

# SMART DEAL NEWS



Centroid Marketing

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## “Why Consultative Selling Will Deliver in 2010!”

By Patrick Tinney

In 2010 sellers will be looking for more effective ways to grow revenue and grow relationships with their important customers. Gone are the days when a salesperson could just pick up the phone and book a quick appointment.

Increasingly customers are barricading themselves behind gatekeepers and big e-mail walls. Customers are only inviting suppliers into their inner circle that have a history with them or that they see great potential in. On this note Consultative Selling is essential for businesses that have to be close to their customers. It's top line growth that will be in question for the coming year.

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Consultative Selling is essential to helping maintain margins through perceived and real demand for their products. All accomplished with an intimate understanding of the customers business and category. Below are four reasons why Consultative Selling will deliver in 2010!

#### 4 Ways Consultative Selling Delivers;

- 1) Customers are looking for creative ideas and solutions
- 2) Customers want to do business with people they trust
- 3) Consultative salespeople move up the food chain
- 4) Selling just one of anything is just plain expensive

**‘Gone are the days when a salesperson could just pick up the phone and book a quick appointment.’**

#### **1) Customers Want Creative Ideas &**

**Solutions** - Albert Einstein once said “Imagination is more important than knowledge.” Suppliers who have ideas that either save the customer money or potentially grow sales will be invited to the party. A salesperson that consistently brings creative ideas/solutions to their customers’ attention will be first in line.

With consultative selling the salesperson understands and anticipates the customers’

appetite or threshold for risk and will have greater access to their customers. As a result consultative salespeople will be in on more direct customer conversations that get converted into revenue opportunities for the suppliers company.

It is important to note that our customers want to shine in front of their peers and their company superiors.

## Why Consultative Selling Will Deliver in 2010!

### 4 Ways Consultative Selling Delivers

If a supplier thinks creatively in the role of a consultative salesperson they will be contacted more often by the customer if the customer has a germ of an idea and wants to collaborate with a key supplier in search of a finished solution.

**2) Customers and Trust** - Trust between two people is very personal. Consultative salespeople strive to hone and



*Patrick Tinney  
Managing Partner*

improve their trusted relationship with key customers. The importance of trust between a salesperson and the customer cannot be underestimated.

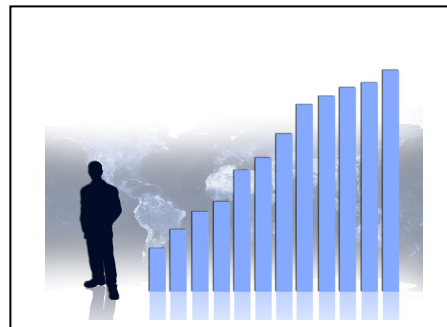
A former Director of Media Procurement for The Hudson's Bay Company once told me that trust was what separated the people who won deals with him versus those who didn't.

### ***Raise the bar in your sales organization with Consultative Selling!***

He said 'on a weekly basis there were many deals that were forwarded to him all with compelling offers and value equations. When it came down to choosing which deals to accept he always asked myself which salespeople do I trust most? These were the salespeople that got the deals and are the people he relied on to execute professionally.'

**3) Move Up The Food Chain** - If as a salesperson you are not in the first or second call position with your important customers, selling will likely be more expensive. Consultative Salespeople understand that if they are in the third or worse call position that they will be forced to sell at deeper prices.

*Consultative selling is based on trust, good value, collaboration and a longer view of the market.*



***Consultative Selling is essential to helping maintain margins...***

## 4 Ways Consultative Selling Delivers

**3) Consultative Salespeople Move Up The Food Chain Cont'd-** This means that these third and worse position salespeople stand a much greater chance of having their products commoditized by the customer. It also forces these same salespeople to buy market share to stay at the table with important customers

**4) Selling One of Anything is Just Plain Expensive -** Finally, with the rising "cost of sale" on the tip of every sales manager's mind why would a company go to all of the expense of selling just one of anything to a customer? Consultative Selling encourages both buyers and sellers to look for more common ground because everyone benefits when both parties realize that a consultative sales relationship is based on trust, good value, collaboration and a longer view of the market.



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#### **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
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