

Pick One Thing

Video Script



Find out why it's so important to develop expertise in one client problem and the product that solves it in this sales strategies video for small business bankers.

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, Nick Miller, Clarity Advantage Corporation, welcoming you back. This time to talk about focus. Or, more precisely... Expertise.

When I first got started in sales, I asked my successful colleagues on the team what I ought to do to be successful in developing my business. One of them, Rex, said, "master one thing. Pick one problem or pick one product (and the problem it solves) and become the expert in that. Be the best at that. Use that problem and your expertise in solving it to earn your appointments with prospects. Once you demonstrate your expertise and help them solve that problem, they will open up to you about other things. They will assume that, because you are expert in this one problem that you also have expertise or, at least, resources to solve other problems. And from that base, you can grow your business within your accounts as well as by developing new accounts."

Rex's advice turns out to be one of the very best recommendations I have received, ever. In a time when our clients complete significant portions of their research online or ask their friends for recommendations, it's more important than ever that we differentiate ourselves and our value from what's available on the web. If we are generalists, particularly early in our careers, that is a very tough competition.

So, pick one thing. Become an expert in that. Leverage that expertise into other opportunities so you can grow your business.