

e-Book

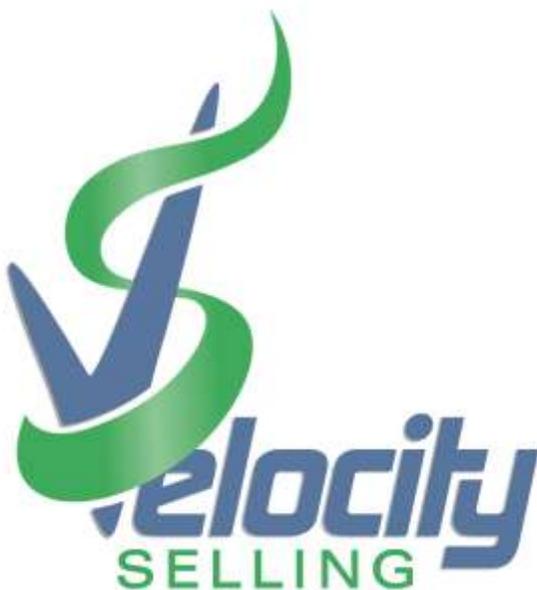
The New Economy of Buyers

Why Traditional and Consultative Selling Methods No Longer Work



Inside you will discover...

- **Why** traditional and consultative selling methods no longer work
- **Why** salespeople think they are in control, but are out of control
- **The** needs of the new economy of buyers
- **How** the “buyer focused” *Velocity Selling*™ system works



The Bottom Line:

Sales is the lifeline to your bottom line. It is important to appreciate that ***without buyers there are no sales***. Bottom line: no sales, no revenue. The world revolves around sales. Buyers are everywhere. What are you doing to help them buy?

Executive Summary:

Sales are flatlined, buyers are slow to buy, sales cycles are too long, control of the sale process has been lost, the bottom line is behind projections...

Most organizations today are aware that the economy has brought on a shift from selling during the boom times to attracting, engaging and empowering the new economy of buyers to buy.

One absolute fact is the ***traditional and consultative sales methods no longer work***. While these methods still work in certain selling situations, it's becoming increasingly clear that their effectiveness is waning. ***The sales cycle is longer than need be and the margins are dropping***.

Buyers have been educated by salespeople regarding all imaginable sales techniques. As a result salespeople have taught buyers everything they know and buyers have developed a process to counteract the actions of salespeople.

Unfortunately ***salespeople don't even realize they have lost control***. The buyers are in control of the interaction during the sales process, not the salespeople.

Over time buyers became appalled by our high-pressure tactics, sleazy sales, and manipulative closing techniques. Consequently, ***as information became easier to gather and to evaluate because of the Internet, they gained more control.***

Today buyers can purchase whatever they want, when they want and without a salesperson confronting them and taking up their valuable time. ***The number one buyer complaint about salespeople, and I quote, is “they waste my time.”***

In fact, in the past five years the emerging power and accessibility of information over the web has finally tipped the scales of power to the buyer. The buyers are in control.

To succeed in sales you need to do the opposite of selling. You need to attract, engage and empower buyers to buy.

The sales process has to be transformed into a no pressure exchange where “getting to the truth” and building a relationship is the goal. It becomes more important to bring in the right buyers for the right reasons instead of simply making a sales pitch or even a sale.

If you ***truly want to be the problem-solver*** and to be sincere, then do away with the traditional or consultative approach with ***today’s new economy of buyers.***

Do you want to learn more about the opposite of selling and discover the disciplines of attracting, engaging and empowering the new economy of buyers?

You do have the right to offer this e-Book as a free bonus in your promotional packages, to provide in digital or physical form to your team prospects and/or clients.

You do not have the right to sell or change the content in any way or quote from the guide without giving credit to the author.

Bob Ulrichuck – inventor of the *Velocity Selling™* system – has worked with Fortune 500 companies and mid-size businesses, to inspire, educate, empower and add Sales Velocity to their bottom line.



