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SNAP SELLING

Speed Up Sales and Win More Business with Today's Frazzled Customers

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JILL KONRATH is a sales consultant and keynote speaker. Her clients include IBM, Microsoft, GE, Accenture, Staples, 3M, Hilton, Cox Media, Bombardier and Business Journals. She is the publisher of an industry-leading newsletter as well as a blog about sales techniques. She is also the author of *Get Back to Work Faster*. Jill Konrath was previously a sales manager, senior account executive and sales representative at Xerox. She is a graduate of the University of Minnesota - Twin Cities.

The Web site for this book is at www.snapselling.com.

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MAIN IDEA

Most people you try and sell to today will be crazy-busy – frazzled and run off their feet with too much to do. You’ve got to allow for this and change the way you sell to align more with how people today make decisions.

Whenever anyone comes into contact with you, there will be three questions in their minds:

1. Is it worth my time to meet with this person and look at what they have to offer?
2. Is the change that is being suggested worth all the disruption it will generate?
3. Is going with this offer the very best option for my company?

The SNAP approach to sales is designed to help your prospect focus on these decisions and then agree to what you’re proposing as solutions. Specifically, the SNAP system highlights the four factors which need to be at the forefront of your mind when you work with crazy-busy people:

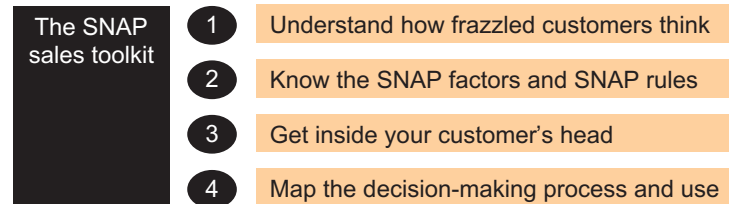
- S** *Keep it simple*
The more complexity and effort you eliminate from the decision-making process, the greater your chances of success become.
- N** *Be invaluable*
There is a world of copycat products and services so the value you bring to the relationship is vital.
- A** *Always align*
You have to stay relevant to the prospect at all times. If you’re not tightly aligned with what they’re doing, they won’t have time for you.
- P** *Raise priorities*
You have to keep working to have your prospect see your product or service as urgent – otherwise they won’t act.

“Sales is an outcome, not a goal. It’s a function of doing numerous things right, starting from the moment you target a potential prospect until you finalize the deal. Consciously or not, today’s prospects evaluate you on these four criteria in every single sales transaction you have with them.”

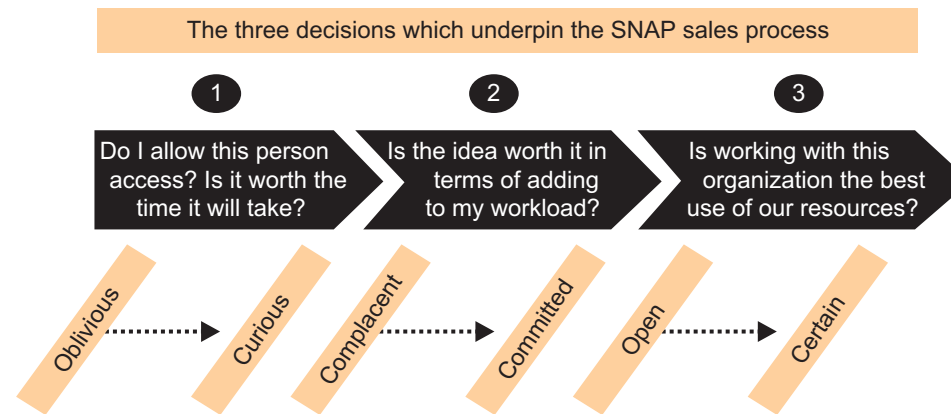
– Jill Konrath

1. The SNAP sales toolkit Pages 2 - 3

To sell successfully to today’s crazy-busy people, you’ll need a professional sales toolkit which has four essential components:



2. The SNAP sales blueprint. Pages 4 - 8



Decision #1 – Do I allow this person access?

When you first start out, the prospect will be thinking everything is going okay. As you communicate with them, they will be trying to figure out whether it’s worth having an in-depth conversation with you. To get them to agree to this, you have to move them from being oblivious to curious.

Decision #2 – Should I initiate change?

This is all about whether or not it’s worth disturbing the status quo which now exists in their organizations. People will be loath to add to their workloads unless the value of the change is clear and obvious. With this decision, you’re trying to move the prospect from being complacent to becoming committed to change.

Decision #3 – How do I select the best use of our own resources?

To make the sale, you now have to convince the prospect to work with you and your company rather than any other option. There will still be a strong pull for the status quo so to get people to make this decision, you have to move them from being open to a variety of options to becoming certain you are the right resource to utilize.

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