

# Selling Really Needs Back-to-Basics Strategy

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There are two ways to grow your business: Find new customers and sell current customers additional solutions.

- We need to maximize our relationships and use effective selling strategies to maintain or grow our market share which can include new solutions.
- Now, more than ever, we need to prospect and find new opportunities. As our customers cut back spending or consolidate vendors it is apparent there are fewer revenue dollars to go around.

The technology continues to evolve in the printing industry, but we need to stick to the fundamentals

- There is great buzz about the new QR code applications. So if you are going to offer this new technology, be sure your team understands the benefits to the client.

Before you add new technology, I recommend you survey current clients to see what other solutions they are buying now and may be considering using in the future. This survey can be done informally in person with the client (which is a great way to spend time with clients) or in a more structured way with an online survey resource. That way you can be sure you are adding relevant solutions that you have a chance of acquiring business for. This process will also ensure the salespeople are confident knowing they are offering their client base resources they already use or want to use in the future.

A mistake that owners and sales managers make is adding new features to their print offerings and assuming good salespeople will pick up those new products or services and run with them. It is tricky when asking customers to “trust me” when it involves a new service being offered.

Here are some ways to help your salespeople embrace the new technology and feel confident when they go out and sell these new services:

- Provide training specific to the new offerings to help your salespeople and production staff with terminology, value propositions, and relevant customer applications which will:
  - Reduce their resistance to selling new solutions
  - Provide them the internal tools to keep the client relationship strong
  - Make sure your support staff understands the challenges of the new technology so they can support the sales reps
- Have company goals in place that pertain to the new solution so everyone is on board.
- Provide salespeople with tools to use with the clients including:
  - Case studies
  - Printed samples
  - Product materials
- Discuss ideas for overcoming customer objections:
  - I don't perceive you as qualified for that solution
  - I am happy with my current provider
  - I do not want to have too many eggs in “your” basket

Having new solutions to sell can be really beneficial as it gives salespeople reasons to meet with clients and prospects and increases your presence in the market place.

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