

WINNING LIFELONG CUSTOMERS

WITH

THE FIVE ABILITIES®

Best Next Action Finder



Are prospective customers asking to see you? If yes, turn the page. If no, complete the following exercise.

WHAT do you see, hear, and/or know, that indicates you do not have the **VISABILITY** necessary to win?

Common observations:

- No response to CTAs in your marketing materials
- No return emails and phone calls
- Refusal to attend events
- Prospect is engaging with your competition
- Prospect organization is in disarray

WHY are these things happening?**Seen in the wrong way**

- You have yet to create a suspicion-of-value in the minds of decision-makers and influencers
- Your reputation precedes you in way that repels decision-makers and influencers
- You are pitching rather than engaging

Seen by the wrong people

- You are being blocked by inconsequential gatekeepers
- You do not yet have sponsors who win when you win and sell for you when you aren't there
- You are engaging only with the people who win when your competition wins

Seen at the wrong time

- Your prospect just purchased from your competition and has not fully deployed and evaluated
- Your prospect has just passed a budget cycle without your project in the plan
- Reorganizations have resulted in other priorities outweighing the problem you address

WHAT can be done that is within your control to address **WHY** you have not earned **VISABILITY****Seen in the wrong way**

- Develop/deliver 30-second value propositions that create a suspicion-of-value in the customer's mind
- Engage and communicate examples that reverse negative perceptions
- Focus more on learning about the customer through personal engagement

Seen by the wrong people

- Determine how gatekeepers win so that you can deliver that for them
- Engage with decision-makers and influencers who are not winning with the current solution
- Find/engage with decision-makers and influencers who do not win with your competition

Seen at the wrong time

- Educate your customer on the results they should look for and what they could expect from you
- Engage for the long-term by representing yourself in as an SME focused on their needs
- Reassess org-chart; Identify new decision-makers and influencers

Are decision-makers and influencers asking you for advice beyond what your product or service delivers?
If yes, turn the page. If no, complete the following exercise.

WHAT do you see, hear, and/or know, that indicates you do not have the **CREDABILITY** necessary to win?

Common observations:

- Customers are only asking you for information regarding your offering
- Your presentations are not met with questions/broader dialogue about the customer's problems/ priorities
- Price and delivery are the primary topic of the customer's questions
- Decision-makers and influencers are getting advice from your competition that is showing up in requirements
- Customer expresses lack of confidence in your offering

WHY are these things happening?**Demonstrate**

- The customer has not seen a demonstration or presentation of our offering
- The customer does not understand how your offering addresses their issues
- The customer has not seen your offering working for another customer

Educate

- You have not told the customer anything new; They have no new contact that creates urgency
- Decision-makers and influencers do not see you as a path to SMEs regarding their problems
- You are not bringing new knowledge beyond the offering you sell

Advocate

- You are lacking credible advocates who the customer respects
- You are not advocating for the customer by introducing them to new sources of relevant information
- You are not advocating for partner who can solve problems that you can not

WHAT can be done that is within your control to address **WHY** you have not earned **CREDABILITY****Demonstrate**

- Schedule a demonstration/presentation or lead customer to an online demo with CTA
- Convey expected results from a successful implementation of your offering
- Introduce your customer to a referral customer

Educate

- Deliver relevant industry information or success results from use of your offering
- Introduce decision-makers and influencers to SMEs from your company or partners you work with
- Start a regular cadence of sending new industry information related to your offering

Advocate

- Introduce your customer to others who will advocate for you personally along with your company
- Prospects value help from third parties. Deliver that whether it's you or a partner
- Bring partners in who will advocate for you

Verify the needs of both buyer and seller (Worse than not winning a customer is winning the wrong customer.)

Are discussions with customers primary about results versus only about costs?

If yes, turn the page. If no, complete the following exercise.

WHAT do you see, hear, and/or know that concerns you about the **VIABILITY** of this opportunity?

Common observations:

- Decision-makers and influencers are solely interested in price reduction
- Stated needs change frequently. Every conversation raises new concerns. A moving target
- Needs are unrealistic in terms of results and time necessary to get the results
- Your competitors are not aggressively pursuing this customer
- Your customer has no sense of urgency. They are just collecting information.

WHY are these things happening?

NEED is not clear

- Customers cannot consistently articulate personal wins and business needs
- Nothing articulated is deemed critical to achieve personal or business wins
- There is no timeframe that creates a sense of urgency

EXPERIENCE is not sufficient

- Customers cannot consistently articulate personal wins and business needs
- Nothing articulated is deemed critical to achieve personal or business wins
- There is no timeframe that creates a sense of urgency

SUCCESS history is not evident

- The customer's business and leadership is in decline
- Your competition is not aggressively pursuing this business
- You do not have the resources necessary to make the business and the people successful

TIME is not sufficient for either buyer or seller to succeed

- Milestones and completion dates are unrealistic; Under promise—Over deliver
- Decision-makers and influencers are rushed for a win that is unlikely
- Required timeframes require more resources than are available from buyer and/or seller

WHAT can be done that is within your control to address **WHY** you have not proven your **VIABILITY**?

