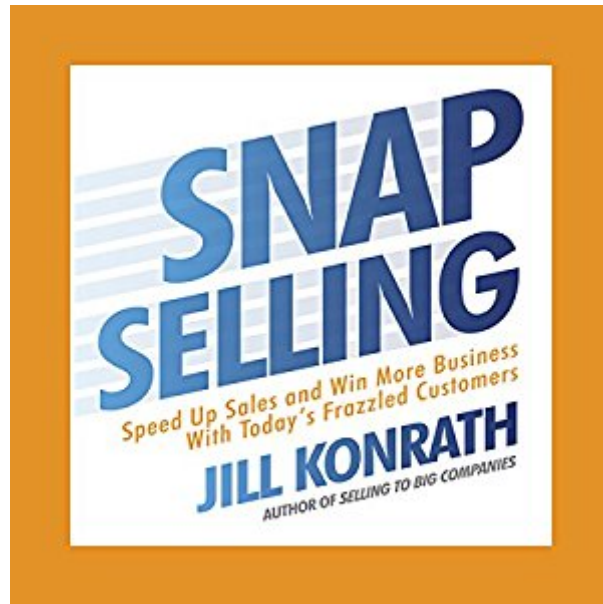


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# Snap Selling: Speed Up Sales And Win More Business With Today's Frazzled Customers



## Synopsis

Selling is tougher than ever before. Potential customers are under extreme pressure to do more with less money, less time, and fewer resources, and they're wary of anyone who tries to get them to buy or change anything. Under such extreme conditions, yesterday's sales strategies no longer work. No matter how great your offering, you face the daunting task of making yourself appear credible, relevant, and valuable. Now, internationally recognized sales strategist Jill Konrath tells you how to overcome these obstacles to get more appointments, speed up decisions, and win sales with these short-fused, frazzled customers. Drawing on her years of selling experience, as well as the stories of other successful sellers, she offers four SNAP Rules: Keep it Simple: When you make things easy and clear for your customers, they'll change from the status quo. Be invaluable: You have to stand out by being the person your customers can't live without. Always Align: To be relevant, make sure you're in synch with your customers' objectives, issues, and needs. Raise Priorities: To maintain momentum, keep the most important decisions at the forefront of their mind. SNAP Selling is the perfect guide for any seller in today's increasingly frenzied environment.

## Book Information

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## Customer Reviews

I have never made it a secret that I think there are too many books on selling which are of little help to sellers. Those written from the point of view: "This is what made me successful and I see no reason, why this should not work for you too" I find the least useful. SNAP Selling by Jill Konrath, is definitely not of this category. It is a book on sales that is urgently needed. It provides sellers with a set of strategies and tactics enabling them to speed up sales and win more business based on a

solid framework. Contrary to many other sales books I have read, SNAP Selling spells out clearly for what type of prospects/customers these strategies and rules should be applied. In the words of the author, today's customers are frazzled. Time is their most precious commodity. They consider buying as a disruptive act eating into their most precious resource. Even if the status quo is far from optimal; they prefer to stay with it as long as they ever can. They dread the effort and time it will take to align their organization in agreeing to do something different. They are also fearful about making risky decision that could negatively impact their career. We should not be mistaken in the hope that these characteristics of customers are of a temporary nature caused by the crisis for which we see signs, that the worst might now be over. The current status is the new normal and the pressure to do more with less will continue. From the above definition of the customer, we can conclude that the book is about how to sell solutions and services considered a major purchase by the customer in the B2B context. As many sellers still have to learn to see selling from the customer's point of view it would have been helpful if this had been spelled out clearly somewhere in the text. Konrath predicts that sellers continuing using their dear and tried techniques such as closing and objection handling will be relegated to the D-Zone. The D-zone is where sellers are dismissed or deleted, their sales are deferred permanently or at least delayed and where prospects disappear. Sellers getting relegated to the D-Zone have two choices, they either blame the stupid customer for their problems and thus endangering their career, or they change their approach to fit better with the needs of frazzled customers. For those sellers wanting to change their approach to avoid the D-Zone, the four SNAP rules are proposed:

- \* Making the decision process Simple for the customer\*
- Become iNvaluable through value brought to the customer relationship\*
- Be Aligned with the customer's needs at all time\*
- Assure that the purchase of the solutions/services remains a Priority in the customer's mind

To apply the SNAP rules, sellers must understand what is going on in the customers head. First, one must understand who in the customer organization will make the decision. Then the context in which the decision has to be made must be understood. To capture this knowledge the author proposes a Buyer's matrix. This matrix then is the basis to draw up customer personas which then allow mastering what is called in the book the mind meld. Mind meld can be practically applied by checking of the relevance of a message a seller wants to convey for example in a phone call or a presentation from the customer's point of view. Sales excellence does not come from knowing why what has to be done how, all presented in the book. Sales excellence comes from doing. To help readers getting to action, there is a companion website where templates for the tools such as the buyer's matrix can be downloaded. The major part of the book is devoted to help the reader to understand the decision process customers go through to make major purchases.

