

Sales Techniques: Was That Supposed to Be Meaningful?

Video Script



Learn how to carry on meaningful conversations with business owners.

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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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Hi, Nick Miller, Clarity Advantage, business owner, and business owners don't have a lot of patience with conversations that aren't meaningful.

Who has time for that? They want to buy what they need for their businesses and get on with things. Meaningful conversations help them do that.

What's meaningful?

Meaningful means "understanding."

Data from JD Power and others confirms that, among business owners, client satisfaction, loyalty, willingness to buy more products, and willingness to refer go UP with their satisfaction levels. One of the key drivers of satisfaction is "the banker completely understands my business." Their history and experience, their successes and disappointments, their business opportunities and resources, their cash flow ebbs and flows, and their payment cycle management. So, meaningful means "understanding."

Meaningful means "perspective and education" – our experience with similar companies.

Business owners want to know what we're seeing, what challenges others are facing, different methods of addressing those challenges. A statement like, "Several of my clients use the same accounting software you do, they've had a similar challenge to the one you've described, here's how they've handled that" can be both reassuring and illuminating. Business owners want our perspective of their experiences. They want options. They want to know what works and why.

Meaningful also means "recommendations" – helping business owners understand their options and tradeoffs, then making a recommendation based on our understanding.

They can go to the web to get information. What they need, what they're really paying for when they buy our products is our recommendation. "Here's my view about the best way to address the problem you're experiencing."

If they trust us at that point, if they think we know what we're doing, if they see the value of a change, they will do something meaningful. They will buy. We won't have to "sell" them.