

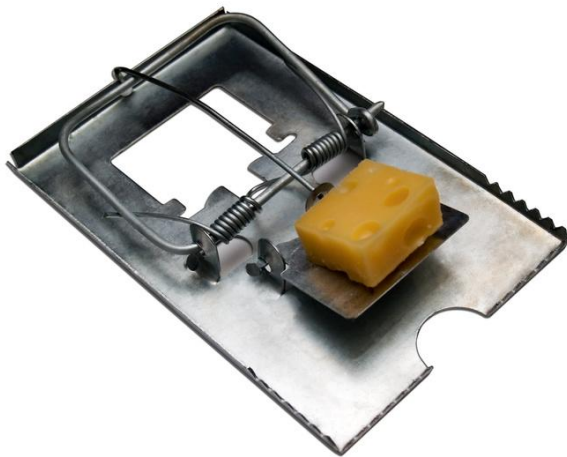
Law Matters Newsletter

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The World Beats a Path to Your Door?

If you build a better mousetrap that is, allegedly. Yet reality is very different, since the trap builder must sell the product either direct to end users or to supermarkets, hardware stores and garden centres. Otherwise the world's finest traps stay piled up in the shed, and mice run free. The trap maker (trappist?) meanwhile goes bankrupt.



Barriers to effective selling

Prejudice The maker may see that marketing is necessary, but equate selling with conning people into buying something they do not want.

Interest Unless the maker is a real entrepreneur, it is likely that their driver is mousetrap improvement, and not selling.

Aptitude While selling skills can be developed, generally an extrovert will be better at sales.

Training Sink or swim can work, but some level of skill development or coaching helps.

Law not Traps: Different, but Not That Different

Acceptable ways of selling may differ, as will the importance of personal rapport. Importantly, however, both provide a solution to problems that a customer either has or does not have. Why try to sell your trap to someone with no mice? Hence there is a need to **qualify** prospective clients before spending effort on selling to them. That may be by interest expressed at a networking event or conference stand, or through a request for information. For selling new services to existing clients, pointers may arise during client meetings. And one source of self qualified prospects is the telephone or email enquiry.

Having found a prospective client who wants to buy, it is important to **close** the sale. Again, this does not mean tricking someone into something they do not want. It creates commitment to action on both sides, and may be as simple as arranging a meeting to take detailed instructions.

What do I do?

- Work out who your sales people are, and leave the selling to them not others
- Use the others to qualify, not sell. This is vital, and needs to be systematic
- Train your sales people and the others for their respective roles
- Think about employing a professional sales manager, or outsource
- Create a feedback loop so that you continuously improve

“Sell” comes between **qualify** and **close**, so the next Law Matters is on Collaborative Selling.

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