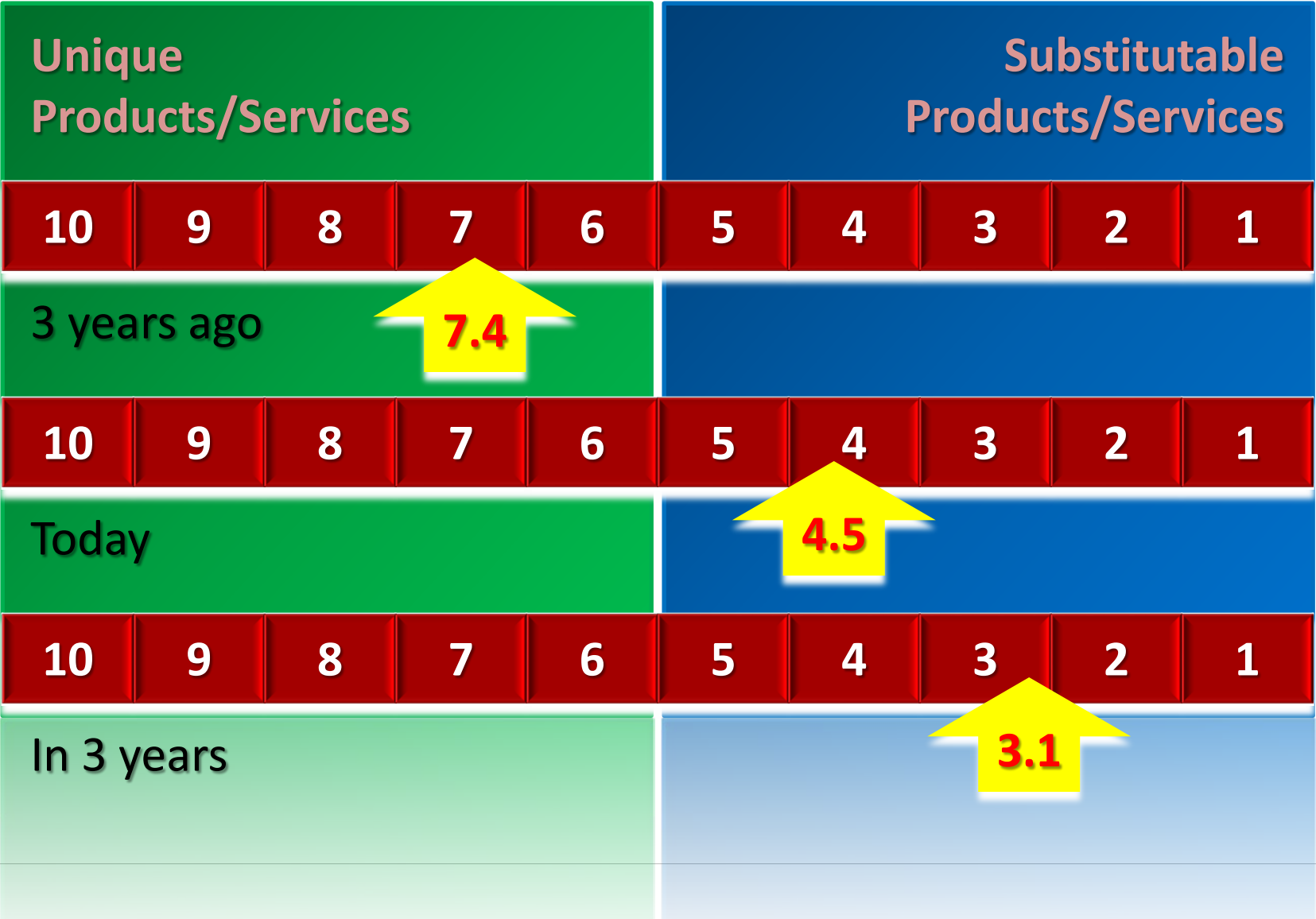


# **Teaching Sales Students the Importance of Being Different**

**Leff Bonney, Florida State University**  
**Wendy Tabrizi, Aston Business School**



# Why this is so important?

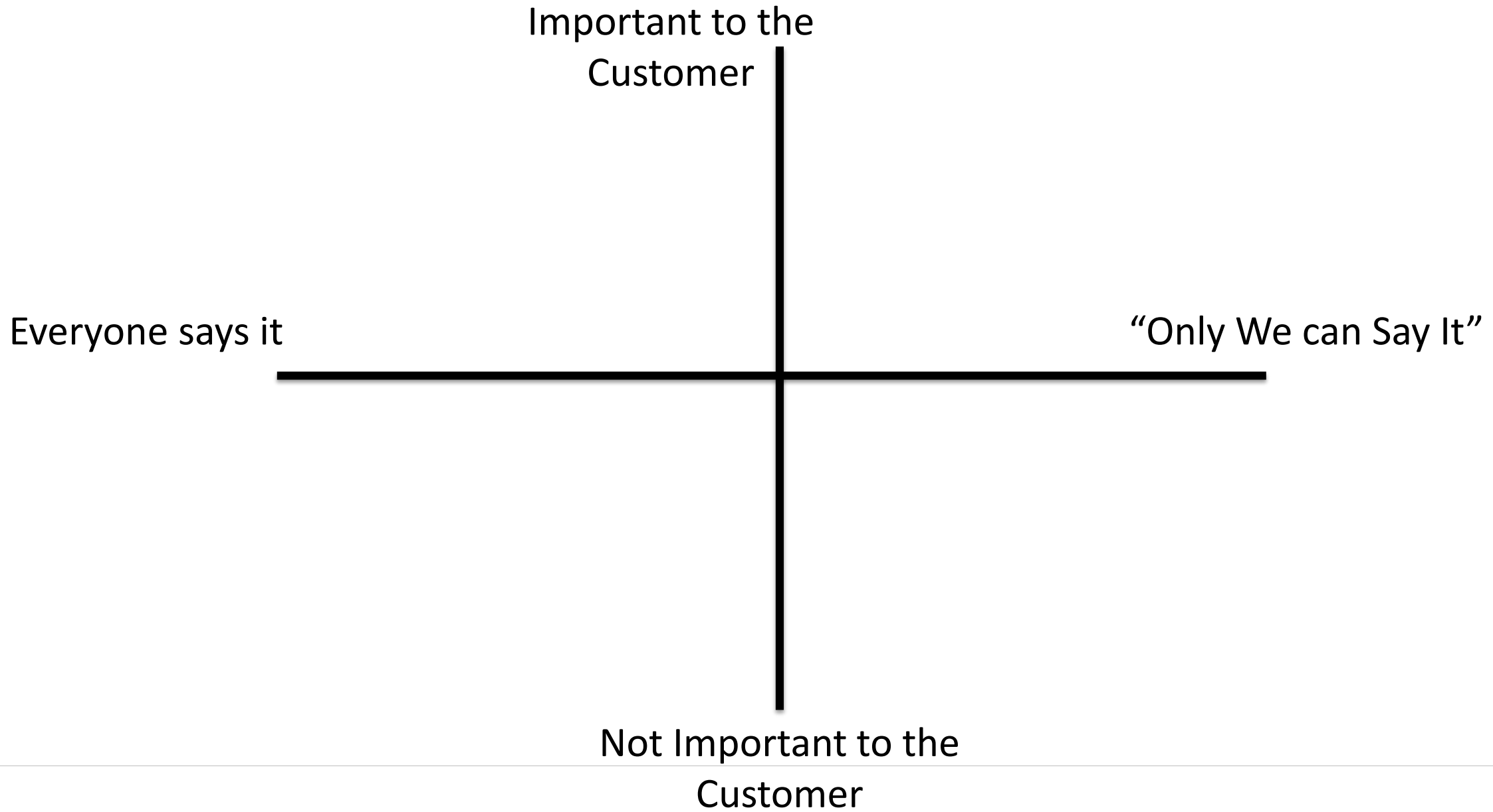


