

A teal background featuring a top-down view of a white coffee cup with dark liquid, a green pencil, and a green plant with large, dark, glossy leaves in the bottom left corner.

Buyer Centric Selling

ALIGNED PROSPERITY

Selling to Modern Buyers
Transitioning from
Transactional Selling to
Customer Centric Selling



YOUR COACH

Jessie Ollier
Certified Sales & Performance Coach



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MY MISSION

Teach sales professionals how to shift
from HOURS WORKED dependent
strategies
to ENERGY dependent strategies

Confidence + Buyer Centric Strategies
= quantum leaps without the sacrifice of life

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Agenda



Part 1:

How Modern Buyers Buy



Part 2:

The Pitfalls of Product-Centric Selling



Part 3:

The Power of Problem-Centric Selling



Part 4:

Making the Shift: Understanding Your Buyer



Part 5:

Mastering the Art of Consultative Selling



Part 6:

Live Coaching

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MODERN BUYERS

are well-informed, seeking
value, and solutions to
problems.

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Part 1: How Modern Buyers Buy

Buying Criteria of Modern Buyers

VALUE FOR MONEY

**SAVINGS &
EFFICIENCY**

**NECESSITY OVER
DESIRE**

INTANGIBLE VALUE

**FLEXIBILITY &
SCALABILITY**

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Part 2:

The Pitfalls of Product-Centric Selling

1. Decreases Differentiation, Increasing Competition
2. Increases Price Sensitivity
3. Product is Evaluated as a Luxury
4. Longer Sales Cycle & More Follow Up
5. Missed Opportunities with Top-of-Funnel Prospects
6. **Potential Misalignment with Customer Needs** : The other 80:20 rule
7. Talk prospect out of buying
8. Difficulty Building Strong Relationships
9. Decreased Deal Sizes
10. Limits Scope of Perceived Value

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Part 2:

The Pitfalls of Product-Centric Selling

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Potential Misalignment with Customer Needs :
If you're guessing what matters to a prospect you are more likely to get it wrong than, right.

The other 80:20 rule

- 80% Chance of getting it wrong
- 20% Chance of getting it right

You might be talking prospect out of buying:
When we don't know what matters, we present everything

Cost of not knowing what matters =
Requires Research, Too Robust Objection
Increased follow-up and lost deals

Problem-Centric Sales Methodology

Problem-centric selling focuses on identifying and solving the customer's specific problems or pain points rather than leading with the product or service features

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A woman with dark curly hair and glasses is shown in profile, talking on a black mobile phone. She is wearing a dark blazer over a white top and a silver watch. The image is partially obscured by a teal overlay on the left and a light orange overlay on the right.

The Power of Problem-Centric Selling

- Increased Relevance & Engagement
- Accelerated Trust & Credibility
- Shorter Sales Cycle
- Higher Conversion Rates
- Improved Customer Satisfaction & Loyalty
- Differentiation from Competitors
- Upsell & Cross-selling Opportunities
- Increased Deal Sizes
- Increase Referral Generation
- Decreased Price Orientation
- Aligns with Customers at Any Funnel Stage- Builds Pipeline

This approach aligns the sales process more closely with the needs and concerns of the customer, fostering a more consultative and value-driven interaction

How is the Selling Process Different?

Product-Centric Selling

- Feature Focused
- Standardized Approach
- Discovery is a qualifying process & technical-fit driven
- Closing strategies are required
- Discount & deal pricing necessity
- Transactional

Problem-Centric Selling

- Solution-Focused
- Tailored Presentation to Individual Buyer Needs
- Discovery is a customer needs assessment
- Close occurs in the Discovery
- Full price deals
- Consultative & Relationship Building

Cost & Value based on Sales Methodology

Product Total Cost : \$10,000

Product-Centric Methodology:

Product is positioned as a “nice-to-have”

Buyer basing decision on price and budget for non-necessities

Value of Product: benefit of presented features

Cost : \$10,000

Problem-Centric Methodology:

Product is positioned as a solution to existing impactful problems

Product has been identified as a solution to Problems W, X, Y, and Z

Resolving W,X,Y & Z will enable buyer to grow by 15%

Value of Product is Resolution of W, X, Y and Z plus 15% growth

Or $10,000/4 + 15\%(\text{revenue})$

Cost = \$2,500 per unit of change - 15% growth

Good Products or Services pay for themselves

How to Implement Problem-Centric Selling

Clarify the problems & impact your product or service solves

Problem	What Does It Mean X3?

