

Competency Development Toolkit

Transactional Product Sales Benchmark



Signature Profile

Benchmark Profile Description

The Transactional Product Sales role is responsible for selling discretionary products on a transactional basis. They are tasked with handling a high volume of calls/face-to-face interactions and being resilient in the face of rejection and short sales cycles. Key activities include identifying customer needs, gauging the customer's readiness to buy, and closing the transaction by personalizing product benefits.

Predictive Competencies

- Achieves Results by Tailoring Message to Resonate with Buyer Motivations
- Qualifies Prospects by Assessing Interest Level
- Closes Through Emotional Appeal
- Takes Initiative to Improve Personal Productivity and Achieve Career Goals
- Demonstrates Perseverance

Achieves Results by Tailoring Message to Resonate with Buyer Motivations

Produces above-average results selling relatively new products or discretionary purchases which have several alternatives vying for the same budget dollars by working to understand customer buying motivations and matching the sales proposition to them; has the ability to identify hot buttons to appeal to a specific buyer without appearing insincere or heavy-handed

LOW SCORES	HIGH SCORES
<ul style="list-style-type: none"> ▪ Impatient or uncomfortable with needs analysis ▪ May focus on own objectives without really understanding what the customer needs ▪ May try to force an immediate match of the product to the customer's need, then quickly move on if unsuccessful ▪ May use a standard benefit message regardless of the prospect's motivation to buy 	<ul style="list-style-type: none"> ▪ Is driven to understand prospects' and customers' needs so the product offering can be properly positioned with the appropriate group of features and options ▪ Enjoys the challenge of exploring a unique set of needs ▪ Varies the benefit message to fit the buyer even though the product offering is fairly fixed ▪ Works to identify the approach or product offering that is most appealing to a prospect

Mindset Tips:

- Learn the importance of needs analysis – it is essential to understand customer preferences when selling a product with no track record.
- Commit to discovering each prospect's buying motivations – both practical and emotional.
- Remember that each customer has unique business needs – do not enter the sales process thinking that every prospect has the same objectives.
- Although it is good to be persistent, be careful not to become so focused on completing the sale that you appear pushy – remember that remaining flexible and responsive is the best way to make a sale.
- Be certain to emphasize the benefits of your product that will appeal most to your prospect, rather than focusing on features that you personally find attractive.

Success Tactics:

- Elicit information from your contacts regarding their objectives and concerns – do not assume that everyone seeks the same results from your product.
- Prepare a list of questions that will aid you in unearthing customers' hot buttons – determine what features of your product will most incite them to make a purchase.
- Perform a detailed written needs analysis for each contact that you meet – list each prospect's requirements as well as the features of your product that could satisfy that need.
- Network and probe to uncover each contact's buying motivation – it could help you to secure a future sale.
- Remain flexible – try different angles until you find a sales approach that appeals to your prospect.
- Consistently gauge the prospect's willingness to buy – if you are not generating sufficient excitement, try a different approach.
- Take your time when trying to appeal to a prospect's needs – ask questions and try to suit your routine to the customer.
- Sit in with a salesperson who consistently modifies his sales technique to suit his prospects – take notes of the methods he uses.
- Watch the customer's reaction during your sales routine – take a different angle if the prospect does not seem enthusiastic about your product.
- Remember to continually test the waters in order to gauge your customer's level of interest – change your technique if the customer seems bored or reserved.

Qualifies Prospects by Assessing Interest Level

Capitalizes on the moment in a closing market; recognizes that there is limited opportunity to find an indifferent or ambiguous response; spends time with those prospects who clearly want or need the products; immediately targets a prospect’s hot buttons; discontinues pursuit of a purchase decision if interest is cooling; swiftly assesses a readiness to buy and quickly eliminates questionable prospects

LOW SCORES	HIGH SCORES
<ul style="list-style-type: none"> ▪ Uncovers a prospect’s need and readiness to buy using more concrete benefits and features than emotional appeal ▪ Becomes too involved in any one prospect to quickly and objectively sort potential buyers from the crowd ▪ Lengthens the qualifying process to the extent that prospect enthusiasm and excitement begin to wane ▪ Diverts time and resources from ‘hot’ prospects by trying to generate increased interest from lukewarm prospects ▪ Takes losing a prospect as a personal failure and cannot easily disengage when there is limited sales opportunity 	<ul style="list-style-type: none"> ▪ Excites trailblazers or gate swingers with the vision of a unique opportunity ▪ Emphasizes dramatic benefits to attract attention and to pique a prospect’s interest ▪ Recognizes that there is a very narrow window of opportunity to capitalize on a prospect’s enthusiasm and emotional desire for the product or service ▪ Focuses questions on the ability to use/pay for and the readiness or urgency to buy ▪ Is willing to “cut loose” an indecisive prospect and focus limited resources on those prospects closer to a buying decision

Mindset Tips:

