



# Winning the Sale:

## Insight Selling for Professional Services

Presented by: Lee Frederiksen and Mike Schultz

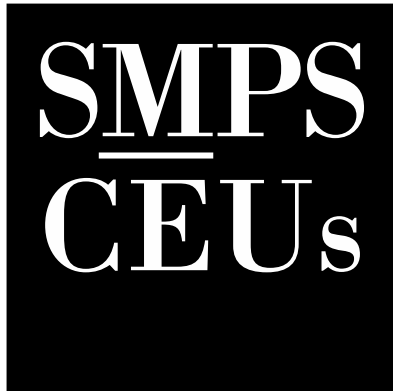
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#SalesWinners

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# Today's Presenters



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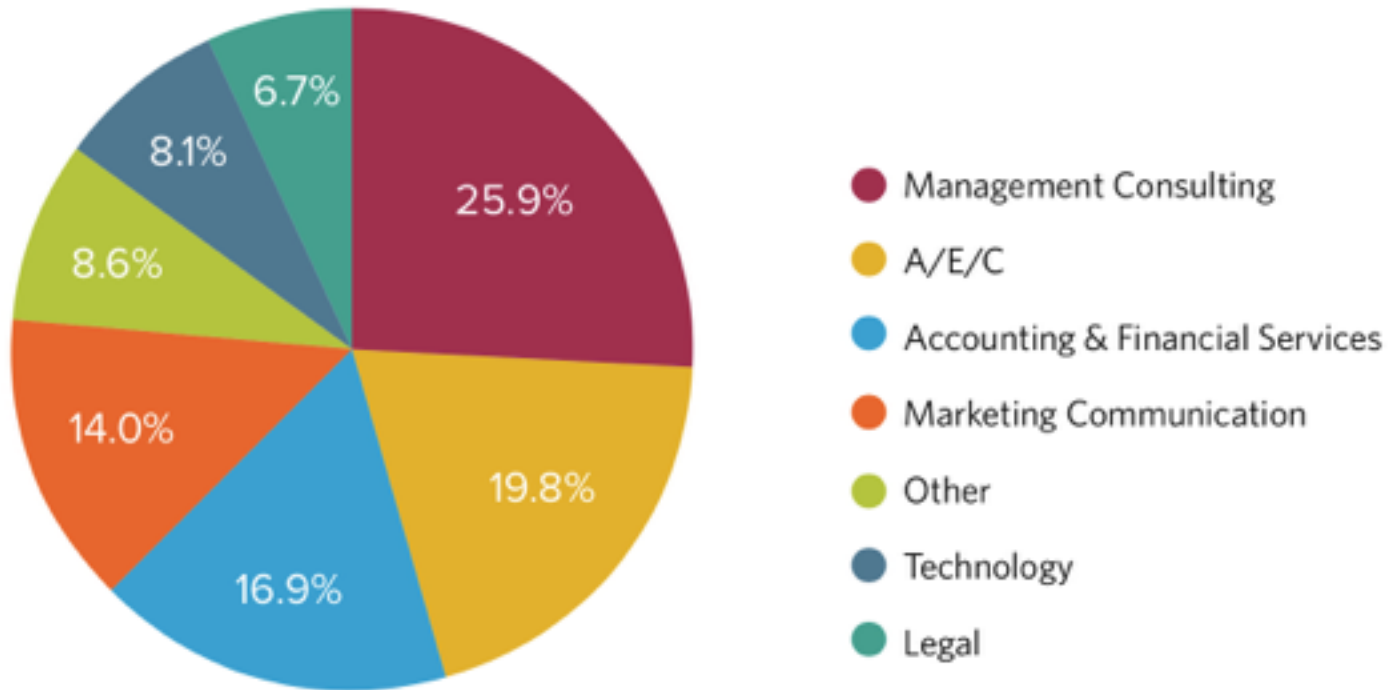
## Agenda

- Research on referrals
- How can sellers turn referrals into new clients?
- What is insight selling?
- How do you become a source of insight?
- Is insight selling well-suited for professional services firms?
- Wrap-up and questions

