



Transcript Episode 040



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MONDAY SALES COACH EPISODE 040

For An Inspirational Sales Meeting

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START YOUR SALES WEEK ON FIRE!

Too often people are of the belief, that in sales assumptions are bad. THAT is a bad assumption.

Let's get started.

Hello I am Peter Gianoli and this is Mondays Sales Coach connecting you to a community of sales champions on iTunes and online at MondaySalesCoach.com

We have the site, the place where you can get all the great material when it comes to helping you achieve sales domination. Awesome podcasts, articles and social media please join us at MondaySalesCoach.com

WHY GREAT SALES PEOPLE ASSUME WHEN SELLING

Assumptions are great. We need to make assumptions. Assumptions assist us in setting a direction, they give us something to aim for or a place to go.

Here's a good example of what I'm talking about.

Your product or service only solves a handful or substantial, relevant problems for you target customers, therefore, you have to assume they may be

experiencing one or more of those problems when you reach out. If you don't assume they're struggling with the problems why reach out.

Once deeper into the sales process, you could assume a particular feature you have could make a huge difference in their business, and if you're correct it would move the deal close to close.

You could assume you need the CMO's buy into the solution. If you do, that's a great assumption. You could assume the price point may be too high for the customer, and if it is, that's a great assumption. You could assume the competition is trying undercut you on price and is offering a sweet deal and if you're right, that's a great assumption.

But what if you're wrong?

If you're wrong you're stuffed and that's where assumptions CAN be bad in sales.

It's not that assumption that is the problem, it's when we operate from the assumptions that we get our backsides kicked.

If we assumed your product doesn't solve any material business problems for your prospect, when it does and you stop selling, that cost you commission and quota. If you assumed the CMO needed to buy into the solution and she didn't but you kept pushing, that's gonna turn some people off and cost you the sale. If you assumed the price point is too high, when it's not, you're gonna make a price concession when you don't need to. If you assume anything and you're wrong, you're stuffing yourself if you act on it. And that is the key, don't act on them.

The main point to assumptions is to make them, then validate them before you act on them. Making assumptions is great, make them, make lots of educated, smart, grounded assumptions, but then validate them. Look for evidence from the prospect, from the web, from relationships, from where ever you can to validate or invalidate your assumptions.

When we make assumptions and force ourselves to validate the assumptions, we become high-powered sales people. We put ourselves on a trajectory to get information, to go deeper and to be more informed. Having this information

empowers us to create better solutions and equally as important allows us to create much better deal strategies.

Think of assumptions as hypothesizes, and like a great scientist your job is to make them validate them and then execute them, in that order.

Great sales people make assumptions every day. Don't stop making assumptions. Do the opposite, get good at making good assumptions and learn how to validate them.

The old adage says when you assume, you make an "ass" out of "u" and "me." I call bulldust. That only happens if you don't validate the assumption before you act on it. If you validate it, there are no asses, just two people on the same page ready to make things happen.

Go make things happen. That concludes this week's episode of Monday Sales Coach. If you missed any part of this episode go to our website to catch up. Also, make sure you connect with our newsletter. These can all be found at mondaysalescoach.com

That was Monday Sales Coach and I am Peter Gianoli, thank you so much for connecting and listening to us and being a part of our team of sales champions.

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