- Understand that you have a very limited window of opportunity – immediately target the prospect’s hot buttons so that you can determine the individual’s readiness to buy.
- Create a vivid picture of the gap between the prospect’s present state and desired state to ascertain the individual’s readiness to make a purchase.
- Recognize when a sales situation will not yield a win-win outcome and walk away from that prospect.
- Realize that if you don’t turn some business down, you will wind up clogging your calendar with dead-end prospects whom, even if they made a purchase, would not be worth your time.
- Be willing to walk away from a prospect if you determine they are not serious about doing business with you, or their idea of doing business will not yield a mutually beneficial outcome.
- Learn that no single product is for everybody at any given point in time – some prospects will be highly interested, others will be mildly curious – the key is to focus on those who appear apt to buy in the very near future.

Success Tactics:

- Devise a list of questions and sample dialogs that can quickly uncover a prospect’s propensity to buy.
- Since time is limited, use emotional appeal to pique your prospect’s curiosity – do not waste time touting logical benefits but emphasize pride of ownership and other intangible advantages.
- Set a time deadline or explicit number of calls you will make on each prospect; if you have not convinced them to move forward by your deadline, move on.
- Commit to moving quickly through your contact list in order to identify those who are most likely to seize the opportunity of owning your product – cut loose those who are not ready to make a decision.
- Develop a hands-off way to follow-up with mildly interested prospects, so that you can focus your time on those who will purchase in the near future.

Closes Through Emotional Appeal

Makes an immediate request for a purchase decision; uses emotional appeal to gain an agreement to buy, such as the risk of losing the opportunity to gain an advantage or to be on the cutting edge; takes pride in a readiness to sell and runs at full throttle, looking for opportunities to trial close; trial closes on features; gives the customer permission to buy and provides the emotional 'push' to make an intuitive decision

LOW SCORES	HIGH SCORES
<ul style="list-style-type: none"> ▪ Tends to push or 'coerce' prospects into buying rather than draw them into anticipating the use of the product ▪ Concentrates on reinforcing logical benefits when it is the emotional benefits that will attract a prospect to cutting edge technology ▪ May seek a purchase decision without completely removing barriers, causing the customer to feel pushed into a quick choice ▪ Is distracted from the primary goal of asking for the order by becoming too involved in the personal interaction or getting into an in-depth discussion of features and options 	<ul style="list-style-type: none"> ▪ Uses a persuasive sales style to motivate a purchase decision ▪ Builds customers' prospect's enthusiasm to the point where they are more concerned about not getting the benefit as quickly as possible ▪ Emphasizes the risk associated with lost opportunity or giving up ground to the competition who may get the benefit first ▪ Gives permission to buy with 'good' reasons why the purchase is justified ▪ Notes restricted availability and offers a limited time period to buy ▪ Makes an immediate request for the order while the prospect is still excited ▪ Stays focused and is always prepared to take advantage of every opportunity for a trial close

Mindset Tips:

- Envision yourself in your customers' shoes – determine what you would find as a persuasive selling point and use this in your sales routine.
- Commit to taking the lead so that you can uncover and address barriers and, consequently control the timing of the close.

Success Tactics:

- Share your enthusiasm with the customer in order to raise the urgency for the purchase.
- Prepare a list of phrases and statements to use in your sales routine that will build excitement for your offering.
- Ensure that your closing statements allow customers to feel that they will be gaining an advantage by making a purchase.
- Review your sales routine with an objective listener who can advise you how to add more emotion to your closing statements.
- Emphasize the innovative benefits of your offering, i.e., make customers recognize that they will be purchasing something that few others have.
- Actively demonstrate how your product or service will bring the customer ahead of the competition as well as explore the consequences of doing nothing, or moving too slowly.
- Capitalize on the signs that prospects give when they are interested in making a purchase, and articulate the results your customer might achieve by getting started right away.
- Provide reasons for making the purchase so that the prospect can defend his decision to buy.
- Create a vivid picture of the gap between present state and desired state to encourage the customer to make a buying decision.
- Devise a list of questions that will enable you to detect barriers that could lead to buyer remorse.
- Show customers that by delaying their purchase decision they are losing an opportunity to enjoy key benefits.
- Compose a list of responses that will counter customers' attempts to postpone a buying decision.
- Learn to gauge customers' willingness to buy your offering and take the steps necessary to remove barriers to a positive purchase decision.
- Utilize a series of trial closes to ascertain your prospects' willingness to make a purchase.

