

Maximize Sales Performance Through “Predictive Selling”

How to integrate the art of selling
with the science of human behavior to close more sales

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Question....what do “A” sales professionals do that the “B” and “C” players don’t?

Think about this question.... Sales gurus, managers and trainers have been thinking and preaching the topic for eons. Before I give you the answer my research provides, I will tell you what the sales leaders/C-level executives I speak with say most often.

I’m told over and over by the “sales community” that they have plenty of process, methodologies, training options and account planning tools. Yet according to CSO Insights, nearly 60% of all reps fail to achieve their goals. Furthermore, over 90% of these sales organizations have the same bell shaped performance curve- with the bulk of the sales organization representing “B” players. In spite of all the technology available to sales leaders, organizations still look essentially the same with mediocre results.

When we think of successful selling, we can’t deny that there are critical, minimum requirements for success: an effective methodology, process, performance based training, SFA tools, product/solution knowledge, effective account strategy, motivation, desire, will to win and other success related behaviors. But after 25 years of analyzing the conundrums around sales performance, Spring Lake Technologies (SLT) has identified there is something looming much larger as to why an “A” player achieves more success than his/her counterparts.

We have identified that “A” players have the unique ability to **read** a situation and then shift and adjust their style, behavior and approach from situation to situation and circumstance to circumstance. They are exceptional at reading, analyzing and then persuading each prospect. In other words, peak performers conduct a series of **successful interactions** (effective sales calls) much more often than “B” and “C” players. Inevitably, these successful interactions lead to high performance levels quarter after quarter.

Sometimes these expert “readers” are weaker than the other sales professionals when it comes to product knowledge, process, methodology, etc. It’s fascinating as these sales stars make it look so easy even though they may not have all the company rituals in place.

I am by no means advocating the rebel sales style. When I ran sales organizations domestically and globally, rouge sales professionals were a constant challenge. But I was amazed at the Peak Performer’s ability to “bob and weave” with a prospect better than their lesser performing counterparts. They know when to love a prospect and when to fight with one, when you hold back product details and when to overload the prospect, when to use references and when not to, when to shut up and when to talk, when to place others in the spotlight and when show brilliance. It was almost like they were able to read the mind of the prospect. But not for what the prospect wanted, but more importantly for what the prospect **NEEDED** to make a decision. They reminded me of expert psychologists as these sales professionals often knew their prospect better than they knew themselves.

Here is the reality. The “B” and “C” players **THINK** they are as good at reading and adjusting to the prospect. When the “B” and “C” players lose, they often think it was product, price, the company, or some other “not me” reason. The truth is they usually lost because they were **OUT SOLD** by another sales professional who adjusted to the prospect better and faster. The competing sales professional did a better job reading and adjusting to what the prospect **NEEDED** to make a decision.

Most organizations overload the sales team with product specs, positioning statements, training, methodologies, collateral, reference guides, case studies, new products, promotions, etc. It’s no wonder so many of them lose sight of the most important part of selling....the **successful interaction**. They have so much to think about with each prospect that they miss the critical nuances of the sales call...the **behavior** of the prospect and what it reveals.

What if there was a way to help the “non-A’s” achieve Peak Performance results more often? A way to get them to read and react to prospects more like the star sales professionals do? What if we could get the lower performers to identify important behavioral tendencies that reveal how this prospect **NEEDS** to be sold? What if we could help your sales organization predict how the prospect processes information, prefers presentations, wants to collaborate, how they will object, negotiate and make decisions?

Imagine the results if we layer in the salesperson’s natural and automatic selling tendencies with the prospect’s buying tendencies to identify where they will be in positive alignment and where the sales person’s natural approach will sabotage the sale. If we can do this, then we can predict where the sale will most likely go south and more importantly, prevent misalignment from occurring. Once you have the ability to predict these outcomes, your sales team will incrementally win more business.

SmartSelling - Using Predictive Technology to Read and React

Through the founders’ leadership experiences and Behavioral Science expertise, confirmed by the guidance from our Advisory Board, SLT has developed a web based technology that identifies and predicts human behavior. Our mission is to leverage this capability to maximize sales performance.

SLT has identified very specific behavioral attributes and competencies that impact alignment. **Alignment is the behavioral linkage behind all successful sales interactions.** As such, successful outcomes are nearly always tied to optimized alignment between sellers and prospect. With our predictive technology solution called **SmartSelling**, we model these behavioral tendencies and can actually predict how a seller will sell and how a buyer will buy. The results are fascinating.

For every step in the sales process **SmartSelling** informs the sales professional what the buyer/buying team will most likely do and what the seller should execute to most effectively persuade the buyer. This is not “mirroring” or neurolinguistic programming (NLP)...not even close. **SmartSelling** will advise and coach the sales professional how to achieve a series of successful interactions. Specifically the SmartSelling tool will provide suggestions like:

- When and how he/she should give details
- When he/she should be more visionary
- When and how he/she should push back on a prospect
- When he/she should offer support and empathy
- How should he/she present to the prospect
- How your prospect is likely to negotiate with you
- How our prospect is likely to make a decision

Our predictive solution provides best practices advice on how the sales professional should display the appropriate **behavior** to most effectively execute a specific sales activity. It's like combining sales skills with the results that would come from reading the prospect's mind on how they need to be sold.

When this new found approach is blended with the existing methodologies and processes that currently exist in your sales organization your entire team will undoubtedly maximize sales results and defeat the competition more frequently.

It doesn't matter if you have five or 5,000 sales people, **SmartSelling** will help you sell more. It is based on the proven principals of psychology and psychometrics combined with best practices sales coaching to better understand and predict human behavior.

Concluding Thoughts

The profession of selling is very competitive. The performance trends are alarming and top line results are in jeopardy. To survive and prosper, leaders need to get the "B" and "C" players to perform more effectively. Running a high performing sales organization is very challenging. Now there exists next generation technology for sales professionals to greatly improve their performance.

By using predictive technology and applied behavioral sciences you can finally help your entire sales team sell more effectively and make your job easier. You can predict specifically where a sales campaign can go sour and now can proactively to prevent it from happening.

For more information on integrating the art of selling with predictive technologies, encourage you to email me at sdangelo@springlaketech.com or visit our website at www.springlaketech.com . I welcome your thoughts and comments.