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What to Uncover for a Powerful Discovery

The goal of the discovery is to uncover expanded value & close the deal

- Current State
- Desired State
- Obstacles to closing the gap
- Cost of Inaction
- Gain of Action
- Goals Dependent on Obstacle Resolution
- Factors Driving Thinking : Misconceptions

DIFFERENTE WITH PROBLEM-CENTRIC SELLING

Your sales process is an abbreviated experience of working with you.

Does your process demonstrate customer focus or transaction focus?

Does it differentiate you?

Discovery goal : Provide value by helping your prospect better understand their problem

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Part 5: Mastering the Art of Consultative Selling

Design a Discovery Around These Problems, Impacts & States

What questions create a powerful discussion?

Could you help me understand...?

Walk me through...?

Can you share the thinking drove your decision?

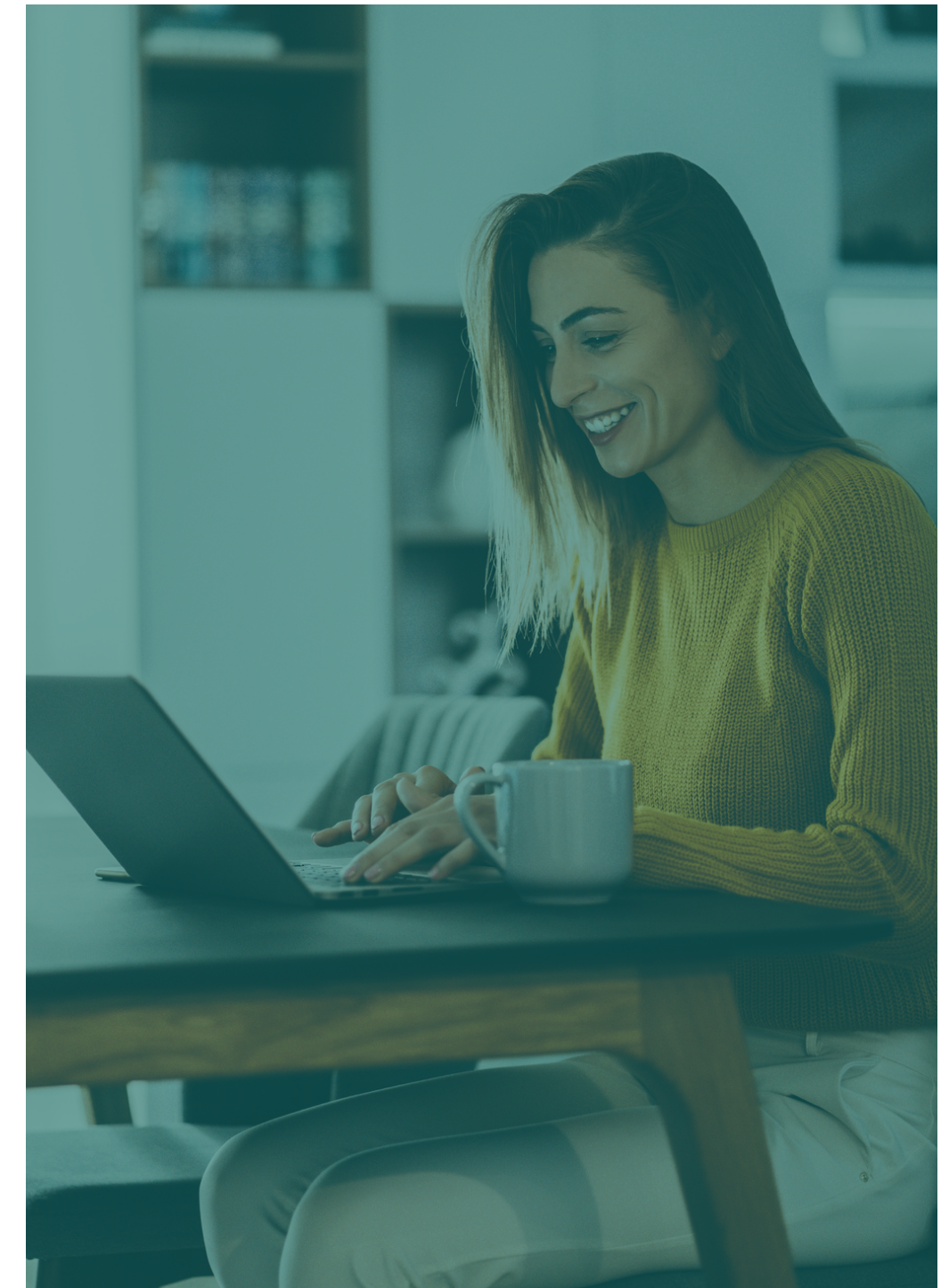
Uncover expanded impact using 2nd degree questions:

