

# Wisdom for Wednesday

*Positive messages for daily living. Pass on the good feeling – forward this to your clients so they can reap the benefits as well.*

## **Solution Selling ..**

**When it comes to handling problems, there are two categories of clients:**

- 1) The ones who are aware of their challenges and the problems to be overcome.
- 2) The ones who do not recognise or refuse to acknowledge their challenges.

The trick is to recognise the difference yourself and plan a strategy to overcome the problem, convert issues into assets and the client into an ally.

The first category is often more difficult than it would at first appear. Sometimes dealing with people who think they know all the answers is a major challenge. You need to agree with each point they make - initially; then challenge their perceptions by asking qualifying questions; now you can move them forward by asking if they had considered hypothesis a); and what would they think the outcome would be if they applied hypothesis b).

The second category hates change and wants things to stay the same. They need to have the principles of change management applied: draw out all the current problems, paint a glowing and descriptive picture of the future using your solution; and then create a bridge between the two. Move them forward incrementally by taking a little of the past and combine it with the future, and gradually drop away the past. Fear is the most common factor preventing us from accepting unpalatable truths.

## **Focusing on solutions**

The Chinese symbol for disaster combines two words: ***Problem and Solution***.  
Meaning of course that within every problem lies its own solution.

By overcoming, or even better, being prepared for problems, you demonstrate to your clients your expertise and capability. It is an opportunity for you to shine.

## **Solution selling:**

- Look beyond the problem – find the solution. This approach enables you both to move forward. More often than not the solution becomes the preferred choice.

## **Double focusing:**

- This applies most to corporate or groups, or agents acting on behalf of associations (or any group of people being represented by one point of contact). Imagine your client is transparent – see through them to their customer (the who, what, why and when they are purchasing on behalf of) and meet that need. You are demonstrating vision and knowledge about your client's business, your preparedness to enhance their performance, and what possible outcomes and benefits can be achieved by working together.

For all of this you need to be very well informed. There are no shortcuts. You must really do your homework: research, ask questions, evaluate all options and extrapolate them into the future so that there are no unforeseen obstacles. Never attempt to bullshit or bluster – you will be caught out and lose your credibility. It is better to say you don't know and go away and find out the correct answer – then go back to them with the facts.

*Lynette Davies*