

5 Symptoms of Seller Deficit Disorder

And How to Overcome Them

Every time you enter the office of a potential buyer, you're at a disadvantage. No matter how good of a salesperson you are, your prospects are jaded by their past experiences with salespeople. They're likely thinking that you don't understand their business and you aren't going to listen to anything they say.

Why? Because 90% of the time, it's true. It's these negative perceptions that are the main cause of *Seller Deficit Disorder*.

You're diminishing your chances of driving a successful sale if you're not asking the right questions to understand your prospect's business and using those answers to frame the customer conversation. Your job as a salesperson is to overcome the following symptoms:

1. Your Prospects Don't Think You Understand Their Business Pain

Without business pain, there is no business. It's your business to listen to your prospects, understand their pain and establish a direct correlation between your product or service and their best business solution.

By uncovering your prospect's pain points, you'll create successful on-ramps to customer conversations. Conversations that revolve around solving your prospect's pain will encourage that prospect to work harder to understand the solution you're presenting.

2. You Have Limited Access Within the Buyer's Organization

Making your prospect feel understood opens the door to conversations about the organization's other pain points. If you can't hitch your wagon to the brightest star -- and make your product or service the solution to the organization's largest business problems -- you'll have limited access to those who control discretionary funding.

3. Your Solution Is Perceived As Expensive

Remember: Buyers are seeking solutions to their problems. The danger of focusing on a laundry list of product features that aren't relevant to the customer is that it creates an impression that your solution may be more than the buyer needs and therefore, more expensive. The value of the solution is in the eyes of the buyer, not the seller.

4. Your Prospect Has a Difficult Time Differentiating Between Competitive Offerings

When your buyers can't differentiate your solution from the competition, they often assume that all of the solutions are similar in value. This perception reduces the decision to the lowest common denominator: price.

Understanding your buyer's pain allows you to introduce relevant differences early in the sales cycle and gain an opportunity to influence the buying criteria.

5. The Value You Provide Is Not Clearly Articulated

This final challenge happens when your sales force doesn't have the tools to understand and describe the value of your offering in a way that resonates with the buyer. Your sales force needs to be aligned with a common approach that clearly articulates and delivers the company's value proposition. Otherwise, you risk sales cycle inefficiencies, customer confusion and brand dilution.

The next time you make a sales call, know that you're going in with a disadvantage. Overcome it by asking the right questions, listening to the answers and creating successful on-ramps to customer conversations that overcome Seller Deficit Disorder.

- Show your buyers you understand the business pain.
- Connect your solution to the organization's biggest problem.
- Communicate from the buyer's perspective.
- Introduce relevant competitive differences early in the sales cycle.
- Clearly and consistently articulate the value you provide.