



Sell like you don't need the business

From Sandler By Pinnacle Performance & Consulting

You may have heard the old saying that 90 per cent of success happens between the ears. That's easy enough to say. But what does putting this principle into practice really mean? What does it look like when it shows up, in a discussion with a prospective buyer, as part of who we really are?

As a practical matter, this principle means we learn to take on, occupy, and consistently re-occupy, a set of constructive beliefs about ourselves, our company, and our marketplace. Put simply, we design beliefs that support us, and we choose those beliefs over others that don't. We make a conscious choice to cultivate a healthy self-concept, day after day after day, no matter what obstacles may come our way.

This is what we mean when we talk about succeeding between the ears. Among the most important pieces of evidence of this success is the ability to step back and do our job as though we are facing no financial pressure whatsoever...even if we are under financial pressure.

Notice that we are still talking about establishing and sustaining equal business stature. If we carry head trash into our discussions with buyers, the best meeting agenda in the world won't do us much good. Equal business stature is something that should be evident in every single interaction we have with a prospective buyer, no matter what. Why? Because our self-concept must be strong enough to maturely walk away from relationships and negotiations that don't support our goals. That's what leaders do. And so that's what we do.

SANDLERSM

When salespeople become desperate, they find ways to self-sabotage. When they really, really want the sale, they get what might be called "commission breath" – the stink of fear that they're going to lose the deal. This turns people off. When salespeople are desperate, they waste their time chasing down people who aren't ready to buy from them – or who try to take advantage of them. They agree to deals they shouldn't agree to, and they sacrifice margins they shouldn't sacrifice.

Selling like you don't need the business means making a conscious choice not to be desperate and not to do dumb things. Bottom line: If you want the deal more than the buyer does, you have a problem . . . and as a professional, you want to find a way to fix that problem.

This is your life, your profession, and your career. You don't need to do anything that isn't in your mutual interests – and in your own best interests and the best interests of your organization. You don't have to do all the work. You don't have to make all the sacrifices. And you certainly don't have to cave when someone demands a concession. You can sit back and give the thumbs-up to relationships that make sense, or you can give the thumbs-down to relationships that don't. And yes, you can move on, even if you're under some kind of financial pressure.

It may take a bit of practice to build up the muscle memory that allows you to do this, but putting the pressure you're feeling into a separate compartment and selling like you don't need the business really is the best and quickest way to address any short-term financial problem.

Think of your best, happiest customer. Now, think of the biggest problem they had that you solved for them. Got it? Next, take just a few minutes to identify exactly how much that problem was costing them, and would have continued to cost them, if you hadn't implemented your solution.

Don't skip anything. Figure out roughly how much money they would have lost or would have had to spend, in terms of both direct costs (like lost sales and onboarding costs that connect to employee turnover) and indirect costs (like damage to the company's reputation and goodwill among existing customers), to close the gap if you hadn't come along and solved that problem. Find the number. Figure out just how many dollars your solution ended up being worth to your very best customer. What was their return on investment?

You want to know that figure. You want *them* to know that figure. Once you know the numbers, you will be in a much better position to have an adult-to-adult conversation with prospective buyers about whether it makes sense to work together. The buyer, after all, is focused on the bottom line. When you are focused on it too, you'll find that your communication improves – and you both make better decisions.

UPCOMING REGINA CHAMBER EVENTS

THURSDAY, APRIL 20

2023 Luncheon Series
Craig Reynolds
President & CEO, Saskatchewan
Roughriders
Queensbury Convention Centre
Registration: 11:30 a.m.
Lunch: 12 noon
Presentation: 12:20 p.m.
Q&A session to follow

2023 Luncheon Series
CRAIG REYNOLDS
SASKATCHEWAN ROUGHRIDERS
THURSDAY, APRIL 20 -- QUEENSBURY CONVENTION CENTRE
REGINA & DISTRICT CHAMBER OF COMMERCE
LEAD. CONNECT. EMPOWER.
TD
To register call 306-757-4648 or go to reginachamber.com

WEDNESDAY, APRIL 26

TAKE A BREAK LUNCHEON
Conexus Arts Centre
Registration: 11 a.m.
Luncheon: 11:30 a.m.

SaskTel
REGINA & DISTRICT CHAMBER OF COMMERCE
LEAD. EMPOWER. CONNECT.
Presents
The 41st Annual
Take a Break Luncheon
Conexus Arts Centre
Wednesday, April 26, 2023
AIR CANADA

TUESDAY, JUNE 20
THE PREMIER'S BREAKFAST
The State of Agriculture In
Saskatchewan
Premier Scott Moe
Hall A, Viterra International Trade
Centre
Queensbury Convention Centre
Registration: 7 a.m.
Breakfast: 7:30 a.m.
Presentation: 7:50 a.m.
Q&A session to follow



THE PREMIER'S BREAKFAST
2023 CANADA'S FARM SHOW PRESENTED BY VITERRA
THE STATE OF AGRICULTURE IN SASKATCHEWAN
Tuesday, June 20 -- 7 a.m.
Hall A, Viterra International Trade Centre

Canada's Farm Show Regina, SK
Regina & District Chamber of Commerce
REAL DISTRICT

To purchase tickets call 306-757-4648 or go online reginachamber.com

MONDAY, JUNE 26
NETWORKING ON THE GREEN
2023 Annual Golf Tournament
1 p.m.
Royal Regina Golf Club



**NETWORKING
ON THE GREEN**
2023
Annual Golf Tournament
Monday, June 26
Royal Regina Golf Club

Presented by
Scotiabank
TAYLOR BIECH PORTFOLIO MANAGEMENT
Scotiabank is a division of Scotia Capital Inc.



For more information or to register for these outstanding Chamber events click [HERE](#)

"We acknowledge, with respect and truth, that we work and support the business community in Treaty 4 Territory and the traditional lands of the nēhiyawak (Cree), Anihšīnāpēk (Saulteaux), Dakota, Lakota, Nakoda, and on the homeland of the Métis Nation."

2023
levene
Dinner

TUESDAY, MAY 9, 2023
HOTEL SASKATCHEWAN



KEYNOTE PRESENTATION BY

Cassie Holmes

Best-selling Author of Happier Hour

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University
of Regina

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PCSR online meeting scheduled for April 13

Scott Harrison (BScN, RN, CRN) and Lorrie Harrison (retired RN, ACET) will present information on "Personal Risk Assessments, Transitioning to In-Person Support Group

Meetings" at the Prostate Cancer Support
Regina group meeting on Thurs., April 13.

The online meeting will include a Q&A session
after the presentation, followed by peer-to-peer
sharing. The meeting will begin at 6:30 p.m.
and participants are asked to log in 10 minutes
before the start time.



Additional information is available on the
PCSR [website](#).

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