

Selling Ice to Eskimos



If you're a salesperson, do you have the ability to "sell ice to Eskimos" meaning, can you sell something to someone who already has what you're selling?

Or, are you stuck in the mode of selling hamburgers to the hungry man?

One is an Order Maker and the other is an Order Taker.

Just because you open a business and hung up the sign doesn't automatically mean the business will begin to flow to

you. We've gone through times where the business did just "come to you" but today ... not so. It's competitive. Today it requires REAL selling skills and talent.

As Americans we have so many options in just about anything we buy and good ones. So how do you compete with all these options and all this competition? What's the secret?

The biggest objection we have to overcome in selling anything today is that our prospect may believe that these multiple options that are out there are pretty much the same so, why not just shop based on price. And, to some degree they are right but yet so wrong. The second, they probably already have what you're selling. And, unless they called you and asked for the meeting it's up to us as salespeople to **generate** the business. It is the PRIMARY function of our role - to generate new business.

I am not suggesting that you must become a pushy salesperson either. That's not what an order maker is, an order maker is someone who is skilled in the art of uncovering the gaps or the "pain" and then spinning that into the financial impact it has on the prospective company.

We have to entice a prospect enough to want our ice not the ice that surrounds them. Our ice has to be different, special or provide something that the ice surrounding them does not.

(You might ask) Okay, I buy into all of that, I logically understand all of that but how do I do that? And, herein lies the secret.

Natural sales talent + Training

Gallup did a poll and even in the best companies, **they found 35% of the sales force did not have the talents necessary to achieve acceptable results.** This means that one of every three salespeople out there is consistently in the bottom half of the performance curve.

What makes this problem even worse is that managers develop policies and procedures for the poor performers and then make all salespeople comply. (which runs off your great performers) This is what I call “whippin the horses”. When in reality you simply have the wrong people in the wrong job. *Note to all managers: when you have the right person in the right job – it just happens, it works. You don’t have to prod, push or threaten.*

What defines a salesperson with that natural talent? Well, based on the same poll done by Gallup they found the following common denominators:

- Motivation – 40% of a salespersons’ success stems directly from being in a situation in which their motivational needs are a good match
- The ability to impact or influence other people
- A unique way of forming relationships in order to ask for commitment
- An ability to get work done – they’re structured, they can create structure out of chaos and they’re self reliant
- They can think about and solve customers’ problems

As a sales trainer I can give you the techniques and tools to help good performers become great performers. What I cannot do is “put in what God left out” (to quote Marcus Buckingham). Some people have a knack for this and some don’t. It’s just that simple. The key is to understand and accept that fact.

For a sales training program on “Selling Ice to Eskimos” contact me!