Takes Initiative to Improve Personal Productivity and Achieve Career Goals

Champions an area or project; does not depend on or require direction from others to take advantage of opportunities for constructive change; stays aware and informed to avoid missing opportunities; willing to change the present status in order to improve own productivity or further personal goals

LOW SCORES	HIGH SCORES
<ul style="list-style-type: none"> ▪ Uncomfortable developing a solution to a problem or trying a different approach without positive directives from a higher authority ▪ Hesitates to develop own ideas for personal productivity improvement or to set aggressive career goals ▪ Prefers to wait for a negative situation to resolve itself or for a solution to a problem to present itself ▪ May be more comfortable conforming to established policies or implementing time-tested methods for accomplishing personal goals than trying to find more effective approaches 	<ul style="list-style-type: none"> ▪ Champions own effort and results to further career goals ▪ Is willing to take action without direct supervision ▪ Finds and implements a solution when barriers to goal accomplishment are encountered ▪ Takes personal responsibility for developing own career potential ▪ Actively draws upon available resources to make improvements in personal productivity ▪ Unwilling to leave well enough alone when personal achievement is at risk

Mindset Tips:

- Remember that the biggest losses in life are chances not taken – trying a solution that does not yield the desired result is better than giving up in the face of obstacles.
- Act as though you are working without supervision – when a problem arises, take it upon yourself to find a solution, rather than waiting for directives from someone else.
- Realize that finding a solution to a problem that compromises your productivity or personal goals is not pushy or presumptuous – it’s championing your own career.
- Rather than working harder within the present system, take an objective look at the problem and see what changes to the present system would bring about the desired results.
- Understand that technology and other circumstances change – therefore processes which were once efficient, could now be obsolete.
- Learn that new solutions often produce some negatives – the key is whether the solution produces far less negatives than the existing system.

Success Tactics:

- Commit to taking action in meeting personal objectives and goals – act on career opportunities without direction from others.
- Take responsibility for personal productivity improvement – if you encounter a barrier, work to overcome it, as it stands between you and career success.
- Try to modify existing systems in order to produce the results you seek – only you are responsible for your own productivity and goals, therefore do not wait for others to make the necessary changes.
- Challenge existing methods – do not accept them blindly, but gauge their efficiency in achieving goals.

Demonstrates Perseverance

Stays on task despite setbacks or distractions; unwilling to abandon or change a goal without first increasing the level of effort or commitment to reach it; remains undaunted in the face of rejection or failure; looks for steady and consistent progress in meeting objectives versus proceeding in spurts; unwilling to allow the level of personal enjoyment to dictate the level of commitment to a task or directive

LOW SCORES	HIGH SCORES
<ul style="list-style-type: none"> ▪ Tends to lose focus when distractions or roadblocks are encountered ▪ Prefers to change or modify objective if the path to accomplishment is blocked or too complex for early success or immediate gratification ▪ May not persist through seemingly insurmountable odds or repeated failure ▪ Becomes frustrated with a steady effort that eventually leads to success, preferring the path to achievement to be free of delays and obstacles ▪ Tends to adjust level of commitment to a task or directive in accordance with how much the steps involved are enjoyed 	<ul style="list-style-type: none"> ▪ Remains focused on goals despite setbacks or distractions ▪ Does not change the goal to accommodate difficult or challenging circumstances, but puts greater effort into reaching the goal if that is what's required ▪ Will not shortcut a process because it would be easier or more convenient ▪ Capable of staying on track if the benefits from endeavors are long term and results are not immediate ▪ Will persist through failure or rejection ▪ Does not allow enjoyment, or lack thereof, dictate the time committed to the time and effort to accomplishing a goal

Mindset Tips:

- When distractions or roadblocks are encountered, step back from the situation in order to regroup and refocus on your goal.
- Before abandoning your objective, assess how much effort is needed to overcome or work around obstacles – more often than not, a few simple changes to your approach will put you back on track.
- Rather than seeking to make a big splash, work to be consistent – achieving a series of smaller goals is better than achieving one large objective while abandoning all others.
- Challenge yourself to stay on track even if results are not immediate and the benefits produced by your efforts are long-term.
- Do not become daunted by rejection – remain objective and add more people to your sales funnel, until you get the acceptance rate needed to reach objectives.
- Realize that unpleasant tasks may need to be completed in order to reach a goal – complete them regardless of your feelings.
- Strike a balance – exert more effort in the face of obstacles, but also realize when effort will not help and a new approach is required.
- Understand that most success is achieved through steady effort in the face of adversity – the path to achievement is often riddled with obstacles.
- Commit to the long haul – when faced with a challenge, do not change the goal, but change your approach.
- Remember that goals that are too lofty are not easily reached.

Success Tactics:

- Commit to accomplishing goals, whether or not you enjoy the tasks required to achieve them.
- Rather than grow flustered and give up in the face of obstacles, take a break and clear your head – then decide on the best course of action.
- Create a set of minor goals on the way to the larger one – by achieving these smaller goals, you will be less apt to feel frustrated.
- Define your obstacles in advance and determine how you will handle them – by making a plan, you will be less likely to become disheartened in the face of barriers.
- Carefully plan out each step of your project or process, breaking it down into discrete tasks that will move you toward your ultimate goal.



937.259.1200 | 800.254.5995

ChallyAssessment@chally.com | www.chally.com