

You Have to Make Them Thirsty!

Why You Must Change Your Mindset on Selling

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NPC  **JNM** **014**

Slide # 1

Version 2



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Gabriel Siegel

(President, MediCab of NY)

“Most salespeople try to take the horse to water and make him drink. It’s your job to make the horse thirsty.”

Presentation Overview

- Selling Stereotypes
- Buying and a New Mindset
- Decision Making Process
- Why People Buy
- The Buying/Selling Process
- Parallels for Job Seekers
- Conclusions and Questions

Applicability

- This change in mindset applies in many areas
- Businesses
 - Single Proprietor to Fortune 500
- Entrepreneurs
- Corporate Executives
- Salespeople
- Job Seekers

Selling Stereotypes

- Used Car Salesman
 - This is a classic stereotype - we inherently do not trust them
- Door-to-door
 - Entering into our private/personal lives
- Telemarketers
 - Calling at dinnertime
- Furniture Store
 - I will find you when I have a question

We Love to Buy!

- New car
 - New clothes
 - New technology
 - New golf clubs
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- I do not mean shopping here, I mean the feeling we have when we buy

A Change in Mindset

- Help Your Client (Hiring Manager) Buy
- Become the Assistant Buyer
- Starts With Relationships
- This Requires New Skills
 - Learning
 - Practicing
 - Executing – turn them into habits

Factors in the Decision Process

- Buying (hiring) is an emotional decision
- Starts with You
- Your Company
- The Product/Service
- The Price
- The Timeline
- You are the foundation of a successful decision
– the result of the Buying/Selling process

Why do People Buy?

- They Must Have
 - Want
 - Need
- People Buy to
 - Gain a Benefit
 - Avoid a Loss
 - Solve a Problem
- Your Role
 - Recognize their wants/needs

Why do People Buy?

- What people want is very important but why they want it is what really drives them
- Wants (desires or aspirations)
- Needs (basics or essentials)
- Someone will tell you they want/need to be more organized – you have to help them realize that they need to be more organized if they want to have more time.

Buying/Selling Process

- Introduction
- Favorable Attention
- Wants and Needs
- Benefits and Consequences
- Commitment
- Follow-up

Becoming the Assistant Buyer

- Introduction
 - Make a good “first impression”
- Favorable Attention
 - Referral
 - Rapport
 - Trust
- Wants and Needs
 - Questions
 - Listening
 - Discovering

Becoming the Assistant Buyer

- Benefits and Consequences
 - Your product relative to their needs/wants
 - Value “exceeds investment”
- Commitment
 - Asking for the order is the next logical step
- Follow-up
 - The order is not the end of the process, it is the beginning of a relationship

Translation to Job Seeking

- Introduction
 - Resume, profile, picture, phone call, interview, etc.
- Favorable Attention
 - Referral, recruiter, relevant experience
- Wants and Needs
 - Job posting, research, questions
- Benefits and Consequences
 - Align skills to solve problem
- Commitment
 - Ask for the job
- Follow-up
 - Relationship, good performance

Conclusion

- Your success in the new job search is about embracing this new mindset of helping the hiring manager buy – not selling him or her.
- It is truly analogous to making the horse thirsty!

Summary

- Follow the steps in order
 - Circle back to reinforce and clarify as needed
- Translation to job seeking
- You are selling by applying the “Buying Process”
- Be prepared, thorough and enthusiastic