

DIAGNOSE BEFORE YOU PRESCRIBE



Refine your strategy • Align your team • Achieve sustainable growth

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Your doctor would never write a prescription or perform an operation without diagnosing you first. You show up with your symptoms, your internet research and advice from all of your friends and family, but ultimately your doctor is the one who will determine what's really wrong and will proceed with the appropriate treatment.

It's no different with sales. This may seem obvious, but all too often we show up ready to present a solution before we have done any real diagnostics. How well do we really know our clients and their unique needs before we show them a demo, or recommend they buy our entire suite of products?

Tips to keep you from practicing bad medicine with your clients and prospects.

- You must establish trust first – if they don't trust you, they won't trust your diagnosis.
- How do we establish trust? With **Authority** (we've succeeded in this diagnosis before) and **Empathy** (we understand how this is making you feel/what pain this is causing you)
- Don't try to make yourself, your company or your solution the Hero – the client is the **Hero** and you are their **Guide**...how will you guide them to the solution to their problem?
- You need to ask the right questions at the right time – we recommend the Solution Selling questioning model to diagnose pain and lead to a solution.
 - o Use **open** questions to get the buyer speaking freely about their problems – these are generally more comfortable, non-threatening and give the buyer control of the conversation.
 - o Use **control** questions to understand what the buyer is telling you – these help clarify the responses you received from open questions, are usually closed answers (yes or no, how much, how often) and give you back control of the conversation to where you want to steer the buyer.
 - o Use **confirming** questions to ensure that you're both in sync – this summarizes your understanding of what the buyer has told you and demonstrates your ability to listen, show empathy and exhibit expertise. It also provides an opportunity to clear up any misunderstandings.

This type of approach helps establish trust with your client and allows you to uncover their pain... leading to the correct diagnosis, and the right prescription – your solution.

For more tips like these that are designed to help you with key conversations, visit us at www.A5Advisory.com.

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