

The **3** reasons customers buy:

1. **Maintain status** quo
2. A **strong improvement**
3. **Remove** a problem

4 reasons customers change supplier:

1. Current supplier is **no longer** delivering to customer's satisfaction (typical reason)
2. **Strong** improvement compared to current supplier (often the reason)
3. The rules demand **regular** tenders from competing suppliers (happens)
4. Pursuit for a **lower price** (rarely the actual reason)

To **sell** is to **help**
- the customer take a **decision**.

ME THEORY

You perceive a communication based on **your** values and **attitudes**.
You subconsciously apply **your values** and attitudes **upon** the people you communicate with.

They perceive your information based on **their** individual **values** and **attitudes**.

We only buy when we:

- **Review** it/idea overview
- Have made the **decision**
- **Acceptance** from the stakeholder(s)
- The **resources** are present
- No or **small** loss

The **5** questions:

1. Why/what is the **reason**?
2. What do you do **now**?
3. What is **good** about it?
4. What could be **better**?
5. If you are to change it, what would you change to?

3 rules when interacting with customers:

- **Knowledge**
(Know yourself - your employees - your business - the competition - everything that affects you and your sales)
- **Challenge your assumptions**
(Make a conscious effort to transform your assumptions to knowledge)
- **Let it work**
(Give your decisions time to work before you change them. Indecision is the enemy of any business)



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