



SNAP Selling – How to sell to today’s frazzled customers

Jill Konrath, author of SNAP Selling has done it again. This book is a must read for every professional salesperson that has experienced the frustration of:

- Voicemails with no return calls
- Delayed closings
- Prospects staying with existing vendor or doing nothing

Here are three concepts that Jill talks about in her new bestselling book that will help you win deals with today’s too busy to talk to salespeople prospects.

- **Keep it simple.** How easy is it for your customer to understand the value they get from you? Is your value proposition three long paragraphs? Is the sales conversation generic and not customized to the decision maker? According to Konrath, today’s busy executive has 60 hours of work sitting on their desk---and that is after the normal ‘to do’ list for the day. Why in the world would overwhelmed prospects want to engage with someone or something that is going to make their life even more complicated?
- **Be iNvaluable and always align.** How well do you or your sales team understand your prospect’s world? Does the salesperson know how to ‘walk a mile’ in their potential customers shoes? Does your sales team understand how their solution aligns with the business drivers of the prospect’s organization? Too often, salespeople do a product dump and put additional work on the prospect to align problems and solutions. (Go back to keep it simple for the prospect.)
- **Raise the priorities.** This falls right in line with being iNvaluable. As Konrath states in her book, “frazzled customers don’t want to hear about your products or services.” They want to hear about:
 - How other companies address the same issues
 - Information on industry and competitive trends
 - New insights on an old problem

So SNAP to it. Buy the book, apply the concepts and go close some business. Your prospects need you. Make it your goal in to become iNvaluable!

Good Selling!

Colleen Stanley
Chief Selling Officer