The “Buyer Focused” Velocity Selling System

How to execute the Disciplines of Attracting, Engaging and Empowering the Velocity Selling Cycle to Up Your Bottom Line

At VelocitySelling.com you will gain knowledge about the opposite of selling - the art of attracting, engaging and empowering buyers to buy.

You will not only learn all about the new economy of buyers and how they control the sales process, but you will discover the “Buyer Focused” Velocity Selling System that will engage and empower you by way of a step-by-step approach.

The Velocity Selling System will put you and your sales team back in control of the sales process, shorten your sales cycle, increase your revenue and your margins to Up Your Bottom Line in weeks, not months.



Join us @ VelocitySelling.com for a free 7-day trial offer.

If you have a sales team contact Bob@velocityselling.com for special team pricing with management reports and other options to meet your learning and coaching needs.



The New Economy of Buyers

Why Traditional Sales and Consultative Methods No Longer Work
Gone are the traditional days of the slick, hit-and-run feature and benefit dumps. In the past, every buyer was well educated by salespeople; therefore, buyers developed their own system to maintain better control over salespeople.

Traditionally, salespeople have been taught a variety of sales techniques and tactics. Most of them worked just fine for a while. Over the years, salespeople unknowingly trained buyers on these techniques and tactics.

Buyers see more salespeople in a day than salespeople see buyers. Buyers are aware that salespeople are well trained and subsequently, they are accustomed to the same techniques and tactics.

Therefore salespeople have indirectly taught buyers everything they know, and buyers have developed a process to counteract the actions of salespeople. Regrettably, salespeople don't even realize they have lost control and that the buyer is in command of the interaction and usually the entire sales process.

It is the salesperson's responsibility to qualify the buyers. Currently, the buyers have taken control and are the ones qualifying the salespeople and their products and services.

“Whatever sales techniques you have used in the past will not work in today's new economy of buyers.”

Consider this – how do prospects respond to most of your methods and techniques? Are you really in control of the process? Read further.

Formerly buyers relied on salespeople to know what was available in the market. Product and service information was controlled by the seller. It was easy for the sales person to exert control and pressure over the buyer.

In the vast majority of cases, if the salesperson was proficient at his craft, he would ask the right questions in order to position himself for the sale.

Sometimes that meant that the seller was trying to force a square peg (his solution) into a round hole (the buyer's problem). With this forced-fit, the buyer often ended up feeling less than elated with the results.

It is our experience that most salespeople who have attained any sales training have learned the above two approaches – Traditional or Consultative. While these methods still work in certain selling situations, it's becoming increasingly clear that their effectiveness is waning, the sales cycle is longer than need be and the margins are dropping.

Traditional and Consultative methods work if you want to position your product or service as a commodity. These methods also work if you're just interested in making the sale and moving on to the next conquest without looking back, or if you're involved in simple, low-margin transaction-based selling.

If you're selling a service, involved in a complex sales process, or want to develop long-term client relationships, then your sales methods probably need an overhaul.

Over time high-pressure tactics, sleazy sales and manipulative closing techniques have worn thin with buyers. Consequently, buyers gained more control as information became easier to gather and to evaluate because of the Internet.

Today buyers can purchase whatever they want, when they want and without a salesperson confronting them and taking up their valuable time. ***The number one buyer complaint about salespeople, and I quote, is “they waste my time.”***

Let's pretend you are a buyer for a moment and I ask you to provide me with words that describe a salesperson. What words do you think you would use? I can guarantee the words will not always be positive.

Now is the time for sales professionals to change, to do the opposite of selling and to support what buyers want you to do. Facilitate the buying process by attracting, engaging and empowering buyers to buy!

Why salespeople think they are in control...

...but actually they are out of control.

Traditional and Consultative selling techniques are no longer valid. Salespeople continue to carry out a “show and tell” for unqualified prospects. They are wasting their time and that of the prospect.

Salespeople and business owners must realize it is no longer about them or their organization or the products and services they offer. It is now strictly concerning the buyer and his/her feeling of control. The sales professional must remain in control of the sales process. That is your job!

In a recent poll conducted with sales professionals from different industries all over the world, I asked the following questions and got the following results.

