens before they hatch



“ WHEN CUSTOMERS IS HIGHLY APPRECIATIVE OF COMPETITION.”

How do you handle a situation when Customer is highly appreciative of Competition and their offerings such as pricing, Warranty, Support etc...against you?

And, you know that it is not right. They have been hiding details that customer isn't aware of.

Customer says - "X Product has has these many features. They said product will last 5 years. They Support is 24/7."

Majority of Sales People will start the response as

"It's not true. They product will not last for 5 years. It only last for 3 years etc..."

Again, an inappropriate response and will fail to convince the customers.

Right Response by Sales Professional - "**All that Glitter is not Gold.**"

"I am sure, you must be aware of their upgrades cost which is 3X more than us. Also, their support is 24/7 but resolution time runs in days. It has been mentioned to me by customers who have upgraded from X to Us. Here, please check these testimonials OR if you would like, I can setup your call with one of the customers."

Popular Idioms in this Category are :

- The elephant in the room
- The devil is in the details
- Costs an arm and a leg
- Don't put all your eggs in one basket
- An eye wash
- Hole and corner policy



Idioms in Sales

“WHEN CUSTOMER IS COMPARING YOUR PRODUCT”

How do you handle a situation when Customer is comparing your product or company with another product which is less than you in few, many or all aspects such as inferior product, new company, limited customers base etc...

Customer says - “We are looking at your product and one other X Product.”

Majority of Sales People will start the response as

“Yes, I know that product. They are missing X details.”

Again, an inappropriate response and will offend customers for bad mouthing about competition.

Right Response by Sales Professional - **“You are comparing apples to Oranges”**

“For your kind of company, we are the right product since our product is designed for your organisation requirements and majority of the customers we service are from your industry including X,Y and Z. Their focus is mainly on small customers and their product is designed accordingly. So, please consider during comparison.”

Popular Idioms in this Category is :

- Comparing apples to oranges
- Actions speak louder than words
- Proof of the pudding is in the eating.

Idioms in Sales

“WHEN HANDLING STICKY SITUATIONS”

How do you handle a sticky situation such as customer is unhappy or lost his cool because of excessive follow ups or due to a call placed at a wrong time etc..?

Customer expresses dissent - “I already mentioned to you that I will call you back. Why have been sending so many email or making calls?”

Majority of Sales People will start the response as

“I am so sorry. Let me get back to you”

This response doesn't improve the situation. Customer is unhappy of your actions and has developed a bad impression of you. You need a response that neutralise his/her bad impression.

Right Response by Sales Professional - **“Desperate times desperate measures”**

“I am sorry I didn't know my followups are bothering you. I thought my emails were not reaching you and hence I placed a call. If you could let me know when and how often should I catchup with you, this will help me reach out to you at the right time without bothering you.

Popular Idioms in this Category is :

- Drastic times call for drastic measures
- Desperate Times, Desperate Measures.

Idioms in Sales

“WHEN CUSTOMERS RAISES TRUST RELATED QUESTIONS?”

How do you handle a situation when Customer is asking questions related to product use case, implementation, company culture? Questions that reveal that customer is not trusting your company or product.

Customer Says - “Do you have any Pharma Customers with who had a requirement of this size?”

Majority of Sales People will start the response as

“Yes, we have multiple customers such as X,Y & Z”

This response good but doesn't fully addresses the concern of the Customer. Customer didn't get a full confidence about your company or product w.r.t handling big clients.

Right Response by Sales Professional - “**Great Minds think alike**”

“I had the same question from last 10 Pharma Companies I have worked with such as X, Y & Z. They were worried if our product will handle such size but after they used it, they are all appreciative of our offering. If you would like, I can Setu you call with one of them.”

Popular Idioms in this Category is :

- Birds of a feather flock together
- Great minds think alike

Idioms in Sales

“WHEN DESCRIBING YOUR PRODUCT OR SERVICE.”

Describing a Product or Service to the Customer is an Art. It is the game of positive emotions, Positive words, killer presentation skills, Storytelling and more...

In the end, customer should clearly know

- What critical problems solved by your solution?
- What Amazing Benefits, he/she will receive?
- He/She should feel like a winner to get an amazing solution which is the best fit for their requirements and offer more than needed.
- In a nutshell, there is no other solution that even come close to it in terms of benefits and pricing.

Here following Idioms will create the feeling of getting more than needed.

Popular Idioms in this Category is :

- The best of both worlds
- Kill two birds with one stone
- Icing on the Cake
- Cherry on the Top
- Piece of Cake



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