# Research Background

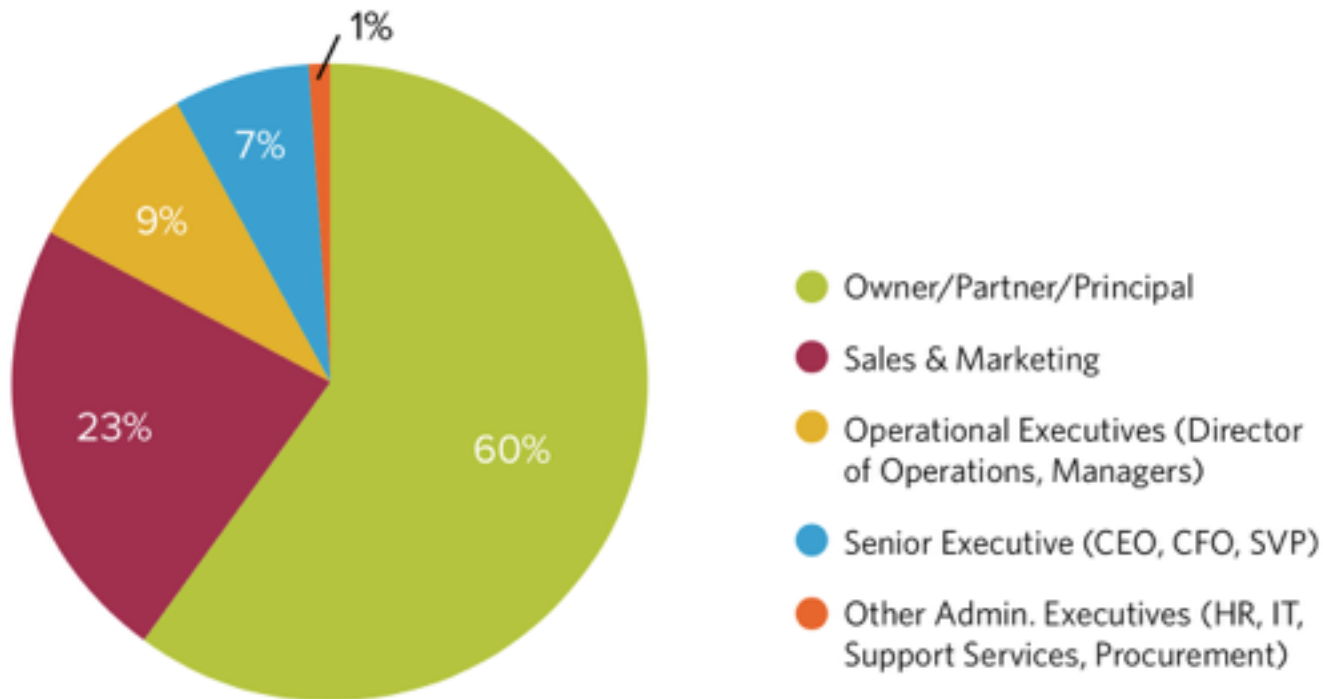
# Research Background

Responses came from 530 professional services firms across a wide range of industries.



