

DEALING WITH THE DECISION MAKER

One of the most important skills I have developed over the years of selling is sourcing the decision maker within a company.

When I first started selling I would start communicating with prospects before determining if they were the actual decision maker. Even though it's great to have allies within organisations, at the end of the day sales people are employed to sell not be professional conversationalists.

Years ago I took over an area of the South Island from a very attractive lady. I was told that there was very little business to be done in the area and the best we could do was retain the existing level of business.

I went into each business with the intention of winning the decision maker. Once I had won the decision maker by listening to their needs and providing very viable options I found the decision makers were more than interested in doing business. I also found out that they thought the previous sales person was pleasant company for a cup of tea, but that she lacked credibility and was unwilling or unable to offer business options and just couldn't get decisions out of clients.

The most important factor I keep with me today is to always source the decision maker, as it will always show that you mean business.

Paul Richardson - Maximise NZ Ltd



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