1. Are you following a sales process?	75% Yes 25% No
2. Do you feel you are in control of the sales process?	75% Yes 25% No
3. Have you ever been rejected?	100% Yes 0% No

These results are very interesting: 75% of respondents are following a sales process and 75% feel they are in control. Yet 100% of them have been rejected.

Who is really in control – the buyer or the salesperson?

The main responsibility of a sales professional is to identify and qualify prospects and to be in control of the sales process. If the prospect is not qualified, the salesperson should not be wasting his or her time or more importantly the prospect's time.

Who is qualifying whom? Who is rejecting whom? Who should be qualifying and rejecting whom?

Now let's look at what salespeople think about being in control.

4. Who is really in control?	75% the sales person 25% the buyer
------------------------------	---------------------------------------

Then we asked the following questions, and got the following replies:

5. Why do you ask questions?	33% to uncover needs 0% to build rapport 0% to get answers 67% all of the above... plus more
------------------------------	--

The reason we ask questions is all of the above, yet one third of them saw it as uncovering needs only. In order to maintain control, asking questions is by far the most powerful technique.

Buyers have been asking questions of salespeople all along. The person asking the questions is the person who has control of the sales process.

Similarly, the person answering the questions also assumes they are in control. The manner in which the sales process is conducted today confirms the buyers are asking the questions and the salesperson is answering.

This explains why the salesperson feels in control when in fact, he is not. ***The job of a salesperson is to ask questions similar to a doctor, lawyer or any other professional.***

Now review the final question and the results.

6. How can you control the sales process?

0% show and tell
50% listen and answer questions
50% ask questions... and listen.

Surprisingly, only 50% of salespeople really understand how to control the sales process. ***Who is in control – the person asking the questions or the person answering the questions?***

Consider asking these same questions to your salespeople.

If you ***truly want to be the problem solver*** and be sincere, then do away with the traditional or consultative approach with ***today's new economy of buyers***. In fact, in the past five years the emerging power and accessibility of information on the web has finally tipped the scales of power to the buyer. The buyers are in control ***and to succeed in sales***, you need to attract, engage and empower buyers to buy.

The New Economy of Buyers and Their Needs

The new economy is all about the buyers and how the buyers want to be treated differently. Remember, without buyers, there are no sales. Without sales, there is no revenue. Without revenue, there is no organization and no one would have a job. The world revolves around sales. Buyers are everywhere! What are you doing to help them buy?

The time has come. You must retrain yourself. Discover the new and profound method of ensuring your prospects **buy** from you instead of prospects **being sold** by you. When we take the time and truly understand how buyers like to be treated, we can learn so much from them. Remember, ***you are also a buyer.***

Buyers are everywhere!
What are you doing to help them buy?

Today buyers demand and require more from their relationships with salespeople. Salespeople are no longer the “keepers of information.” In fact, oftentimes a buyer knows more about his options than the salesperson.

The arsenal of sales tricks, gimmicks and closing techniques must be tossed out in order to build lasting client relationships. ***The sales process has to be transformed into a no-pressure exchange where “getting to the truth” is the goal instead of “getting to the sale.”***

That’s not to say that getting the sale and having aggressive growth goals are not important. It just means that the way salespeople increase revenue and how they interact with buyers has to change. ***Nobody wants to be sold anymore. Buyers want to be attracted, engaged and empowered to buy.***

The 4 Universal Needs Of Buyers

Need 1:

The need to be understood.

As a buyer, do you like it when a salesperson takes the time to understand you? If so, how does the salesperson begin to understand you, and if he is sincere, how does it make you feel? In your experience, how often are you treated this way at home, at work, and in the marketplace?

Need 2:

The need to feel welcomed.

As a buyer, do you like that a salesperson is welcoming? If so, how does the salesperson welcome you and how does it make you feel? In your experience, how often are you treated this way at home, at work, and in the marketplace?

Need 3:

The need to feel important.

As a buyer, do you like it when a salesperson takes the time to make you feel important? If so, how does the salesperson go about making you feel important and how does it make you feel? In your experience, how often are you treated this way at home, at work, and in the marketplace?

Need 4:

The need to feel comfortable.

