Twitter Thread by Oliver Lester



Oliver Lester
@oliverlesterr

12 Sales methodologies that get people to say yes:

In life, there is a sweet spot for everything.

In sales, finding that spot is a matter of identifying the right methodology.

Let's talk about sales methods■

A sales methodology is a framework that guides you to close clients.

It takes goals and turns them into actionable steps to complete during each stage of the sales process.

Here are 12 of the most popular methodologies.

1. Gap Selling

Gap Selling is a methodology rooted in highlighting the gap between where a prospect's business currently stands and where they would like it to be.

Its underlying premise rests on addressing problems as opposed to touting products.

With gap selling, you put prospects first.

You must develop a deep understanding of a potential customer's business, issues, and — perhaps most importantly — goals.

Then, you determine the best way to position your product or service as the most effective means of filling those gaps.

2. Command of the Sale

The Command of the Sale methodology involves selling with urgency, some degree of bravado, extensive product knowledge, and exceptional situational awareness — all aspects of sales that could be described as commanding in their own right.

Your success rests on understanding what a prospect hopes to achieve, how they want to create value for their business, how your solution can make good on those elements, how the prospect measures success, and why the rep's business stands out from its competition.

3. Target Account Selling

Picking the right prospects to engage with is the most crucial aspect of a sales process — paying careful attention to and conducting more extensive research during lead qualification, mapping out organizations, and creating buyer personas.

This methodology can lean heavily on sales automation — resources that help you identify traits that characterize prospects who will be most receptive to your solution and broader sales process.

You want to prioritize quality over quantity when targeting leads.

4. Inbound Selling

Sales and marketing goals have become increasingly intertwined.

Potential buyers interact with content the marketing team creates and often research products on their own before contacting the sales team.

The inbound sales methodology allows sales professionals to meet prospects where they are — whether on Twitter or their company’s product pricing page.

Inbound sales analyze page views, conversions, and social media interactions to personalize the buying process.

Following an inbound approach, you can focus on selling using a flywheel model instead of a traditional sales funnel.

5. MEDDIC

MEDDIC is a qualification process for complex and enterprise sales.

The acronym stands for metrics, economic buyer, decision criteria, decision process, identify pain, and champion.

Metrics: What's the economic impact of the situation?

Economic buyer: Who controls the appropriate budget?

Decision criteria: What are the organization's formal evaluation criteria for picking a vendor?

Decision process: How will the organization pick a vendor? What are the specific stages?

Identify pain: What are the problem's trigger events and financial consequences?

Champion: Who is selling on your behalf?

6. Challenger Sale

What makes challengers so effective at selling?

You follow a teach-tailor-take control process.

Teach: They teach their prospects — not about the product or service in question but about more significant business problems, new ideas, and astute observations.

Tailor: Next, they tailor their communications to their prospect.

Take Control: Finally, they control the sale by not being afraid to push back on their customer, focusing more on the end goal than being liked.

The Challenger sales methodology strives to impart the wisdom of the challenger to the other four types.

7. SNAP Selling System

This a sales methodology that brings you to the prospect's level.

SNAP is an acronym that encompasses four directives:

Keep it simple
Be i(n)valuable
Always align
Raise priorities

With these, you can more effectively reach busy prospects with valuable knowledge, connect what they're selling with what's most important to the potential client, and make it easy for them to buy.

This methodology recognizes sales is more than one decision.

The first is allowing access.

The second is choosing to move away from the status quo.

The third is changing resources.

With these mini decision milestones in mind, you can more effectively keep deals on track.

8. The Sandler Selling System

The Sandler methodology teaches sellers and buyers should be equally invested.

This prioritizes building mutual trust between both sides.

Instead of acting like a typical salesperson, you serve as an advisor and ask questions to identify challenges in the qualification process.

9. Solution Selling

Rather than selling specific products, you leverage solution selling leads with the benefits a custom solution can provide for the prospect.

A printing and design company may create a custom package of design services, signage, and business cards to fit the buyer’s needs.

With solution selling, sales reps identify prospect pain points and offer a customized mix of products to meet their needs.

10. Conceptual Selling System

Conceptual selling is founded on the idea that customers don’t buy a product or a service — they buy the concept of a solution the offering represents.

With this method, you don’t lead with a pitch — rather, you uncover the prospect’s concept of their product and understand their decision process.

All transactions should be win-win for both the prospect and the salesperson.

If you feel this is not the case, walk away.

11. N.E.A.T Selling System

The “N” in N.E.A.T. stands for core needs.

Rather than focusing on surface-level pain, this methodology's creators urge salespeople to go deeply into their prospect’s challenges.

“E” represents economic impact.

Don’t simply present your solution’s ROI — help the buyer understand the financial impact they’re currently on track to realize versus the impact they’ll see if they change.

“A” is access to authority.

You probably won’t get to speak with the CFO, but can your champion talk to the CFO on your behalf? And more importantly, will they?

“T,” is for Timeline, refers to the exciting event forcing your prospect to make a decision.

There must be negative consequences to missing this date.

12. SPIN

SPIN is an acronym for the four elements prospects should focus on:

Situation
Problem
Implication
Need a payoff

Situation questions aim to understand a prospect's current situation — although reps should still research a call or meeting.

Problem questions get to the heart of the prospect's issue.

Implication questions probe the prospect to think about the consequences of not solving the problem.

Need-payoff questions prompt the prospect to consider how the situation would change if their problem were solved.

Rather than explicitly telling prospects about a product or service's value, SPIN selling aims to guide prospects to these realizations on their own.

Summary:

The 12 methods I've listed encompass a wide variety of sales techniques, all with the common goal of helping you close more deals.

While there is no perfect system for everyone, understanding these different approaches can give you a better idea of which direction to head in when it comes time to sell your product or service.

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