

SALES

2010

Go on a Hot Button Hunt



www.gettheedgeuk.co.uk

Jon Davies
Get the Edge UK
9/9/2010



The Ultimate Sales Tool Kit

Go on a Hot Button Hunt

Buying motives: the key to building urgency with a prospect. If only Salespeople would slow down enough to find out what they were.

Go over the following reminders to powerful 'hot button' driven presentations:

1. Hot buttons are customer's buying motives. They differ from person to person. Don't give the same "It's got, you've got your" presentation to all customers. Instead, find their hot buttons and then customise the presentation around those features.

Remember it's only relevant, if it's relevant!

2. You don't have to guess at hot buttons and you should never assume. Just ask! If they're looking at a new 4X4, ask them, "Jon, what do you like best about the 4X4?" The customer will tell you-it's not a secret!

3. Once you find the hot buttons, don't beat around the bush. Get right to them. By immediately talking about the features a customer is interested in you create momentum in the presentation and also convey that you are listening to the prospect.

4. Know that hot buttons usually account for only about 20% of the features of a product or service. Your job is to spend 80% of your time on that 20% of the features. Your job is not to tell the prospect everything you know about the product or service.

Spend most of your time talking about the areas they are "hot" about. Remember, every time you talk about something the customer is "hot" about you move them closer to the sale. Every time you talk about something they are indifferent toward, you move them away from the sale.

Remember again, it's only relevant if it's relevant



The Ultimate Sales Tool Kit

5. Know your product or service. Hot buttons will vary. It does you little good to determine hot buttons, only to realise you know little or nothing about that particular area. It's frustrating and you'll deserve to lose the sale because you were not prepared.

6. If there is more than one decision-maker involved, make sure you've uncovered and are addressing all of their collective hot buttons. Don't leave anyone out of the process or they'll come back later to haunt you for your neglect by sabotaging the sale.

Remember,

it takes discipline to slow down enough to find out what makes your customer tick, but you must do it. Avoid the mistake of amateurs in sales who insist on telling the prospect what they like about the product or service. Who cares! The prospect is selfishly interested in whether his needs are being met-period.

You've got it, it's only relevant, if it's relevant

Remember,

that you can do better than the "bores and snores" in our field who persist on giving "speeches" on their product/service, creating prospects locked in a trance of indifference who leave looking for a real salesperson.

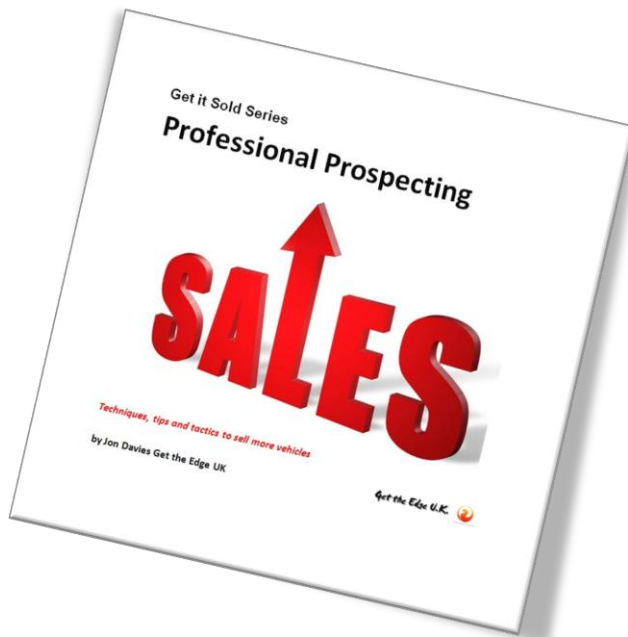
Give the customer a good listening tool!, identify the Hot Buttons, drive your presentation around the areas that matter. Remember to bring the features to life and make the metaphors and stories you deliver relevant to the customer and life in their world.

Finally remember, if it's not relevant, don't mention it!



The Ultimate Sales Tool Kit

Two Great Books
To help improve your income and grow your sales



*Each filled with
dynamic ideas,
techniques, tactics
and tips, to grow,
your results to new
levels in 2011*

To get your copy visit
www.gettheedgeuk.co.uk
or email
jon@gettheedgeuk.co.uk

Get the Edge U.K.



People, Performance, Profit

Written By Jon Davies 2010