

Outside Experts Weigh In

Solve problems. According to Harmony Tenney, president of International Business Empowerment Consultants Inc., “Sales is all about solving problems. If you approach sales as having something valuable to offer, you will be much more likely to have good responses from the people that you prospect.”



Take it slow. Jill Konrath, author of *Selling to Big Companies*, says slow down. She recommends you give the prospect a reason to meet with you a second time. “Most new sales reps try to rush the process, but multiple meetings are what builds a relationship.”

Go for big fish. Konrath encourages new reps to create an account-entry campaign. You might say, “In researching your company, I noticed that a business objective is to go into new markets.” When you say that, you don’t sound like a salesperson, you sound like a colleague.

Talk about outcomes. Ron Karr, author of *Lead, Sell, or Get Out of the Way*, says new reps make the mistake of selling a product, not selling the value for the client. “Sell to the company on how they can increase their revenues. Make your pitch outcomes-based,” he says.



Link in. For the challenge of a limited client base, Karr recommends integrating social media campaigns to help sell, whether you use LinkedIn, Twitter or Facebook to start building a network.