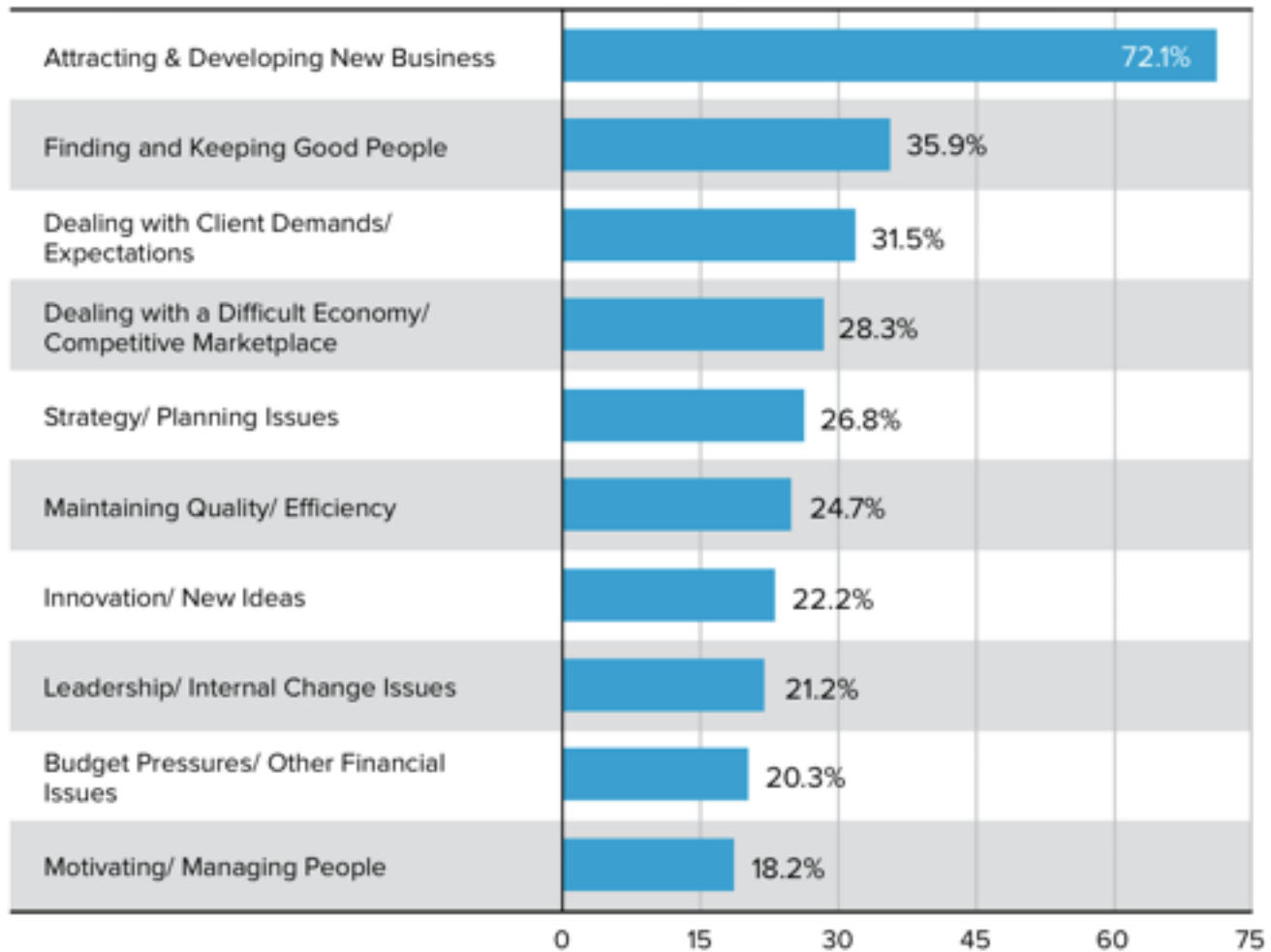
# Research Background

A majority of responding individuals were decision-makers within their firms.





# Business Challenges Facing Professional Services Firms Today



# Professional Services' Planned Marketing Initiatives in 2015

61.9%

**will prioritize generating more referrals**

# Professional Services' Planned Marketing Initiatives in 2015

28.8%

**will prioritize training in business  
development skills**

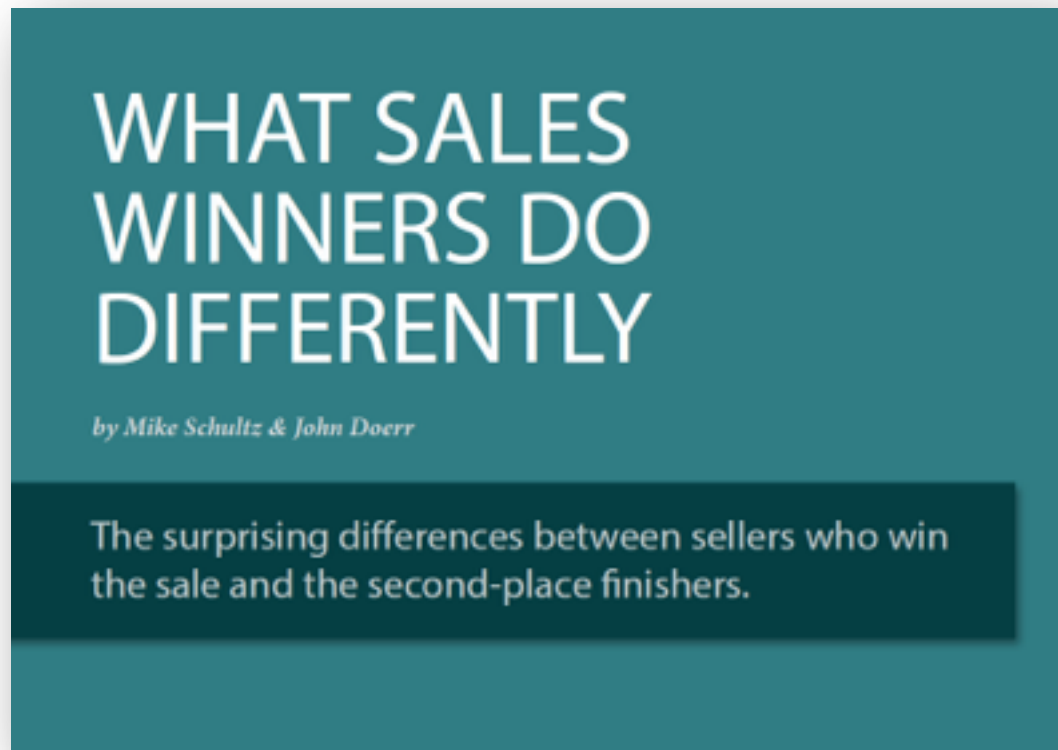
# How Can Sellers Turn Referrals Into New Clients?

# Let's Start Off With a Poll

**“My clients would buy more offerings from me if they only knew all the other ways we could help them succeed.”**

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

# Sales Winners Educate with New Ideas & Perspectives



We studied over 700 purchases made by buyers in industries with complex sales. These buyers represented over \$3.1 billion dollars in annual purchasing power.