As a buyer, do you like it when a salesperson takes the time to make you feel comfortable? If so, how does the salesperson go about making you feel comfortable, and how does it make you feel? In your experience, how often are you treated this way at home, at work, and in the marketplace?



The Buyer Focused
**Velocity
Selling**
System

Web-based Interactive Virtual
training with one-on-one **testing,**
monitoring, tracking and reporting

Bob Urichuck
International Professional
Speaker, Trainer & Author

**Velocity
SELLING** VelocitySelling.com

Accessible 24/7 > Affordable > For individuals and corporate sales teams

How the “Buyer Focused” **Velocity Selling™ System Works**

The “Buyer Focused” Velocity Selling System is a sales process based on a “**Return on Time Invested**“ (R.O.T.I.) formula. Learn how to maximize time and secure measurable results by attracting buyers to engage and qualify. Once qualified, empower the buyer to buy and increase the velocity of your selling cycle.

It is crucial to your overall success to ***begin with a strong foundation*** to support the productive behaviours within the Velocity Selling System. A brand new positive and proactive attitude will certainly attract more buyers.

Changing your ineffective behaviors or habits into defined ***daily disciplines*** and efficient habits will provide you with more focused targeting. The result will be a better return on time invested (R.O.T.I.).

It requires organizations to be ***committed to doing what is “right”*** and demonstrating the appropriate behaviors on an ongoing basis. This includes tracking and analyzing behaviors to increase call-to-close ratios, or if necessary, turning away business. It also means being ***ethical and acting with integrity even when it’s easy or tempting not to.***

With the Velocity Selling System, it is truly a mutual evaluation process between the buyer and seller. Unlike other methods, the salesperson using the Velocity Selling System must be equally concerned with attracting and choosing the right buyers – buyers that will give them the best R.O.T.I.

Then and only then, will you be ready to go face to face with the buyer and apply the *Velocity Selling*[™] system—a system whereby you can quickly ***establish trust, break down barriers and enjoy an open and honest communication.***

This is a system that will empower you to ***qualify on a profound and significant basis.*** It will be easier to uncover budget and decision-making perimeters prior to prescribing solutions or presentations.

Subsequently, if the buyer is qualified and committed, you will carry out a ***prescribed presentation, empower them to buy and maintain a trustworthy relationship with the buyer.*** With all the manipulative sales techniques removed from the process, salespeople ***experience stronger client relationships, faster sales cycles, higher margins, profits, closing ratios, more satisfied customers and more referrals,*** ultimately to Up Your Bottom Line in weeks, not months.

The “Buyer Focused” Velocity Selling[™] System is ***not a quick fix.*** It’s not about better sales techniques and tricks to manipulate a prospect. ***It requires a different mindset, not only for the salesperson but also for their management.***

The New Economy of ***Selling is About Buyers.*** With the “Buyer Focused” Velocity Selling[™] System, ***your sales team is engaged to take ownership.*** The result: They Execute the Disciplines of Attracting, Engaging and Empowering the Velocity Selling Cycle, to Up Your Bottom Line.



The “Buyer Focused” Velocity Selling System

*How to execute the Disciplines of Attracting, Engaging and Empowering
the Velocity Selling™ Cycle to Up Your Bottom Line*

Join VelocitySelling.com to gain knowledge about the opposite of selling - the art of attracting, engaging and empowering buyers to buy. Take advantage of a free 7-day trial offer. If you have a sales team contact Bob@velocityselling.com for special team pricing with management reports and other options to meet your learning and coaching needs.

You will not only learn about the new economy of buyers, and how they control the sales process, but you will discover the “Buyer Focused” Velocity Selling System that will engage and empower you by way of a step-by-step approach.

VelocitySelling.com is an innovative web-based learning platform that provides corporate sales professionals, small business owners, entrepreneurs and people like you with an ongoing, affordable and accessible, step-by-step non-traditional sales process that will put you in control of the sales process, shorten your sales cycles, and increase your margins, revenues and your return on time invested (R.O.T.I.).



