Know Your Customer

PARTNERING WITH CUSTOMER

Ever had a first meeting with a salesperson and they know nothing about you or your business, so you have to tell them everything? They don't ask you any questions, just let you do all the talking. Frustrating isn't it? And it's a shame that they didn't care enough to find out anything before meeting you. It makes you wonder if you want to work with someone who doesn't care…

First sales meetings are a bit like job interviews - the interviewee (salesperson) should be smart, on time etc but also, and most importantly, be prepared. They need to have done background research about the interviewer (prospect) and their company. They should show interest by having some questions ready and they should be knowledgeable about what the working relationship could look like. They should also show that they are keen to work together and build a relationship.

If the salesperson 'gets the job' (ie you chose to work and buy from them) it's the start of what should be a great business relationship. In that relationship, you expect to be looked after and the salesperson to remain knowledgeable about your business.

As a customer, your sales team or account managers should be paying as much attention to them as they were as a prospect and continuously developing the relationship.

It is essential for a sales team to develop strong partnerships with their prospects and customers. Your sales team should understand the importance of having a partnership with their clients instead of being just another vendor. It's important for them the know more about their prospect's business and be a support to the goals they have for their business.

OVERCOMING OBJECTIONS

It's not rocket science! This is done easily by doing research into the businesses, creating market insights to encourage a confident and trustworthy relationship and being proactive and timely when it comes to communications etc.

And to keep all that information in one place and easily accessible, use a cloud-based CRM System. It will enable your sales team to store information and insights gathered on specific prospects and to be able to move and manage the sales prospect through their sales journey, from a lead to a customer. The CRM System should provide them with handy information about the organisation, who the main decision makers are, previous conversations including the outcome, what communications have been sent and to whom, sales orders etc. It can also set up reminders to contact prospects and customers too so that no one gets forgotten.

Storing this information in one place will make it easier for your sales team to know their prospects and customers, have informed meetings with all relevant information in one place.

Our tip for better prospect meetings and client relationships: use a cloud-based CRM to make information accessible from anywhere and mandate your sales team to record information gathered about prospects and customers in there.

50 Centreway Road, Orewa

09 930 6101

info@czo.co.nz
www.czo.co.nz

CLOUDZONE ONE