# Attributes with Greatest Separation between Winners and Second-Place Finishers

Top 10 Attributes Separating Winners from Second-Place Finishers	
1	<i>Educated me with new ideas or perspectives</i>
2	<i>Collaborated with me</i>
3	<i>Persuaded me we would achieve results</i>
4	<i>Listened to me</i>
5	<i>Understood my needs</i>
6	<i>Helped me avoid potential pitfalls</i>
7	<i>Crafted a compelling solution</i>
8	<i>Depicted purchasing process accurately</i>
9	<i>Connected with me personally</i>
10	<i>Overall value from the company is superior to other options</i>



# Sales Winners Educate with New Ideas & Perspectives

## Attributes Separating Winners from Second-Place Finishers

### 1. Educated me with new ideas or perspectives

4	Listened to me
5	Understood my needs
6	Helped me avoid potential pitfalls
7	Crafted a compelling solution
8	Depicted purchasing process accurately
9	Connected with me personally
10	Overall value from the company is superior to other options
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## How Often Second-Place Finishers Demonstrate Attributes

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19	Listened to me
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26	Collaborated with me
27	Understood my needs
28	
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31	Depicted purchasing process accurately
32	Crafted a compelling solution
33	Overall value from the company is superior to other options
34	
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37	
38	Connected with me personally
39	Helped me avoid potential pitfalls

Winners sell radically differently than second-place finishers

### 42. Educated me with new ideas or perspectives

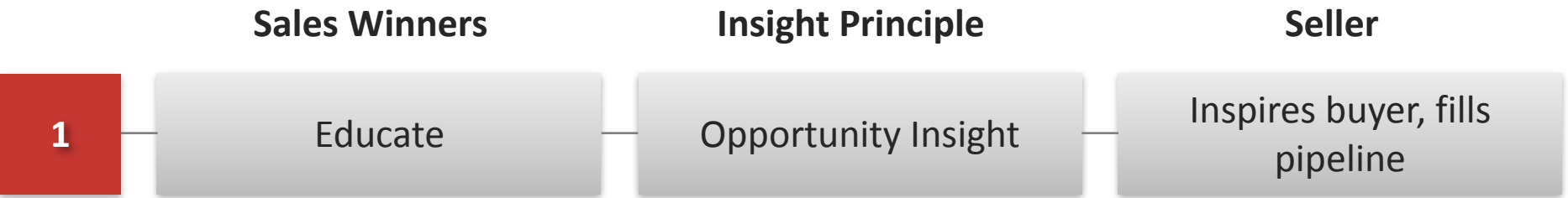




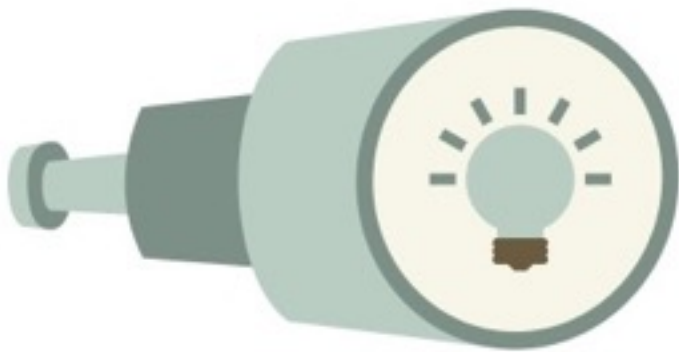


Insight selling is the process of creating and winning sales opportunities, and driving change, with ideas that matter

