

# Sales Strategies: Helping Clients Manage Change

## Video Script



Watch our video for tips on helping clients manage the change process once you sell to them. [Go to Clarity's Video Sales Tips](#)

Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

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### You know one thing we always over-estimate?

Our clients' abilities to implement what we sell them. To follow even SIMPLE instructions.

### Hi, Nick Miller, Clarity Advantage, this time to discuss change management in the sales role.

I'll give you an example. Recently, I had a problem with my left eye. I ended up in an Emergency Room:

"You've scratched your cornea," the doctor said. "Your eye is inflamed. I'm prescribing Pred Forte, one drop, four times a day; Bacitracin, two to three times a day; cyclopentolate hydrochloride, one drop if there's pain, but you won't be able to see well; liquigel in the other eye if it dries out. Come back in a week for follow up, sooner if it flares. We'll fax prescriptions, start them immediately. OK?"

### Whoh. "OK".

My family drove me home. We picked up the meds and we laid them out on the kitchen counter. I read the instructions on each box. Four simple meds and my good eye had no idea what to do next, how to start.

Just like the ER doc, when WE sell, we think, "Our clients are adults. Our solutions are friendly. They just have to do this, this, this, and this, and they'll be good." Right?

Well, the ER doc was very nice and I had only four meds to deal with, and she told me what to do...and I needed help to take even the simple step of planning them into my day.

### When we sell, clients need to change.

They'll have a better experience when we break it down into small steps. Walk them through the first time. Offer reminders, a little rehearsal so they feel well supported and make the change quickly.

Voila!