

# SALES TEAM CONSULTING

*“Looking back on it, our sales activities were reactive and nonstrategic. But this holistic approach to sales has given us the tools we need for increased success. We’re working as a team now, and we’re making smarter, data-based decisions.”*

**Owner, Metal Parts Manufacturer**

Fewer than 20% of all professional salespeople have had any formal sales training. But no single sales methodology will work in even a majority of cases. Instead, salespeople must learn to employ a variety of appropriate sales approaches.

Although there are dozens of sales methodologies currently on the market, they tend to cluster into the following five broader methodologies. SCMEP provides training and consulting in each of these:

## **Solution Selling**

A problem-solution approach for manufacturers who sell technical or customized products, this approach allows them to position themselves as problem solvers rather than just product suppliers.

- Requires an underlying problem to solve.
- Focuses heavily on features, functions, and benefits to show why the product is the best solution.
- The salesperson helps the customer realize their true pain points.
- Generally offers a predefined solution that may also include customization.

## **Consultative Selling**

A highly interactive, customer-centric approach where the salesperson acts as a trusted advisor, guiding the customer through their challenge, and collaborating to find the best solution. This approach is useful when the prospect is not fully aware of their problems and needs, and when long-term relationships are beneficial.

- Focuses on the prospect’s needs, not the product.
- Involves deep discovery to uncover the business and industry challenges.
- Seeks to educate rather than sell.
- Is highly collaborative and relational rather than transactional.

## **Value Selling**

An approach that emphasizes the customer’s derived value rather than low price, Value Selling is often used as a way to beat large competitors.

- Showcases and quantifies customer benefits of your product vs competitive products.
- Often employs ROI and cost-benefit calculators to demonstrate superior value.
- Emphasizes lowest total cost rather than lowest price.

### Strategic Selling

A sales methodology that identifies key decision makers and influencers, and maps out a tailored message for each. This approach can be most helpful when the sale is complex and involves multiple decision-makers.

- Sorts prospects into one of four types of influencer (economic buyer, user buyer, technical buyer, and coach buyer).
- Tailors messaging to each influencer's own goals and concerns.
- Identifies an internal advocate to help navigate approvals.
- Provides competitive differentiation.
- Generally employs a structured plan to accomplish the sale.

### Insight Selling

This proactive sales approach involves stimulating your prospect's thinking by introducing them to new information, solutions, or trends they may not have considered. Rather than just responding to customer needs, the salesperson challenges their assumptions, educates them on better options, and positions their product as the best solution. Insight Selling is well suited to products that are innovative, have high value, or are complex.

- Gives the prospect unique industry or technology insights.
- Reframes the buyers problems or needs.
- Guides the buyer toward a new, previously unseen solution.

SCMEP offers team and individualized sales training and consulting that help companies increase sales and profitability, reduce the sales cycle, and reduce waste in the process.

Contact your SCMEP RVP  
for more information.

[SCMEP.ORG](https://www.scmeep.org)

#### SCMEP GREENVILLE

250 Executive Center Drive  
Suite 200  
Greenville, SC 29615

#### SCMEP COLUMBIA

250 Berryhill Road  
Suite 115  
Columbia, SC 29210