# Introduction to Insight Selling



# Opportunity Insight



**Opportunity Insight**

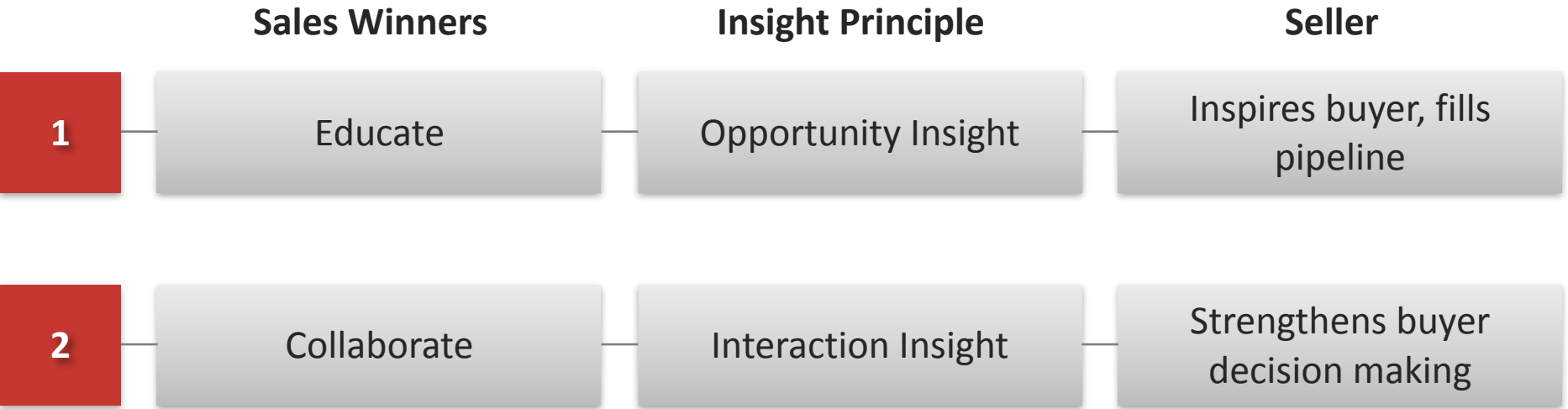


You set the meeting

You're selling against general needs

Buyer doesn't know about your offering

# Introduction to Insight Selling



# Interaction Insight

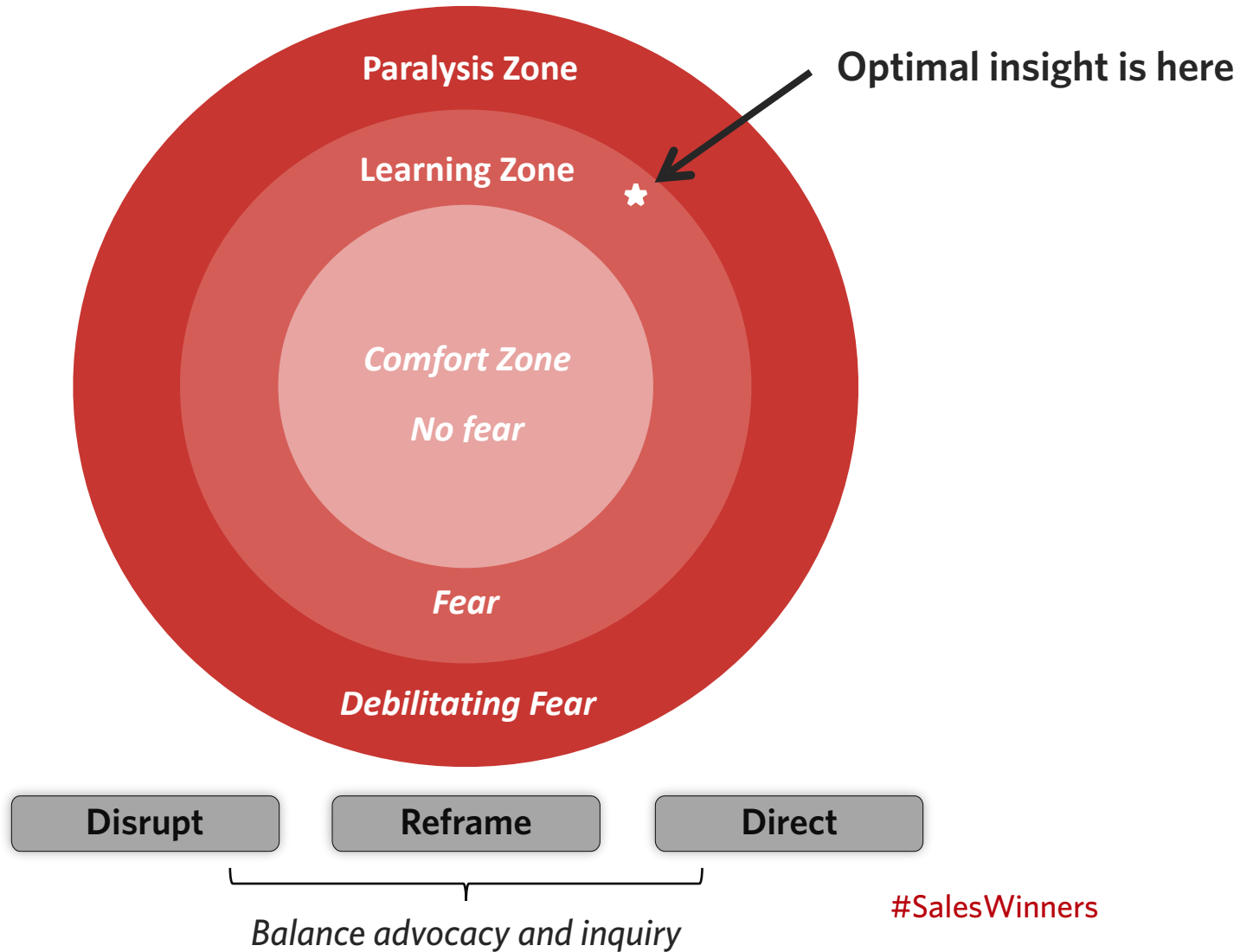
Spark ideas, inspire “AHA!” moments, and shape strategies

