



## **Friction-Free Buying;**

### **How to Minimize Resistance in the Selling/Buying Process**

**By Ron Snyder**

In physics, friction slows movement. You want your race car and pit crew to be well-oiled machines.

In the buying process, uncertainty, unclear objectives and different needs slow the process down. The job of sales people is to remove unnecessary resistance in the buyer's process by getting on the buyer's wavelength.

#### **How can you do this?**

##### **1. Be the "Trusted Influencer"**

When the desire to solve a problem arises, being the "trusted influencer" to articulate a solution that resonates with the decision maker has a huge impact on the criteria upon which the decision will be made. To do this, you must have a prominent presence on the web and demonstrate thought-leadership via your own and third party articles and white papers. Once they are on your site, it must be easy to find the information they need to proceed through their decision making process. Since buyers explore sites on their own- before engaging in person-to-person dialogue- this information must be compelling- using videos, testimonials, case studies, ROI calculators, etc. Being engaged in online communities your buyer's trust is key to leveraging "online word of mouth." Finally, research shows that prompt follow up makes a huge difference. You need to catch them while they are still hot!

##### **2. Understand Deeply**

By the time the buyer engages in person-to-person interaction, they are evaluating options for the best solution. You must clearly understand their needs, which often means having the buyer back up a step from evaluating options to review their needs and objectives. Based on a rich understanding of their needs and objectives, it is appropriate to help them see the importance of some of your value-added capabilities they may not have considered, thus influencing their decision criteria in your favor.

##### **3. Coordinate across the Organization**

In the complex sale, it is imperative to understand the needs of each party and help coordinate the efforts to find a solution that best meets the needs of the different interests across the organization. This requires finesse to identify the key decision makers, gain access and show them how your solution uniquely meets their needs. You must identify informal influencers- that may be missed by just looking at the org chart. You need to understand their objectives and political influence and help them see how you enable them to get what they want. It is imperative to identify those players who oppose your solution and neutralize their influence by working with your sponsors and supporters.



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#### 4. Demonstrate Value

Finally, you must help all the decision makers and influencers see how your solution best meets their needs and fits their decision criteria. Further, you must show how your solution provides the best value- considering all the costs, including the cost to transition and ramp-up. In larger deals, the process usually culminates in a presentation of the final contenders. Keep in mind, one of the competitors is “do nothing;” maintain the status quo. It often appears to be the easiest and cheapest alternative. A good way to minimize resistance to bringing in a new solution is to meet with each of the key players individually and make sure they see how your solution helps them get what they feel they need to achieve their objectives.

Missing any of these ingredients greatly diminishes your chances of winning. It may cause you to go speeding off the track and watch your competition glide across the finish line.

#### About Breakthrough, Inc.

**We provide Sales & Marketing guidance to companies delivering high value products and services- Business to Business .**

- ✓ Direct Experience- in Sales, Marketing and management
- ✓ Best Methods- an aggregate of best practices and tools
- ✓ Performance Management- to support successful adoption of new methods and tools; track progress and fine-tune approach



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