

Small Business Banking Sales Success: Alternatives to Offering Fast, Free Advice

Video Script



See what can happen when you pitch idea before establishing a need and get some better ways to advance a sales conversation in this sales tips video.

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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Hello, and welcome back, Nick Miller, Clarity Advantage, this time focused on alternatives to offering free, fast advice.

I was speaking at a conference with a potential client... and after a bit, he described a cross-selling challenge with his sales team, then asked, "What strategies have you seen OTHER companies use to increase their cross sells?"

Without much hesitation, the "Oh, I'm so glad you asked" voice came out of my mouth. "Well," I said, "two strategies we've seen work effectively in settings like yours are (strategy A) and (strategy B).

Ugh! I received the summary dismissal I deserved: "Yeah, thanks, but we're already DOING that." In other words, I'd pitched an idea before I'd really established the gap or the need.

One is tempted, at such moments, to recover by offering even more ideas, BIGGER ideas, but our odds of ping-pong the Thrill-o-Meter are low.

Yeah, we've DONE that. Yeah, we've DONE that. Yeah, we've DONE that. We're dealing with smart people, right? They've already tried some stuff by the time they reach us.

A more strategic answer to his question might have been, "Well, what have you tried so far?"

And then, once I'd heard about his attempts and the outcomes, I could have shared some ideas to fill in the gaps.

So, answer the question, "What have you seen work?" with a question, "What have you tried?" to root out the details. Until that point, fast, free advice ain't nothin' but trouble.