

## ***Understanding Who You Are Selling to - 4 Minutes***

0:00 In order to be successful at selling, you must understand who you are selling to. There are basically two categories, and this training here is focused on B2B business to business versus business to consumer because that's what we do.

0:18 And that is the generally the most lucrative of sales roles. If you're dealing business to business where you're not dealing with an owner of the business, then you're generally dealing with an employee of the business and you have to keep in mind that they get a paycheck and have no concerns whatsoever about the cost impacting their own income.

0:39 In other words, they're not concerned that this something is way too expensive or, or, or what the features are, as long as there's no connection to their income.

0:50 And usually there isn't because they're just an employee hired by, by the hour or by a salary just to get a job done.

0:58 And they also have a lot more time to chat and to spend time because they want to look productive, they have time to kill.

1:05 And employees that are just generally paid by the hour or by a basic salary are not very productive. In fact the statistics on that are, it's 40% productivity for people who are just straight employees.

1:20 So whatever, basically you're getting 40 cents on the dollar because they dick around an awful lot. And they also don't like too much responsibility and accountability, which then means that when you're selling to a company where there are several employees involved, that's where you end up having to talk to a number of people and do presentations and they have some committees and so on, because nobody's gonna wanna put their ass on the line specifically unless you end up speaking with the owner of the company.

1:50 If it's a smaller company, if it's a large company or a large-ish company, invariably you probably never will speak to the owner.

1:56 So that is one different type of selling. So if you're selling products and or services to companies where your interaction is based on interaction with employees, it's a very, very different process.

2:11 If you're dealing with the business owner at any level, you have to be aware that they, he or she is acutely aware of the value of their time.

2:20 They don't have time to dick around. They have bills to pay, they have employees to pay, and they are hypersensitive to not having any money coming in the door.

2:31 Their job is to bring the money in the door. Their income and livelihood depends a hundred percent on the decisions that they make every single day.

2:41 They are hyper aware of that and they don't like wasted time. And a lot of chit chat, essentially, business owners are salespeople too, because their income depends a hundred percent on their ability to bring in more business.

2:56 So you're dealing with salespeople Who are just like you. Your performance and your livelihood depends on performance. Once you make that connection, you're going to have a different type of conversation with these people because they are in your shoes.

3:12 You are in exactly the same situation. Both of your incomes and the business owner's income

depends exclusively on that dynamic.

3:22 As I'm doing this presentation and I'm teaching you these things, I'm investing in you because my time is valuable and companies generally cannot afford to do training.

3:34 That's why people like to hire, especially smaller companies, people who are a hundred percent trained. So we are investing in you.

3:41 If you don't perform, then basically we just blew a whole pile of money out the door for nothing. And that's the reality of the connection as a business owner to performance and to sales.

3:53 So you look at your perspective in terms of your role and you look at the target the prospect's role. You guys are in the same boat.

4:05 We are both in the same boat. So you're talking to business owners. So keep that in mind at every step of the way.

4:12 And at the moment you make that distinction and appreciate the distinction, then you are now another big step further towards becoming extremely successful in your sales role.

4:24 So that's it for that one.