

# Become a problem finder, not a problem solver

The following article is a transcript. You can view the full video below, as well as more in this series on our [Knowledge Hub](#)



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In today's world, sales reps no longer hold the power. Sales has changed beyond recognition over the past twenty years. What has changed?

Access to information has been the major change to find trusted information. Fifteen to twenty years ago sellers held power because they had the information buyers required. Today, the tables are turned. Buyers have access to more information sources considered possible two decades ago.

Unlike the old world of sales where the seller is in control of the information access, buyers have access to the same information. The problem for the buyer is making sense of all this information that can be trusted and used to help make their decision. The problem for the seller is buyers often know as much, sometimes more than sellers do. Their role has moved from providing access to information to helping buyers make sense of the mass of information available.

If a buyer understands their problem, they will have already been searching for an answer. According to [Forrester](#), 53% of Business to Business (B2B) buyers prefer to go online and consider it superior to interacting with a sales person. They will have a

better understanding of their own situation than the sales person. This means they could well be better informed about their options than the seller. According to [Terminus](#) the average Software as a Service (SaaS) buyer is not contacting sellers until they are 57% through the sales process. This is expected to rise to 80% by 2020.

To win buyers' trust, sales reps must become a trusted influencer themselves. That means you, the seller need to become skilled at curating the information related to your audience's situation.

To protect yourself from becoming overwhelmed by the amount of information available you need to be laser focused on the value you are delivering to your audience, helping your clients better understand the information available and providing options that compels them to address their priority problems.

This means you need to do more than stepping into their shoes and understand their situation, challenges and priority needs. Your success is dependent upon moving from solving problems buyers are aware of to finding problems they did not know they had. As we have seen, buyers are already 57% the way through their sales process before they reach out and connect sellers. If they are unaware of a priority problem, you have a competitive advantage from the outset helping them solve it. You will also have already started to win their trust and confidence.

Today, many buyers could solve their problems without a sales rep. This assumes they know what the problem is, and they have not got their understanding wrong. You need to help them see their situation in a fresh, more revealing way. This will help to reveal problems they did not realize they had. Become a problem finder, not a problem solver, to find priority problems you can solve that buyers are unaware of.

Check out our [Sales Pipeline Guide for Sales Teams & Business Owners](#). Within this guide you can also download our free Guide Using Sales Prospecting Tools to Improve Sales Pipeline Reviews. It also provides guidance on restructuring your sales stages to reflect your buyers' journey.

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## About the Author

Treve Wearne is the founder of Nazca Services Limited. Treve supports businesses and sales teams positioning themselves and increasing sales revenues. Improving sales forecasts, talent development and retention in the most challenging business environments.

To discuss how you can strengthen your sales pipeline, improve sales pipeline reviews, and sales forecast accuracy, [contact Nazca Services](#)