Ask tough questions, push buyers out of their comfort zones, and challenge assumptions

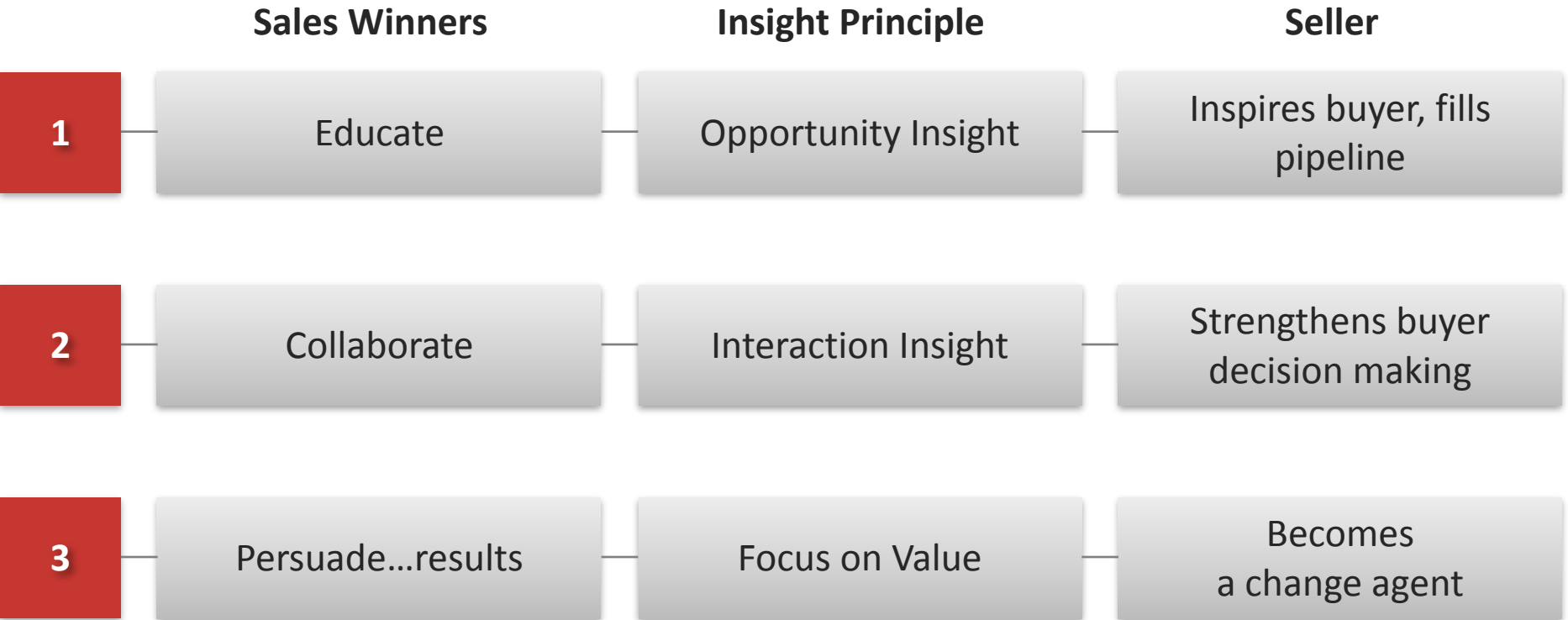


**Interaction Insight**

# Guiding Buyers Out of the Comfort Zone



# Introduction to Insight Selling



**Seller differentiates and wins.**



1. No value  
perceived in the  
interaction

2. No valuable  
opportunity  
presented

Buyer unclear or  
skeptical about getting  
results



How Do You Become a Source of Insight?

# Source of Insight

Do:

Disrupt



**Disrupt inertia, reframe thinking, change the status quo**

# Source of Insight

Do:

Disrupt

Inspire



**Stimulate ideas, stoke emotions**

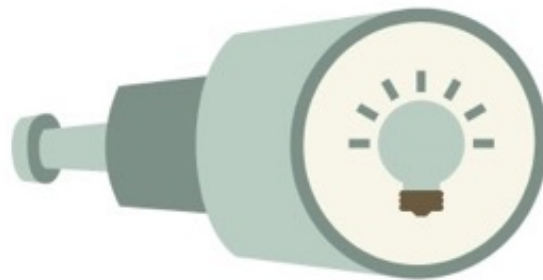
# Source of Insight

Do:

