



### It's Not What You Think!

I often ask people what they think “value” is then I explain to them why their definition doesn't matter.

As salespeople, we like to see ourselves as very smart knowing not only everything about what we sell, but about everything else as well. We think we have to have all the answers. This has some positive effect because it raises our confidence and helps us move forward.

The problem with this, however, is that when we start thinking that what we know is the only thing we need to know, we miss what's really going on with the customer.

**Remember: People buy outcomes, not products or services.**

When I say that what we think our “value” is, is not important, what I'm saying is that it doesn't matter what we think. It's what the customer thinks that is important. Our entire sales call needs to be centered around helping the customer define the word “value” in their mind in relationship to what we're selling.

**Customers will never buy anything until they have answered in their own mind what the definition of “value” is to them and why they think what they're buying delivers it to them.**

Our goal is to get the customer to share that definition with us and in so doing get us on the same page with them. It's then that we can build a presentation that explains how our benefits provide the specific outcomes the customer is looking for. Far too many times in sales, we rush into a sales call and start making assumptions as to what it is the customer might see as “value.”

Yes, we can many times be correct, but we still have to get the customer to share it verbally with us.

**The only assumption that is ever safe to make is that YOU KNOW NOTHING until the customer tells you.**

Something amazing happens when the customer articulates what it is they're looking for that helps them begin to see the need for the purchase; they literally discover new clarity about what they want. Furthermore, we now understand what they really want, not just what we assumed they wanted. And because they have discovered it with us and through us, we become associated with it - we become part of the value.

To be predictably successful you, the salesperson, must take the time to engage with the customer in a conversation that gets them to share their needs and expectations regardless of what you think they are. That happens around the questions you ask, not the pitch or presentation you make. That's how you get un-commoditized, that's your value.

**You Don't Need To Know Everything - Customers Have The Answers!**