NEED is not clear

- Engage to understand customer's personal and business wins; Advise how they win with you
- Understand customer's situation well-enough to create a critical situation based on their need
- Engage with 'what-if' scenarios that create operational and/or competitive urgency

EXPERIENCE is not sufficient

- Be the SME or introduce a SME that can advise an inexperienced customer
- Set clear expectations using the customer's project planning methods and annual ROB
- Either acquire the experience or respectfully walk away

SUCCESS history is not evident

- Find the revolutionaries who are open to risk and investment
- You must learn why your competition does not want this business; Previous failure? Other?
- Either acquire the resources or respectfully walk away

TIME is not sufficient for either buyer or seller to succeed

- Present clear project plan with realistic milestones and due dates; Milestones become success criteria
- Address the personal win that is driving decision-makers and influencers in a realistic timeframe
- Acquire the resources necessary to succeed or walk away

Are you clear on the personal buying motivations for both decision-makers and influencers?

If yes, turn the page. If no, complete the following exercise.

WHAT do you see, hear, and/or know, that indicates you have not yet proven your **CAPABILITY** necessary to win?

Common observations:

- People are risk averse; They ask many questions about things that can go wrong
- People are harried; They ask for ways to off-load their teams and their personal workload
- People are career minded; A successful result leads to promotions, bonuses, etc.
- People are team players; A successful result will make them more valued throughout their organization
- People want change; A successful result leaves their mark as a revolutionary change agent

WHY are these things happening?**Safety** is the Personal Motivation for Buying

These people are risk averse as a natural state or because of a situation occurring in the business

Simplicity is the Personal Motivation for Buying

These people and their teams are over-burdened; Work/Life balance is a priority

Reward is the Personal Motivation for Buying

These people look for external acknowledgement that they are successful

Recognition is the Personal Motivation for Buying

These people look for external acknowledgement that they are valued

Revolution is the Personal Motivation for Buying

These people want to make their mark by catalyzing positive change

WHAT can be done that is within your control to address **WHY** you have not proven your **CAPABILITY**?**Safety** is the Personal Motivation for Buying

Your offering must represent alleviation or elimination of risk

Simplicity is the Personal Motivation for Buying

Your offering must represent a reduction in workload and stress

Reward is the Personal Motivation for Buying

Your offering must represent an advancement in career and/or compensation

Recognition is the Personal Motivation for Buying

Your offering must represent a means for increased contribution organizationally and personally

Revolution is the Personal Motivation for Buying

Your offering must represent innovative and revolutionary positive change

Are decision-makers and influencers still asking, "What happens when something goes wrong?"

If no, good for you. If yes, complete the following exercise.

WHAT do you see, hear, and/or know that is keeping you from earning full **RELIABILITY** with your customer?

Common observations:

- Decision-makers and influencers are limiting engagement with you
- Decision-makers and influencers are increasing engagement with one or more competitors
- Key people no longer engaging you in challenging conversations
- People who once coached you are no longer responsive and no longer reach out proactively
- Requests for reparations are no longer being pursued by customer/client; They've moved on or given up

WHY are these things happening?

You are not perceived as **unreasonably accountable**

The customer/client had a negative occurrence attributed to you and you haven't stepped up

You are not perceived as **predictable**

The customer/client had an unexpected negative occurrence without warning from you

You are not **anticipating & alleviating surprises**

Your customer/client needs you to know their challenges better than they know themselves

Communicate **bad news** as openly and quickly as **good news**

You could be letting the customer learn bad news on their own or, worse, from a competitor

Being dressed down can dress you up

You may have shut down the customer's feedback when they were angry and open

WHAT can be done that is within your control to address **WHY** you have not proven your **RELIABILITY**?

You are not perceived as **unreasonably accountable**

Find opportunities to proactively help without inventing problems; real problem solving

You are not perceived as **predictable**

Implement communication processes, protocols & cadence that address customer concerns

You are not **anticipating & alleviating surprises**

Use your expertise to anticipate & communicate challenges making avoidance possible/probable

Communicate **bad news** as openly and quickly as **good news**

Do regular project updates with customer/client decision-makers & influencers; Share good & bad

Being dressed down can dress you up

Let the customer/client vent; Don't invent problems but when they arise consider them opportunities