Customers: 1. Allow access (starting with no interest connecting, to end up agreeing to a conversation) 2. Initiate change (after having listen to ideas, they decide that the status quo is unacceptable) 3. Select resources (they start considering their options and end up selecting the best decision) For each of these phases concrete guidelines are given on what needs to be done and how to adhere to the SNAP rules to help the customer to come to a decision. To help the customer with decision 1 for example, recommendations are made how to capitalize on trigger events or how to align with the customer through winning value propositions. On the companion website, the reader can find a synopsis for a Value Proposition Generator. Some subject matter experts might wonder about the format suggested for the Value Proposition. It is though totally adequate for the context of phase 1. The possible wondering arises from the fact that people usually use more complex value proposition schemes which would though be more appropriate for phase 3. Avoiding the over used and often misunderstood term might thus have helped to prevent potential debate and confusion. Decision 2 is often not addressed at all by sellers. Emphasizing the need to demonstrate specific business value for a buyer to decide to leave status quo is to me the most important part of this book. If this concept were widely understood, we would not find studies like those from CSO Insights indicating a high percentage of forecast opportunities ending up with what the sellers call a 'no decision', because the customer, despite initial interest, was finally not buying from anybody. Another symptom for ignoring this phase is the asking of premature qualification questions such as "do you have budget"; a sure way to be relegated to the D-zone, due to lack of alignment. For phase 3, there are strategies such as how to be aligned with the customer by balancing the Value-Risk Equation and how to become iNvaluable, by collaborating with hot prospects as if they were already a customer. Evidently phase 3 is the phase of presentations and proposals. As there is a lot of literature already available on these subjects, the author just highlights how the SNAP rules apply to these items. I think it is important that we are reminded that these 3 phases should not be mistaken for a linear process. Sellers cannot always assume to be able to capture the prospect's attention at a yet untroubled stage. (phase 1) Sellers having done a good job in particular in phase 2 might also find that the prospect has become sufficiently comfortable with the relation to forgo phase 3. It is therefore more crucial to exactly understand in what phase the customer is and to use the strategies appropriate for the respective phase. Failing to do so is another sure way to get relegated to the D-Zone. Jill Konrath also gives the reader practical advice on how to implement the strategies. To do so, she not only gives examples from her own experience but also through selected quotes from practitioners and consultants. I particularly like the fact, that not all these examples are success stories. She does not shy away from also talking about

failures and what lessons can be learned from them. This makes the book all that more credible to me. For me it is now easy to answer the often recurring question about what sales book I would recommend, if I only could choose one for somebody new to sales or somebody wanting to assure to stay relevant in sales: SNAP Selling by Jill Konrath.

The timing of this book couldn't be better. Yes, our customers are "crazy-busy" and are "frazzled" and are "not waiting for our calls" and are "deluged with information and choices." Yes, it does take a different selling approach today than what was effective in a less frenetic environment. Konrath explains in considerable detail how today's customer thinks and acts and she outlines the selling process to capture this customer. Her process is based on SNAP, an acronym for "SIMPLE" (eliminate complexity and effort for your client in their decision making process), "iNvaluable" (the value you personally bring to the relationship in world which lacks differentiation and value), "ALIGNED" (staying relevant to your customer at all times - they don't have time for anything else) and "PRIORITY" (in an ever-changing business environment, you can't afford to have your prospect deem your services non-urgent). She also details a 3 step Decision-making process for each client from 1st Decision (Allow Access) to 2nd Decision (Initiate Change) to 3rd Decision (Select Resources). My assessment of the book is summarized as follows:

- 1) The book is well written in a conversational voice. It is well organized, succinct and supported with solid examples.
- 2) Very much appreciated that strategies didn't include buyer manipulation, tricks, gimmicks, jams or pitches. She demonstrates how to differentiate yourself and your product in a crowded market.
- 3) Book places you squarely in the mind of the buyer and the buyer's perspective. Konrath outlines a step by step process to improve your closing ratio and shorten selling cycle time.
- 4) I didn't find this book to be a page turner. It's not a book that can be powered through in a day or two - it's meant to be read, digested and then back to the plow horse. It is more of a "How To" Sell book than an engaging story telling experience. That being said, this will be a reference book that will reside firmly on my shelf.
- 5) The book is written for the reader interested in B2B sales at/to larger companies & larger accounts - with more complex sales - providing multiple selling opportunities - with longer cycle sales - as opposed to selling to individuals with shorter cycle decision times (although many of the concepts apply).
- 6) Book is more applicable for salespeople at larger established companies vs those at smaller companies or start-ups.

A few of my favorite excerpts: "CSO Insights shows that 53% of sales organizations report that less than half of their first meetings resulted in a second meeting...What was the biggest difference between companies that did well versus those that struggled? Easy access to insights and knowledge about their prospects' company, marketplace, competitor and

even decision makers...in short, you must prepare for these initial meetings...winging it doesn't work. Until you understand this in your bones, you'll have a tough time in sales." "Enrolling is not about forcing, cajoling, tricking, bargaining, pressuring or guilt tripping someone into doing things your way...enrollment is the art and practice of generating a spark of possibility for others to share...people who are 'enrolled' want to get involved. They believe it's worth it, that a positive result - perhaps one they'd never even thought of before - is possible." "Deliver a killer presentation that tells the story of how their lives will be better when they use your solution...back it up with stats and similar client examples. Make sure you eliminate the unnecessary; get rid of bullets and get rid of words. Use images to relay your ideas....that's what it takes to engage people and get their conceptual buy-in. Get them excited. Remove the drudge and toil factors. When you can do that, they care - and you really need that if you're going to do business with their organization."

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