Tell me more....

Where else does that show up?

What friction does that create?

How so?



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Part 5: Mastering the Art of Consultative Selling

Structure creates Freedom

Lack of structure creates Fear

Create questions to uncover each Discovery element:

1. Current State
2. Desired State
3. Obstacles to closing the gap
4. Cost of Inaction
5. Gain of Action
6. Goals Dependent on Obstacle Resolution
7. Factors Driving Thinking : Misconceptions



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Master Storytelling

Stories help prospects...

Include Themselves

Dream Beyond Their Status Quo

Live into Your Solution

Accelerates Rapport & Credibility

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How to write a story

1. Client Initial Thinking
2. New Insights Provided
3. Action Taken As the Result of New Thinking
4. Positive Outcome

Put it together to create a Client Success Story:

The Secret to Discovery

Create an Discovery Environment: a conversational safe zone where resistance melts away, and prospects are willing to dive deep into their needs, goals, and challenges.

Your first sale is an open conversation

It may sound counterintuitive but one of the most powerful ways to establish a buying environment is to tell the prospect, it is okay not to buy.



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First Presentation is New Thinking

Present knew thinking and how it relates to thier problem

Example:

Sales Pros: Want to close more business and think they need to learn how to develop their skillset for overcoming budget constraints, pricing presentation and close.

A Sales Coach to Sales Pro Micro Presentation :

Misconception: deals are being lost to lack of budget, poor pricing negotiation and lack of closing strategies.

Reality: deals are lost to a low perceived of value

- Prospect does not understand the expanded impact of your solution
- They are evaluating your price without clear opportunity cost
- Strategic, Powerful Discovery will minimize if not eliminate budget constraints, pricing negotiation and the need to use closing strategies.

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ASK ME ANYTHING

Send questions to:
Jessie@jessieollier.com

Working with Jessie has been the #1 game changer in my life and sales career. Jessie helped me achieve over \$1m+ in net new sales-all within a year of being on the new team. Jessie has an amazing skill set that not only allows you to uncover your blind spots, but quickly solve for them and set yourself apart from the pack.



Kelly Brennan

Fintech AE

Working with Jessie has truly been the best coaching experience I have had, and I have had more than four coaches throughout my career. Prior to working with her, I lacked confidence to prospect for my ideal client. Now my book is primarily, high net worth, high revenue clients. On our last call she helped me with a presentation idea that will more than double my coaching ROI. If you are looking to grow and build something special Jessie is your girl!



James Love

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