# Mismatch of What Customers Want and What Reps Deliver...

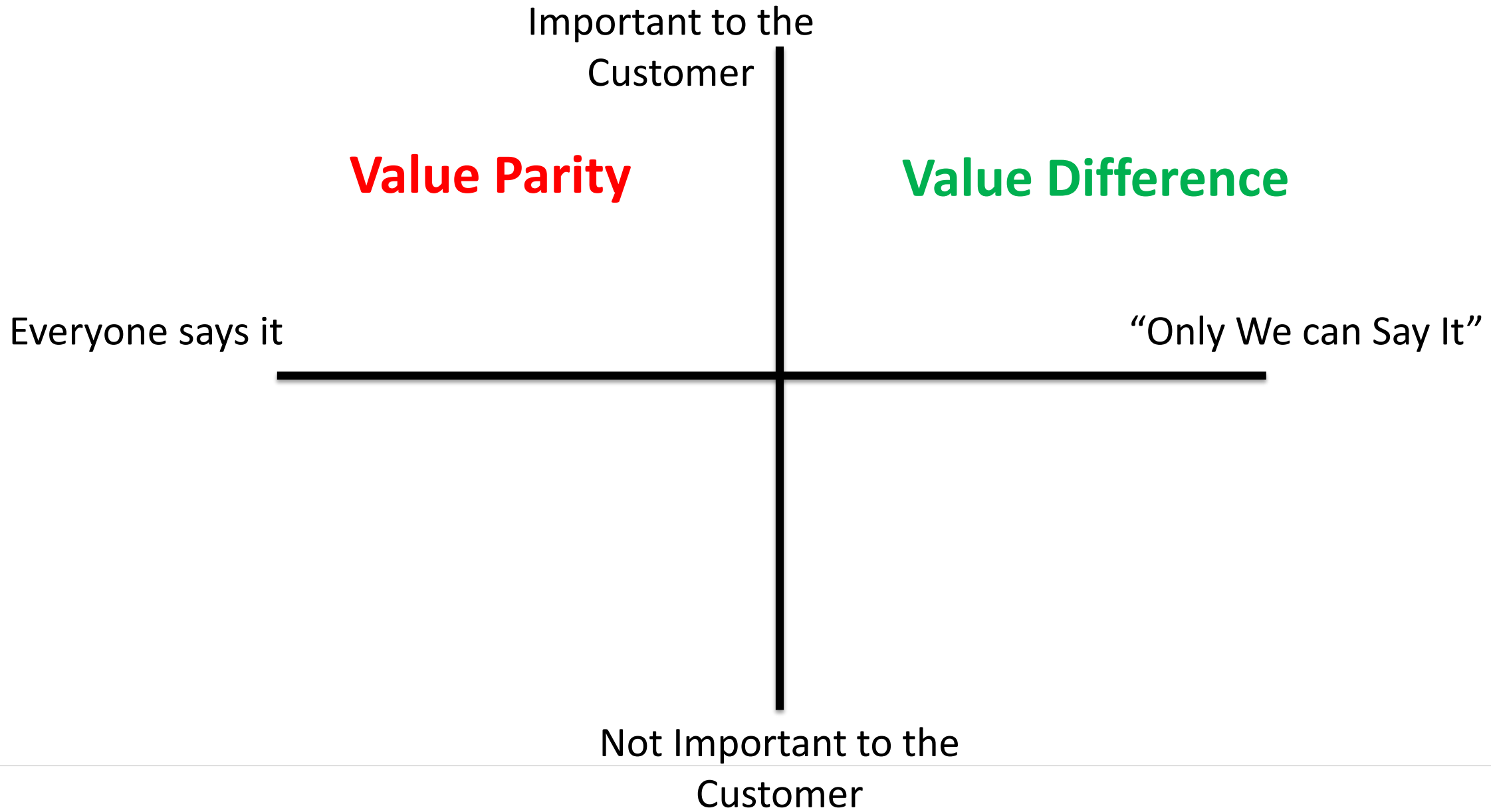
What Customers Want...	What They Say they Usually Get...
Someone they can trust	Over-reliance on relationships
A rep that understands both their business and personal goals and perspectives	“Me-Centered” reps
Strong value proposition	Quick to pitch and quote
Insight on their customer’s wants and needs	Reactive versus Proactive



