

# 5 POWER PLAYS OF AN AUDIBLE-READY SELLER

When an NFL quarterback calls an audible, he shifts his players to a new formation to better combat the defense. As an audible-ready seller, you have the knowledge and flexibility to do the same in your sales calls. Remember these five power plays to help you win the deals that other sellers lose.

## Power Play #1 – An audible-ready seller understands a buyer’s pain.

Remember to:

- Ask the right questions using two-sided discovery questions that start with “Tell me, Explain for me” and “Describe for me.” They allow you to learn more about your prospect’s business and, at the same time, give the prospect the opportunity to learn by answering.
- Really listen to your prospect’s answers, showing that you understand the customer’s business, and demonstrating integrity and genuine concern for their situation.
- Establish a direct connection between your prospect’s pain and your solution by focusing the conversation on solving your prospect’s pain. This encourages your prospect to work harder to understand your solution.

## Power Play #2 – An audible-ready seller connects their solution to an organization’s biggest problem.

Remember to:

- Create an advocate inside the organization by making your prospect feel understood. It also opens the door to conversations about the organization’s other pain points.
- Become a trusted advisor by discussing the organization’s biggest pain points and paving the way to meetings with higher-level decision makers.
- Hitch your wagon to the brightest star by tying your solution to the organization’s largest business problems. You’ll increase your base of support for your proposed solution.

## Power Play #3 – An audible-ready seller communicates from the buyer’s perspective.

Remember to:

- Define value in the eyes of the buyer – above all, buyers want a solution to their problems. That’s why the value of your solution will be defined in the eyes of the buyer, not the seller.
- Skip the laundry list of product features – focusing on this laundry list creates the impression that your solution is more than the buyer needs and therefore, too expensive.
- Explain exactly how your product will solve your prospect’s most pressing business problem – your Value Cards can be your blue print to present your product in ways that help the prospect recognize that you have the perfect solution for his pain.

## Power Play #4 – An audible-ready seller introduces relevant competitive differences early in the sales cycle.

Remember to:

- Focus on what’s better – if the buyer can’t differentiate your solution from the competition, they often assume that all the solutions are similar in value.
- Introduce relevant differences early in the sale cycle – asking the right two-sided discovery questions allows you to introduce relevant differences early in the customer conversation and influence the buying criteria along the way.
- Negotiate on the cost of the pain not the cost of the solution – building your value throughout the sales cycle allows you to prevent the buying decision from coming down to the lowest common denominator: price.

## **Power Play #5 – An audible-ready sales team clearly and consistently articulates the value of its product or service.**

Remember to:

- Focus on value – If you've asked the right two-sided discovery questions and really listened to the answers, you should already have a clear idea of your prospect's main pain points and be able to define what value means in the eyes of this buyer.
- Make the conversations resonate with the buyer – your team should be equipped with an audible-ready messaging framework, to provide the tools you need to understand and describe the value of your offering.
- Adopt a common approach to deliver your company's value proposition – have your company's entire sales team aligned around a common approach that clearly articulates and delivers the company's value proposition.

**Remember these 5 Power Plays to stay audible ready for your next sales call.**