

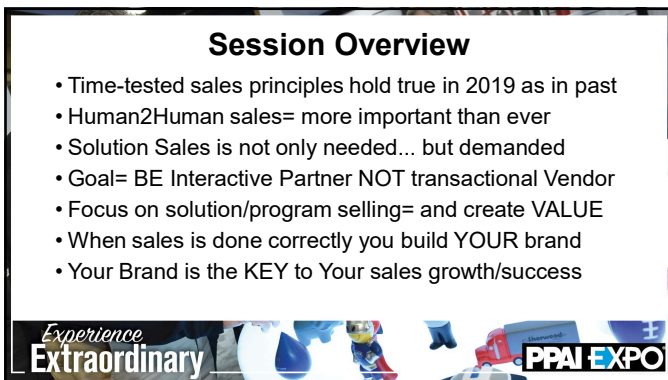


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Solution Selling For Your Clients

Presented By: Ryan T. Sauers @RyanSauers

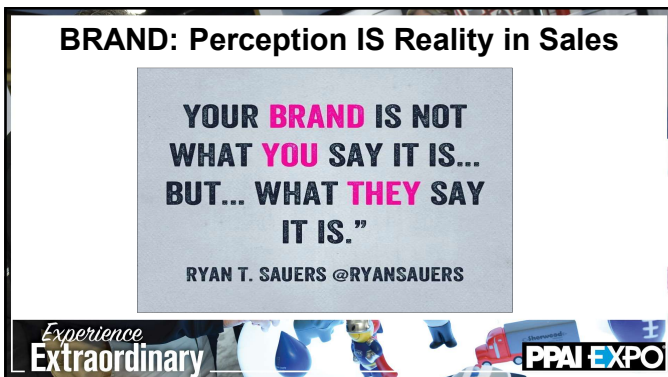
PPAI EXPO #ppaiexpo @theppaiexpo



Session Overview

- Time-tested sales principles hold true in 2019 as in past
- Human2Human sales= more important than ever
- Solution Sales is not only needed... but demanded
- Goal= BE Interactive Partner NOT transactional Vendor
- Focus on solution/program selling= and create VALUE
- When sales is done correctly you build YOUR brand
- Your Brand is the KEY to Your sales growth/success

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BRAND: Perception IS Reality in Sales

**YOUR BRAND IS NOT
WHAT YOU SAY IT IS...
BUT... WHAT THEY SAY
IT IS."**

RYAN T. SAUERS @RYANSAUERS

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Solution Selling: Customers in 2019

- People are Lonely, Stressed & Overwhelmed
- Seek Solutions:
 - Community
 - Conversation
 - Connection
 - Caring
 - Creativity
 - Calm



Customer Information Overload

- Inundated with requests
- More info at fingertips than can be processed
- Trying to multi-task at 100mph
- Content and data overload
- Racing against time to make decisions
- *Everyone wants salespersons who:*
 - 1) makes things simple, 2) offers solutions, 3) are creative in approach, 4) reduces stress, 5) saves time

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Human2Human Sales Approach

- People desire people they can trust (YOU)
- They want to have more time
- They long for things like:
 - Beach/Mountains/Lake
- Away from Stress/Noise/Decisions
- Away from Racing the Clock/Time Demands
- This Equals Sales Opportunity for you to solve

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Solution Selling: People willing to pay for:

- | | |
|--|---|
| <ul style="list-style-type: none"> •Innovative problem solving •Stress Relief •Value •Superior service | <ul style="list-style-type: none"> •Great experience •Convenience •Creative ideas •Time Savings •TRUST |
|--|---|

EX: Lack Of Human2Human Sales



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Customers Want: Human2Human=REAL

LESS
PERFECTION.
MORE
AUTHENTICITY.

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Buyers: Many Choices for Promo Products

It is NOISY and everyone can sound the same

- If that's TRUE... low price wins
- If not TRUE... they go with who has most VALUE

So... WHY YOU/YOUR COMPANY?

Are you a transactional (price focused) VENDOR...

- OR an interactive (solutions focused) partner?

Goal= gain their attention/trust through all the NOISE

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Human2Human Real World Solutions

- Tangible Ideas to use in their business to Achieve Success
- Seek First to Understand/WIFT/Look for "Win/Win"
 - Your "widget" (promo product) is simply means to success for them
- Recognition/Wellness/Safety Anniversary Programs
 - It is ALL about People
 - Products/Programs allow them to celebrate successes
 - Achieve Wins/Growth
 - And, they then buy more from you without quoting out.

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2019 SHIVER Solution Selling Approach

- Simple
- Honest
- Innovative
- Visual
- Entertaining
- Relationship

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Goal= Solution Selling

- Your programs will help them get new clients
- Grow existing clients
- Reward their best employees
- Keep their existing clients
- Work at deeper levels with their clients
- Get more referrals
- Get more testimonials
- Get more views: social media/website/their info from clients

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Key Areas/WHY Questions to Ask/Solutions to Offer

- Operations
- Finance/Accounting
- Sales
- Marketing/PR/Comm
- HR



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Real World Product IDEAS for Clients

- Welcome Aboard Programs for new clients
- Caught in Act of Success program
- Annual Account Review programs
- Client Anniversary Celebration programs
- Employee Anniversary Celebration programs
- Holiday Celebration programs

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Real World Product IDEAS for Clients

- Lunch and Learn Education Programs
- Incentive Programs/rebates for top \$\$ clients
- Incentive Programs/rebates for best paying clients
- Wellness/Health Award Program
- Safety Celebration Program
- Referral Thank You Program

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SELL SOLUTIONS & VALUE

“
Price is price.
Value is price
+ goods/services
+ **YOU!** —Ryan T. Sauers”

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Solutions Sales are Built with a PACT

- **P**assion
- **A**uthenticity
- **C**reativity
- **T**rust

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