The virtual training platform, engineered by Lightspeed VT, provides a comprehensive range of corporate training and communication measurements for management: monitoring, tracking, testing and reporting on each individual's performance and results within corporate teams. It can be used in head offices and branches world-wide, and offers an interactive, virtual format that is as engaging as it is innovative.

The online training platform is designed and presented by Bob Urichuck, drawing on his more than 45 years of sales experience, which has run the gamut from door-to-door sales to high value corporate boardroom sales.

For the last 15 years Bob has trained clients, ranging from small businesses to Fortune 500 companies, on his non-traditional "Buyer Focused" Velocity Selling System. He has conducted training in more than 45 countries and has spoken to audiences of over 10,000 participants.

Within the training system, there are four main learning categories and more than 350 modules of interactive video, from 30 seconds to seven minutes in length, supported by workbooks, assignments, real life application, and testing. Using interactive learning techniques participants will quickly be able to apply their learning in the real world and master Bob's non-traditional buyer-focused sales techniques in bite-sized portions.

The online sales training programs are affordable and accessible 24 hours a day and the material is comprehensive; it will take a trainee more than a year to fully complete all modules. This allows learning to become an ongoing process which can be integrated effectively, unlike the learning from most two-day motivational sales workshops.

Upon completion of the sales training, participants will be recognized as "Buyer Focused" Velocity Selling System ambassadors and receive certification personally endorsed by Bob.

Train-the-trainer certification is also available to corporate trainers.

The Velocity Selling System will put you and your sales team back in control of the sales process, shorten your sales cycle, increase your revenue and your margins to Up Your Bottom Line in weeks, not months.

Join us @ VelocitySelling.com for a free 7-day trial offer.

If you have a sales team, contact Bob@velocityselling.com for special team pricing with management reports and other options to meet your learning and coaching needs.



About Bob Urichuck

Using Singapore, Dubai and Ottawa, Canada as his ongoing hubs Bob is an internationally renowned Velocity Selling Specialist.

For the last 15 years he has worked with Fortune 500 companies and mid-size businesses, to Inspire, Empower and Add Sales Velocity to Their Bottom Line.

Contact Bob today!
North America Toll-Free
1-877-658-8224
International
1-819-827-2296
e-mail: bob@bobu.com
Web site: www.BobU.com

“As we entered the last quarter, we were behind target by 54%. We selected Bob Urichuck to get us back on-target. In no time Bob inspired, engaged and empowered our sales team with his “buyer focused” Velocity Selling System.

Not only did Bob change our way of thinking, our attitudes and behaviors, he gave us a systematic approach to targeting high value buyers and engaging them to buy. The end result, we surpassed the year-end target by 5%. If you want bottom line results, engage Bob!”

Yaqoob Al Zarooni,
Chief Human Capital Officer
DUBAI PROPERTIES LLC, (U.A.E.)

“Every member of a successful sales force must have an owner’s mentality and a process to follow whereby they establish relationships, stay in control, qualify and let the customer buy. Bob Urichuck’s acclaimed Velocity Selling System is a self-discovery process for the buyer!”

Laird Leeder,
President
TELNET INC. (Canada)



Velocity Selling is a subsidiary of
Bob Urichuck Management Inc.
86 Gilchrist Ave. Suite #3
Ottawa, Ontario, K1Y 0M8 Canada

ALL RIGHTS RESERVED: This guide contains material protected under International and Federal Copyright Laws and Treaties. Master Giveaway Rights as detailed above, apply to this document.

OWNERSHIP: Any excerpts or brief quotations in a review must include and be represented under the COPYRIGHT of Velocity Selling™ and its author Bob Urichuck. Velocity Selling™ is a protected trademark of Bob Urichuck Management Inc.

LIABILITY: The information presented herein represents the views of the author as of the date of publication. This publication is for informational purposes only. Every effort has been made to make this manual as complete and as accurate as possible. The author, advisers, affiliates, partners and publisher will not be liable or responsible for any person or entity with respect to loss or damage caused or allegedly caused directly or indirectly by the information contained in this manual.

Velocity Selling™ is a trademark of Bob Urichuck Management Inc.