# Thinking Through a Product Message Matrix



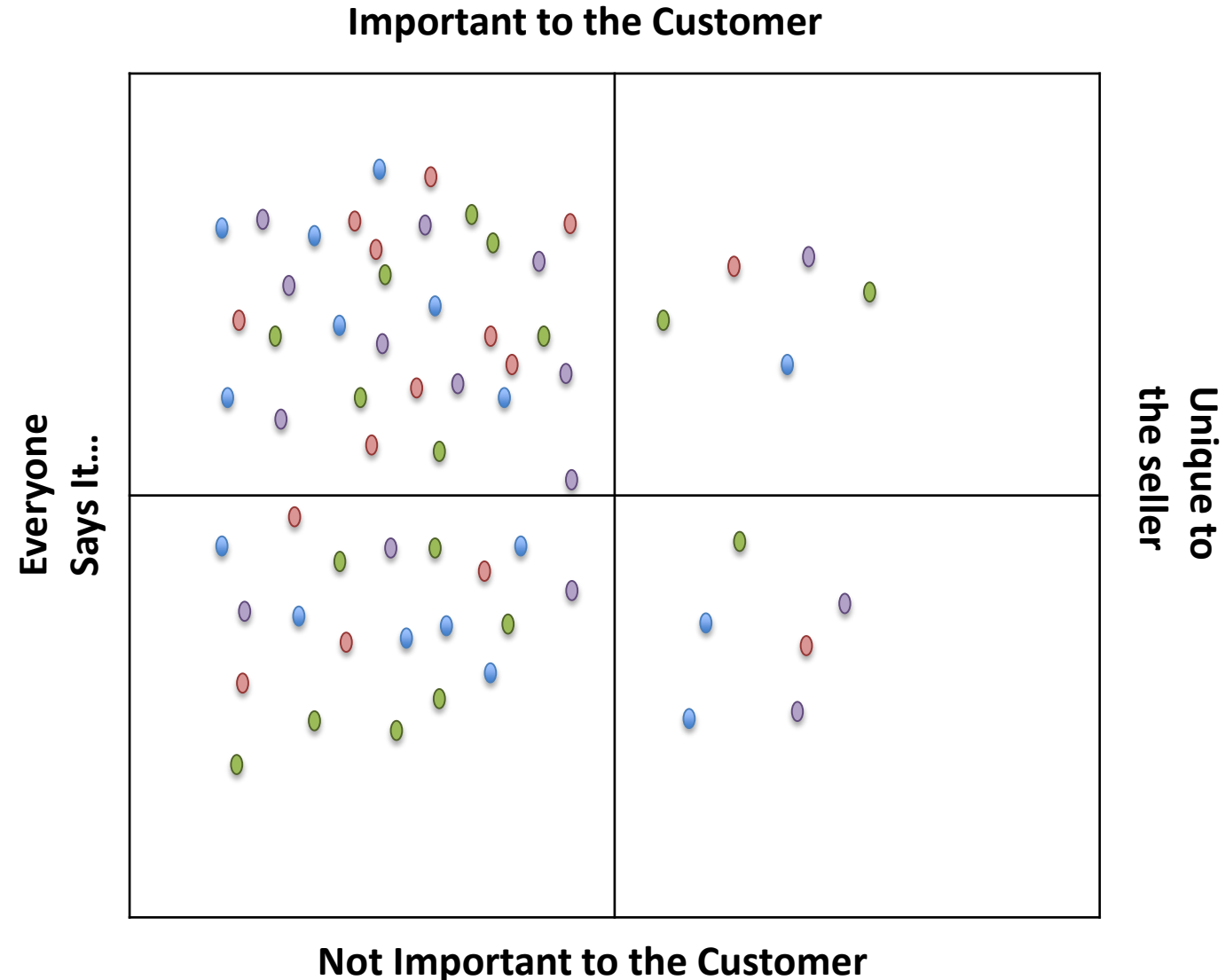
# Thinking Through a Message Matrix



# Do Do Sellers Really Sound Different?

**10% or 6 minutes** of a 1-hour sales meeting was devoted to something that was unique to the seller and important to the customer

(≈750 Sales meeting in 4 different industries)



# Do Sellers Really Sound Different?

10% or 6 minutes of a 1-hour sales meeting was devoted to something that was unique to the seller and important to the customer