Disrupt

Inspire

Educate



**Introduce ideas and possibilities**

# Source of Insight

Do:

Disrupt

Inspire

Educate

Advocate



Take a point of view

# Source of Insight

Do:

Disrupt

Inspire

Educate

Advocate

Collaborate



Involve buyers, build ownership

Be:

# Source of Insight

Do:

Disrupt

Inspire

Educate

Advocate

Collaborate



**"Didn't do homework, doesn't know me, can't help me."**

Be:

A Client Expert



# Source of Insight

Do:

Disrupt

Inspire

Educate

Advocate

Collaborate



Know what you do, what happens after they buy

Be:

A Client Expert

A Solution Expert

# Source of Insight

Do:

Disrupt

Inspire

Educate

Advocate

Collaborate



Know your impact, make the case

Be:

A Client Expert

A Solution Expert

A Value Expert

# Source of Insight

Do:

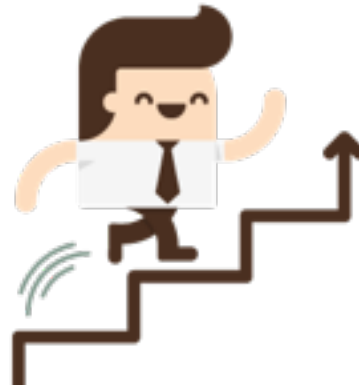
Disrupt

Inspire

Educate

Advocate

Collaborate



Be a catalyst for action and change

Be:

A Client Expert

A Solution  
Expert

A Value Expert

A Change Agent

# Source of Insight

Do:

Disrupt

Inspire

Educate

Advocate

Collaborate



Deserve and keep your seat at the table

Be:

A Client Expert


A Solution  
Expert

A Value Expert

A Change Agent

Trustworthy

Is Insight Selling Well-Suited for  
Professional Services Firms?



