

Introduction (00:03):

Welcome to the Same Side Selling podcast, dedicated to modern sales and marketing, innovation and leadership. Here's your host, Ian Altman.

Ian Altman (00:15):

Welcome to the Same Side selling podcast. I'm your host, Ian Altman. Many businesses are starting to reemerge from an unprecedented hibernation. I'm not a big fan of hyperbole, but I really don't think we've dealt with this type of situation in the past. And I believe that's the definition of unprecedented. Some of my clients have thrived during these past few months. In my own business, I've been very fortunate that we had started developing the Same Side Selling Academy over a year ago and launched it right when the pandemic hit. So we just got lucky. For many, however, these past few months have been devastating. You want to emerge from this crisis and drive meaningful results, but there are three big mistakes that I've noticed. If you can avoid these three, then you're likely on the path towards success. The first mistake is ADD. The second mistake is selling treatments prior to diagnosis.

Ian Altman (01:12):

And the third mistake is showing up as a seller. And I'll explain what that means. So first ADD. It's the first mistake that I mentioned an add is what I like to call Axis Displacement Disorder. This is when you are so focused on what you're selling, that you somehow think that the axis of the earth has shifted and the world now revolves around you. When that happens, your objective is to put yourself in your client's shoes. Remember it's all about being on the same side and you can't be in their shoes without being on the same side as them. Evaluate your client's current situation. What's been going on with them? Is your offering still relevant? Your product or service could be more relevant than ever before. And yet, in other situations, you might need to pivot that offering. Think about the problems that you previously solved for your clients.

Ian Altman (02:06):

Are those still important to them today? If you sell enterprise software, for example, to manufacturers, you might've attracted attention in the past, by helping them to reduce costs and manage waste. Post pandemic, your higher value to the customer might be helping them to accelerate time to market. Your product or service might serve both of those needs, but your positioning needs to address what is most pressing to your potential customer. So shift away from that Axis Displacement Disorder (ADD) and instead shift to focus on being in your customer's shoes. The second concept I mentioned is selling treatments prior to diagnosis. If a doctor prescribes treatment without first diagnosing the patient, what's that called? Well, it's called malpractice. It happens to also be malpractice when sellers do the same thing. The way it comes across is when you approach potential customers by leading with your treatment, otherwise known as your products and services, then all of a sudden you're pitching a treatment, but you haven't really diagnosed.

Ian Altman (03:11):

So it's the email that lists all the services that someone offers or the pitch about your business. Instead lead with the problems you solve. But what if you don't have a good handle on the problems you solve? I will ask sellers to describe the problem they solve and a company that sells mechanical equipment might tell me, Oh, that's easy. The problem we solve is helping people who don't have the right mechanical equipment. Well, that would be like a doctor saying the problem they solve is people that don't have antibiotics. Instead. Staying with that medical metaphor, think of the symptoms that your product or service treats. If you sell mechanical equipment for warehouses, the problem you solve could be unreliable equipment that is causing the customer to miss deadlines, incur penalties, and take a hit to overtime charges. So don't describe your solution instead, focus and describe the problem that you solve once again, from your customer's perspective.

Ian Altman (04:10):

Have you joined the Same Side Selling Academy yet? Right now, get a free preview and free access to the three-part course Growth During a Crisis. It comes complete with worksheets, quizzes, and Q&A with me. Just visit samesideselling.com/podcast and enter the code SameSide1, no strings attached.

Ian Altman (04:33):

And finally, the third big mistake I see is sellers who show up as well. Sellers. This introduces a concept called disarming. Too often people come at buyers full steam ahead. When you've been approached by a stereotypical salesperson, what's your reaction? Let me give you some visuals. Timeshare salespeople. Life insurance reps. Used car sellers. Does kind of the hair go up on the back of your neck? What's your initial reaction to that? Rarely is it a feeling of excitement and anticipation. So if you get good at sharing the problems that you solve, then you need to have the humility to acknowledge that not everyone is a good fit for how you address that solution, or more importantly, how you address that problem.

Ian Altman (05:17):

You might not be a good fit for the client who just wants the cheapest vendor. You might not be a good fit for the client who wants to be the expert instead of relying on your expertise. So you disarm like this. Our clients come to us to address these important issues. And for the right clients, they tell us that we deliver amazing results, but sadly not every organization is the right fit for the way we approach those challenges. So I don't yet know if I can help you, but if solving that is important, I'm happy to learn more about your situation to determine whether or not we might be able to help. This formula is called the Same Side Pitch and it's in chapter four of Same Side Selling. Of course we cover it in crazy detail within the Same Side Selling Academy at samesidesellingacademy.com. So remember, in this, in this world where we're trying to come out of this crisis, that we've been in avoid ADD or Axis Displacement Disorder, don't prescribe treatment

before you perform diagnosis and use disarm to show up as a seller. Remember this show gets its direction from you, the listener. If there's a topic you'd like me to cover or a guest I should have on the program, just drop me a note to ian@ianaltman.com. Have an amazing week, add value and grow revenue in a way everybody can embrace, especially your customer. Bye now.