

Business to consumer selling - sales techniques in unsolicited sales environments.

In today's consumer-driven selling and customer service environments the ability to demonstrate compliance with legislation is essential

Is your organisation at risk?

Perhaps more than any other sales organisation in Australia, SalesForce recognises the significant benefits of targeting markets and consumers without invitation – in other words the benefits of a pro-active selling strategy.

Dangers in such an unsolicited selling environment can emerge from two major sources:

- (1) consumers that purchase and then regret their decision, or
- (2) consumers that decline an offer made.

Is your organisation at risk from these two potential sources of criticism or complaint?

Consumers that purchase and then regret their decision

If a sales person does their job during a presentation the inevitable outcome should be a sale – and the more persuasively a sales person presents the greater the chance of a sale – and potentially the greater risk of buyer remorse.

For some consumers the easiest way of eliminating buyer remorse is to return the purchased goods – or to renege on their commitment. Complaining about the sales person or the sale process as a means by which to disengage is often easier than following procedures connected with 'cooling off' periods and other such arrangements.

In our extensive experience many complaints about sales people, sales techniques and sales processes are actually the result of consumers suffering buyer remorse.

Naturally, some complaints – in our experience only a small percentage of those made – are genuinely caused by the actions of a sales person.

The SalesForce work environment and corporate culture minimises complaints about sales presentations or processes by employing people and processes that clarify buyer needs and the options by which to satisfy such needs.

Consumers that decline

A significant source of complaints about sales people in unsolicited selling environments is those persons that are invited to listen to a presentation but decline either before or during a presentation.

These complaints are often motivated by the consumer's perception of selling, sales 'tactics', or the sales process.

SalesForce has developed strategies and tools to minimise customer complaints

There are two fundamental techniques which, when used in unison, enable successful implementation of a strategy that results in minimised consumer complaints.

- (1) The use of sales techniques that are beyond reproach, and
- (2) Independent verification of:
 - (a) a claimed sale, or
 - (b) sales process compliance.

Aside from recruiting people with superior talent, in order to minimize customer complaints SalesForce has developed TRUST - an ethic embracing five fundamental principles with which our sales personnel must abide.

Ask SalesForce about these proven techniques and how SalesForce can apply them in your business.