

BDA/OC - 02/05/09

Business Development during this Recession

Using Relationship Selling

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Introduction

Money is being spent

Are you waiting for RFP's?

We are on the verge of transitions

Alternative Energy, Green, Hybrid and Different Cars, Infra-structure, internet, education, healthcare

Position yourself and your company

Where will your clients be and how can you help them?

Learn to Sell / Develop Business

Business Development

What It's Not:

Doing good work

Answering / Submitting RFP's - "The Beauty Contests"

"Bass-a-matic" commercials - "It's all about me"

Business Development:

Getting the powerful people ([Networking and C-Level Relationship Selling](#)),

Learning their wants/ results ([Interviewing](#)) and

Showing you can deliver them with less risk and better than other alternatives

([Proposals and Presentations](#)).

Wants / results = project, personal and social

Article:

["The Proactive Recessionary Birds Will Catch the Economic Recovery Worms"](#)

1. Price

Get to people in high places:

They accept higher prices or

Tell you where you have to be - get you in the right range

What's in your price - Buyers want it all, but what's important

Story - we give them more -

So what - If they wanted more they would have asked for it

What's critical that they are willing to pay more for - What's not - the spec??

Summary

Leader will help

Article:

[“C-Level Selling during This Recession - The Low Price Issue”](#)

2. Differentiate

Story - We can react faster than anyone - So what

What else do they want - What else are you good at

Macro Differentiators - marketing campaign - part of ideal profile - premium pricing

Micro Differentiators - winning individuals - have to have it, be good and quantify

What's the buyer / buyers want -- Are you good at other things? You only have to be good.

Buyers make you feel you're all the same - or - you think you're the same - you have to find what they want and show you have it, quantify

Summary

Look for those in the sweet spot, but open you're thing to the other things you do well.

Article:

[“Differentiating Your Business during This Recession”](#)

3. New Markets

Story - Need to pursue new markets

Question: Do you have 100% of the business from 100% of your clients?

Next is business from competitors in your main area of business

Finally new markets. Here's why:

You need business/sales now - new markets take time

New market penetration requires buying your way in - not good when you need sales

Taking a job at a loss, time and resources you could spend better in areas of strength

Enter markets where you have relationships - it's leverage

Make a point to approach all the relationships you have - Use for networking

Summary

Spread Like a Virus

Article:

[“C-Level Relationship Selling Is the Best Market Strategy during This Recession”](#)

4. Liking You - One of the Selling Myths

Story - Selling is all about people liking you

Charming, funny, dressed well - helps

Liking means getting something you want from the other person.

Professionally, - protect or enhance one's career.

Learn what it is they want and how they want to get it. Then give it to them.

Summary

Focus on results not the social aspects and professionally you'll go much further.

Article:

[“C-Level Relationship Selling during This Recession Requires More than Getting People to Like You”](#)

5. Limitations

Times are tough. Everyone is in bad shape. However - people are still buying, companies are still spending

Unemployment is at 7.7% -- Employment is at 92.3% That's a big number

The pie shrinks with the economy -

Employers are not willing to settle - you have to steal share or get people to spend

So sales teams have to be better than competition - normal times - you're as good as competition

The rub

Employed people do little to improve themselves - Why - self limitation

Blame employer or market conditions or competitors

Companies Willing to settle - rationalize

Sam Manfer, Sales Mastery

Programmed from childhood - get a job - subconsciously reached level

Content to stay where they are - content in their misery

Management must take action. Train, coach, mentor and hold people accountable

Power of Positive Thinking has scientific backing, but needs a process to make it happen

Article:

[“Selling in This Recession - Improve Your Sales Team's Performance”](#)

Other Resources:

[Free Articles](#)

<http://www.sammanfer.com/articles.htm>

Free Video:

[“Selling for Engineers, Architects, Professionals and Technical People”](#)

[Other Free Selling Videos](#)

<http://www.sammanfer.com/Videos>

Video Mini E-Course

[“Winning Strategies for Proposals and Presentations - Win the Projects and Contract You Pursue” - 7 Part Video Series - \\$79.95](#)

[CD Seminar - 1 Hour](#)

["Business Development During this Recession Using Relationship Selling" - \\$29.95](#)