		Important to the Customer	
Everyone Says It...	Unique to the seller	40%	10%
		35%	15%
		Not Important to the Customer	



# Do Sellers Really Sound Different?

10% or 6 minutes of a 1-hour sales meeting was devoted to something that was unique to the seller and important to the customer

		Important to the Customer	
Everyone Says It...	Unique to the seller	40% (25%)	10% (50%)
		35% (10%)	15% (15%)
		Not Important to the Customer	





# The 5 P's of Differentiation

Product

People

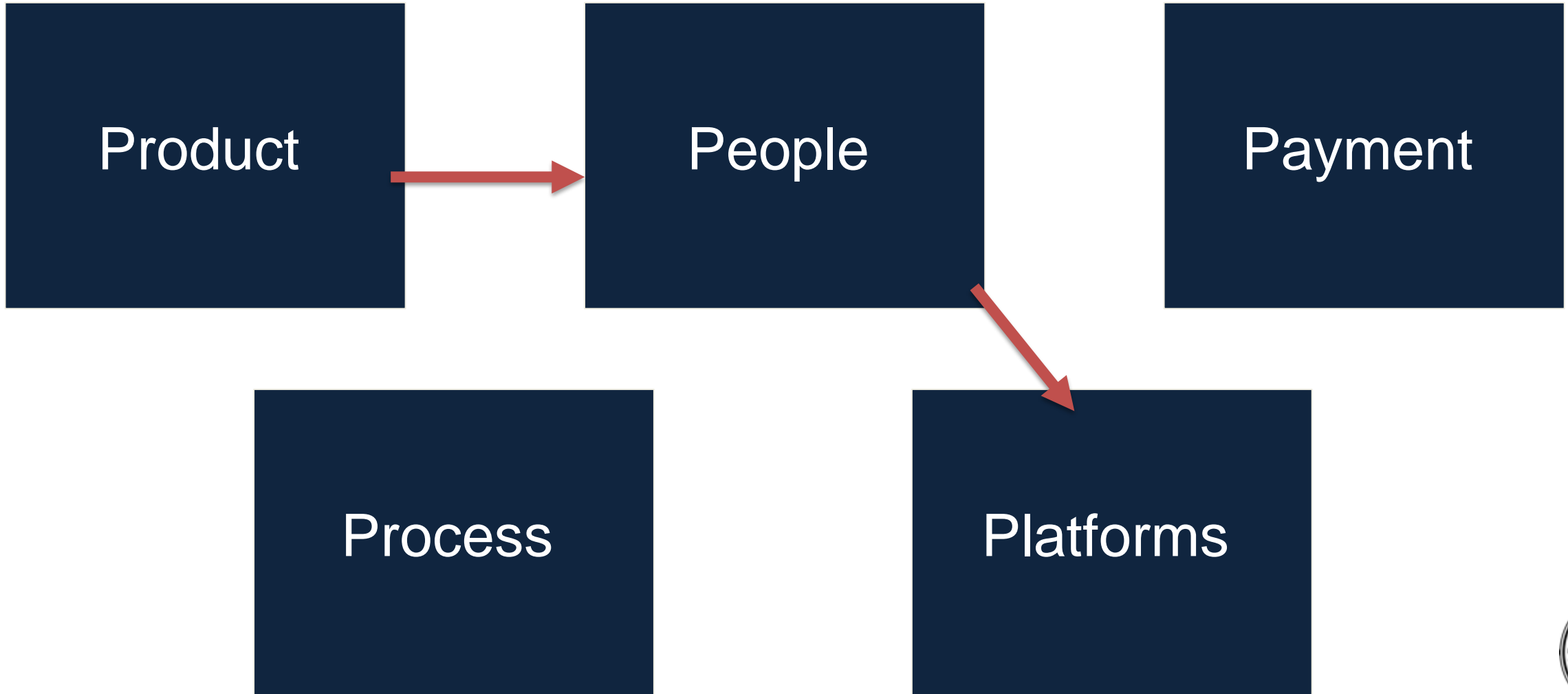
Payment

Process

Platforms



# Product A's Differentiation Pattern



# Product B's Differentiation Pattern

Product

People

Payment

Process

Platforms



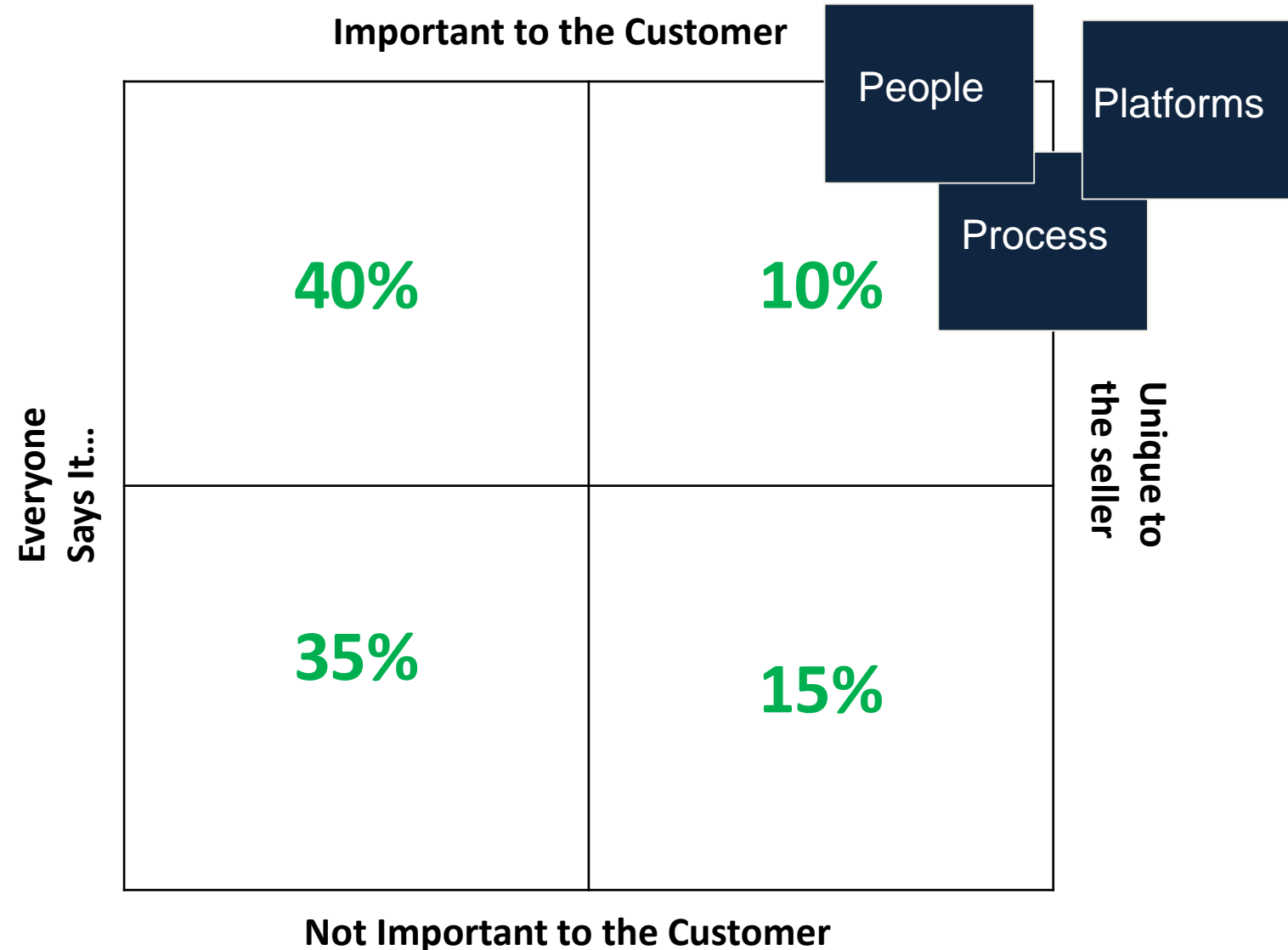
# **Class Exercise...**

## **What Will the Competitor Say?**



# Do Sellers Really Sound Different?

10% or 6 minutes of a 1-hour sales meeting was devoted to something that was unique to the seller and important to the customer



