

SMART DEAL NEWS



Centroid Marketing

www.centroidmarketing.com patrick@centroidmarketing.com Phone: 416-617-3271

Newsletter Jan/10

Volume 1, Issue 1

“It’s 2010 the year of The Situational Buyer! 10 important approaches to business growth!”

By Patrick Tinney

Corporations trimmed expenditures to the bone in 2009. They will have a tough time playing “turtle in the shell” with business expenditures in 2010. Their shareholders and stakeholders will be baying for growth to drive profit and payout.

A challenge many business categories in North America face in 2010 is muted optimism in the market. As the president of an after market auto part company put it recently in an interview on BNN, ‘Our customers are not shopping. They are replacing.’

With deep cost cutting North American corporations have been handily beating quarterly estimates on the bottom line.

Strategic Selling & Expert Negotiators will lead the pack in 2010!

for growth strategies or do we spend on a situational basis and try to get a jump on the market and competitors?’

These scenarios lead us to call 2010 “The Year of The Situational Buyer”.

Sellers will have challenges in 2010 if they are not on first or second call basis with their Buyers. Those in the third and fourth “cattle call” positions are going to spend another year fighting for market share and cutting

INSIDE THIS ISSUE

Selling Environment 2010	1
Our Top 10 Seller Thoughts for 2010	2
Sellers Mental Shift for Situational Buyers Market	2
Summary Situational Buyers Market	3
About Patrick Tinney	3

It’s top line growth that will be in question for the coming year.

There is money sitting in corporate expenditure budget lines waiting for deployment but there is also a big fear that our businesses are not immune to another “shoe dropping” in the financial markets or from some distant economy that makes up our global village.

The big decision for North American corporations in 2010 is.... ‘Do we keep burying funds in the bottom line normally earmarked

prices in a bid to win the Buyers favor and hopefully improve their pecking order position.

This means that all Sellers must get closer to their Buyers in 2010. If Buyers have tight budgets with small openings for expenditures it means Sellers need to employ Consultative Selling Skills, Smart Negotiations and have a deep understanding of the Buyers needs in 2010.

Strategic Selling & Expert Negotiators will lead the pack in 2010!

Our top 10 Seller thoughts for 2010

- 1) Cultivate a senior Navigator within the Buyers company
- 2) Study and Anticipate the Buyers needs
- 3) Communicate with the Buyer on multiple levels
- 4) Angle for early tips on ad hoc planning and budgeting
- 5) Take unique solutions to unique Buyers
- 6) Give top Buyers first chance to say no to Seller developmental ideas



*Patrick Tinney
Managing Partner*

- 7) Over prepare with clear objectives for one-on-one meetings with Buyers
- 8) Always go to a Buyer meeting with three high gain questions
- 9) Always have a back up plan for time compressed negotiations with Buyers
- 10) Over deliver on business promises to reduce Buyer worry and exposure

There are several mental changes the Sellers must make to skillfully approach Situational Customers/Buyers. Here are our four favorites;

Sellers Mental Shift for Situational Buyers Market

Traditional Sellers Market

- 1) Expected customer/buyer access
- 2) Selling everyday offerings
- 3) Negotiating a single position
- 4) Selling the brand

Situational Buyers Market

- 1) Cultivating a buyer navigator
- 2) Offering unique opportunities
- 3) Negotiating with back up plans
- 4) Living the brand & the promise

*'Our customers are not shopping.
They are replacing.'*



Centroid recommends offering buyers unique opportunities.

Summary Situational Buyers Market

1) Deep relationships earned via carefully cultivated Navigators are the key. No Buyers owe Sellers a successful business relationship. It's all built on mutual need interest, and respect. Smart money chases "C level" relationships at the very top of the Buyers Company. Smart money also sells and communicates throughout the Buyers team if this communication is acceptable business engagement.

2) If all we are buying is "stuff" we can do it on line. Selling unique opportunities to unique Buyers increases the Sellers professional value and helps reduce the commoditization of their products and services. It also gives the Buyer the sense that they are collaborating on ideas that will mean more growth, profit and futures for everyone.

3) Preparation and cost modeling is the key to successful negotiations with situational Buyers. These Buyers may be time compressed or use time to secure the best value for their side. When negotiating be prepared with several opportunities including creative ideas, soft cost extra value, unique data usage and yes pricing. Customers will pay more for new ideas and we are all becoming aware of unique data usage as a new currency. Resort to strategic and tactical price reduction when there is a sure opportunity to close profitable business.

4) Eat what you shoot! Show up and make the customer look like a genius for selecting your brand knowing that you and your company will keep its business promises. Follow up after the sale. Believe it or not follow up is the real close and the beginning of the next sale!

"Get ready in 2010... its all about Situational Selling to a Strategic Buyer!"

Centroid Marketing

P.O. Box 60002
Toronto, Ont. M9A 5G2

Phone:

416-617-3271

E-Mail:

patrick@centroidmarketing.com

We're on the Web!

Visit us at:

www.centroidmarketing.com

About Patrick Tinney:

Patrick is the Managing Partner with Centroid Sales and Negotiation Training. He has an extensive background in consultative sales and negotiations from the corporate and local perspective representing some of Canada's largest Newspaper Publishers over his 30+ year career. With a unique understanding of Retail, Media Sales and Print Manufacturing, Patrick has been placed in a position to close some of Canada's largest print media buying deals.

His approach to consultative sales and negotiating is three fold:

1. It's about the customer!
2. It's about cost conservancy and yield.
3. It's about smart/wise deals that stand the test of time.

Designation/Affiliation:

1. C.P.P.P. Certified Print Production Practitioner
2. Charter Board Director, FDSA, Flyer Distribution Standards Association of Canada
3. Sheridan College, Advertising Program Advisory Committee Member