Major sustainable competitive  
advantages are almost non  
existent

Warren Buffet in the Berkshire Hathaway Annual Report



Offering



Buyer

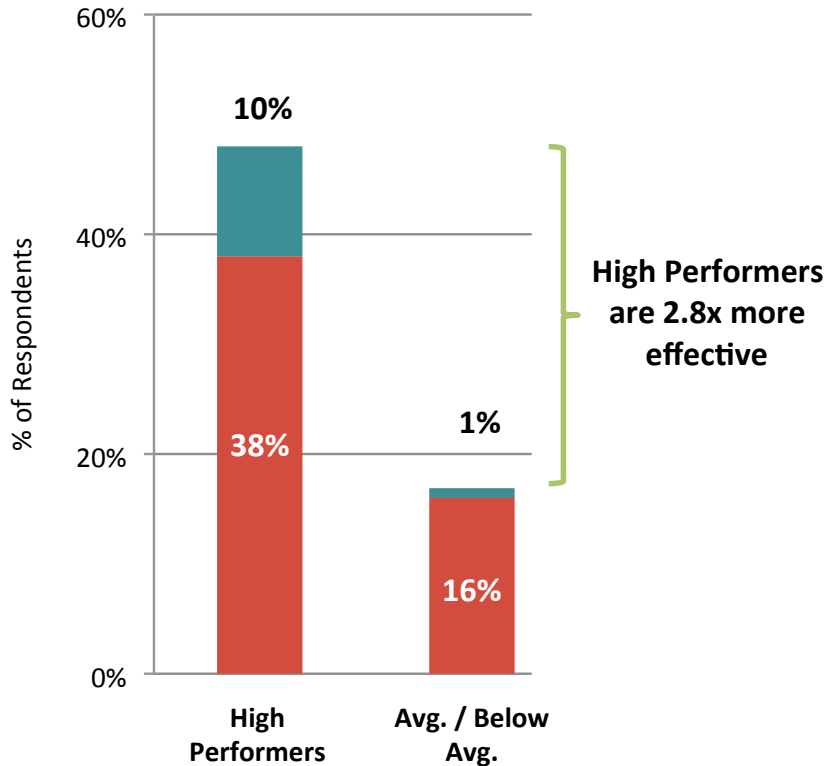


VALUE

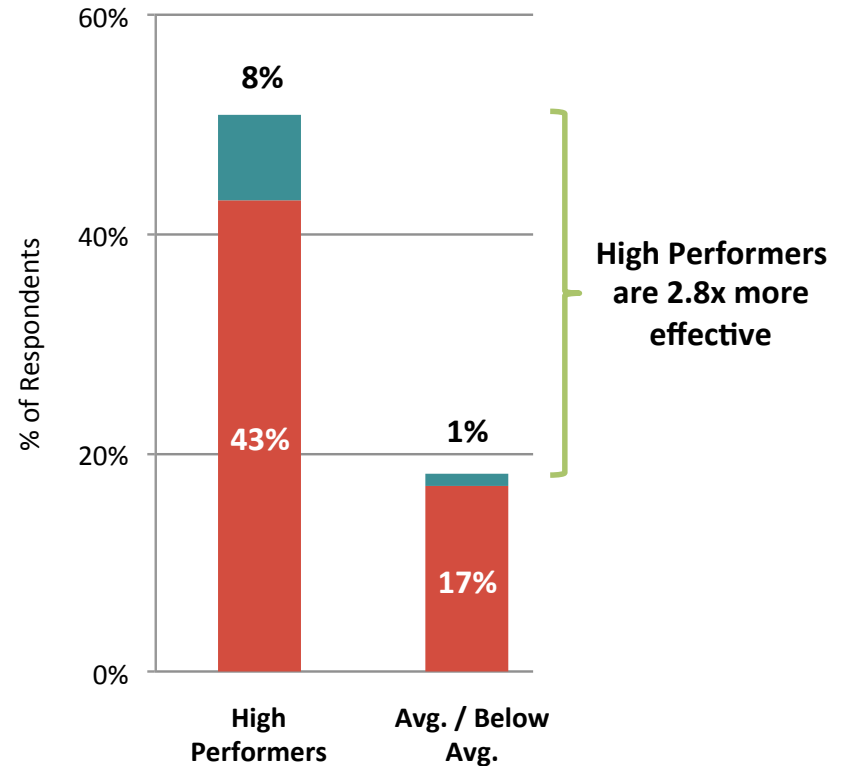


# Strategic Account Management and Value

Effectiveness of internal process to assess areas of additional value we can bring to accounts:



Effectiveness of process of working collaboratively with accounts to co-create value and work together in new, innovative ways:



Effective Very Effective

## Adding Winners to Key Drivers



Key Driver

40%

40%

42%

Winner Factor

+ 26%

+ 30%

+ 32%

Total

66%

70%

74%

Insight Selling = Win Now, Win Later

# Relationship Strength Meter

Relationship Strength	Partnership	Perception of Value	Relationship Loss Effect	Reaction to Replacement	Competitive Bidding	Replace Us by Themselves
<b>5</b> <b>Essential</b> <i>“Trusted Partner”</i>	<i>Proactive strategic co-development (partnership with power)</i>	<i>Breakthrough</i>	<i>Catastrophic difficulties</i>	<i>Fights</i>	<i>Rare or “through the motions” bidding, typically shape procurement</i>	<i>No</i>
<b>4</b> <b>Important</b> <i>“Strategic Provider”</i>	<b>Proactive input (access to power)</b>	Major	Major challenges	Resists	Sometimes sole source, sometimes “shape” bidding process	Unlikely
<b>3</b> <b>Worthwhile</b> <i>“Preferred Provider”</i>	<b>Reactive input (some access to power)</b>	Some	Some challenges	May resist	Typical – sometimes preferred with early knowledge	May listen to overtures
<b>2</b> <b>Trivial</b> <i>“Provider”</i>	<b>None (trivial executive access)</b>	Trivial to none	No challenges	Unlikely to resist	Typical – rare early knowledge	Likely
<b>1</b> <b>No Relationship</b>	<b>N/A</b>	N/A	N/A	N/A	N/A	N/A
<b>0</b> <b>Poor / Negative</b>	<b>Avoidance of interaction</b>	Negative	Benefits outweigh challenges	Positive	Avoidance of including you	Yes

# Hinge Marketing: Free Resources



The Visible Expert<sup>SM</sup>



2015 Professional Services  
Marketing Priorities



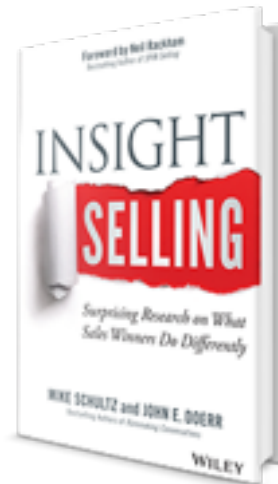
Online Marketing for  
Professional Services

Available at: [www.hingemarketing.com/library](http://www.hingemarketing.com/library)

# RAIN Group: Resources



What Sales Winners Do Differently



Insight Selling



Your Guide to Insight Selling Success

Available at: [www.raingroup.com/sales-resources](http://www.raingroup.com/sales-resources)

# Hinge Marketing Offer: Free Review of Your Referral Generation Strategy

- ✓ For webinar registrants only!
  - › We'll discuss:
    - › How you're currently generating referrals
    - › Missed opportunities
    - › A strategy to increase referrals



Respond to follow-up email or call: **703.391.8870**

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- › Access to expert discussion forums
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# Thank you! Questions?

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