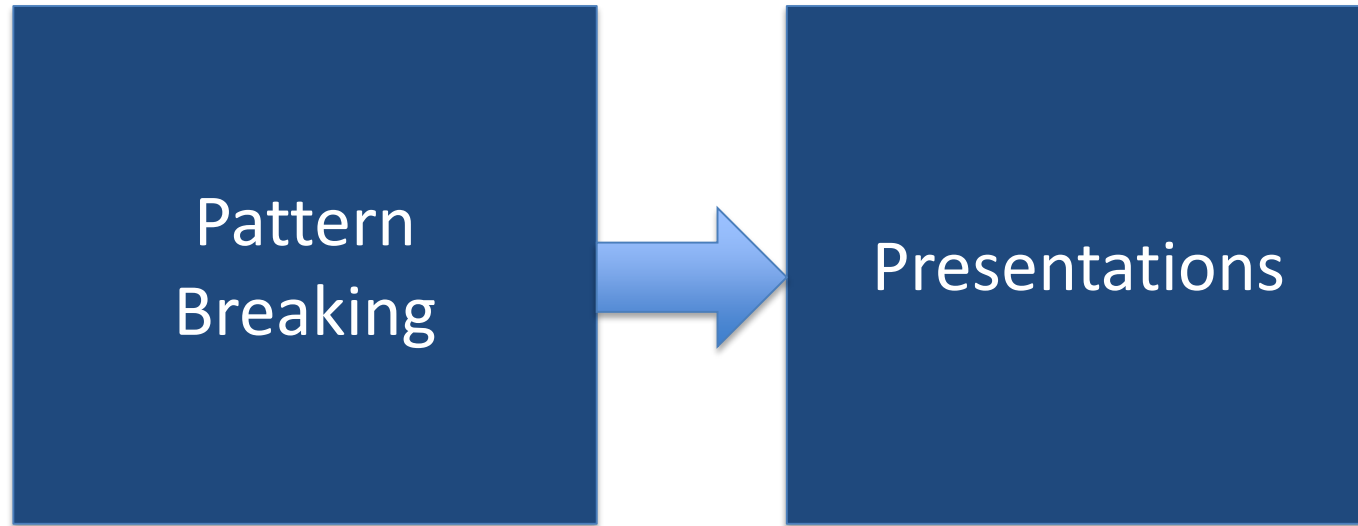
# A Critical Number to Remember...

“8 minutes”

**BDO**



# 2 More Key “P’s” for Differentiation



# Very Powerful Presentation Tools...



“Presentation in  
Reverse”



“White Board Selling”



# Explain Everything...



# **Class Exercise...**

## **Creative, Virtual Presentations**



# Very Affordable...

Explain Everything

Enter CODE

FOR WORK FOR SCHOOL PRICING SIGN IN TRY IT NOW

FREE	INDIVIDUALS	TEAMS
<b>\$0</b>	<del>\$12.99</del> <b>\$6.99</b> Per Month	<b>\$11.99</b> Per User, Per Month Start at 2 or more
<b>Free, forever.</b>	<b>A plan for those that fly solo.</b>	<b>A solution that scales with your needs.</b>
<ul style="list-style-type: none"><li>Up to 3 projects</li><li>Use on any device</li><li>Collaboration with Voice Chat</li><li>Web Video Link Sharing</li></ul>	<b>All Free Plan features +</b> <ul style="list-style-type: none"><li>Unlimited projects</li><li>Unlimited slides</li><li>10 GB Explain Drive storage</li><li>Unlimited recording</li><li>Email support</li></ul>	<b>All Individual Plan features +</b> <ul style="list-style-type: none"><li>Company account</li><li>Team shared folders</li><li>Advanced reporting</li><li>Advanced security &amp; permissions</li><li>User management tools</li><li>Pooled data</li><li>Premium support</li></ul>
SIGN UP. IT'S FREE	GET INDIVIDUAL PLAN	PURCHASE TEAM PLAN

Help



# Quote From Our “Customers”

*Students from sales centers are becoming a problem because they all show up with this very cookie cutter approach to sales...It's very tough to get them to adapt to a different process and thinking outside the box on their approach to sales.*

*- Head of Training for Shaw Industries*

