For all the buzz surrounding the concept of “solution selling”, many organizations still struggle to execute on it. What’s holding them back?

Let’s start with a few thought questions to help you identify the gaps that will impact your ability to gain and retain customers.

- Think about how you identify your organization’s value. Is it tied to your products and services, or to the kinds of problems your solutions solve?
- Top performers exceed customer expectations by consistently engaging in behaviors that demonstrate a solutions mindset. Are your sales and service teams solving the right problems, in the right way, and at the right time?
- The mission, vision, values and leadership of an organization must all reinforce your ability to deliver value. Is every person—across the entire organization—accepting their responsibility in the value-creation process?
A Values-Driven Sales Process ensures the shift to solution selling really happens because it puts the focus on delivering the value that matters to your customers—and keeps them coming back.

1. Shifting Mindsets from Product Pushing to Problem Solving: A solution is a method of successfully dealing with a problem. If everyone isn’t viewing the company’s value in terms of problems solved instead of products offered, it will likely undermine your attempts to successfully make the shift.

If your sales and service teams define selling as uncovering and fulfilling customer’s needs and building relationships that create value, you will effectively avoid being commoditized and viewed as just another “me-too” offering.

2. Aligning Selling With the Way Your Customers Buy: Executing a Value-Driven Sales Process requires sales and service professionals who can effectively:

- Establish trust through their personal commitment to delivering value to the customer
- Determine the gap between the prospect’s current and desired situation
- Communicate the organization’s experience in solving similar problems
- Align key outcomes at each step with needs communicated by the prospect or customer

Example of a Value-Driven Sales Process. It mirrors the buying process and is identified by step-by-step process outcomes.
Making the Shift: A Roadmap for Success

The Right PEOPLE exhibit:

- Expertise
- Independent thinking
- A commitment to customers

The right people typically possess some degree of the four traits of sales success: Goal Clarity, Achievement Drive, Emotional Intelligence, and Social Skills.

The Right PROCESS is:

- Value-driven
- Aligned with (and not a barrier to) a solution-selling approach

The ability of an organization to execute on a Value-Driven Sales Process depends on whether the internal systems, skills and tools support it.

The Right COMMITMENT is:

- Strategic
- Customer focused
- Consistently demonstrated through everyday attitudes, beliefs and values

For a solution sales team to succeed, everyone must be committed to solving customer problems, creating customer value and achieving measurable impact.

The Right SUPPORT entails:

- Constant communication on “what good looks like”
- Modeling and coaching to the right behaviors and skills
- Celebrating success often

The successful transition to a Value-Driven Sales Process requires that managers at all levels consistently communicate the organization’s vision, coach to desired behaviors and celebrate success.

Provide meaningful VALUE to internal and external customers:

- Develop a culture that supports employee engagement
- Deliver the value that customers care about

Engaged employees go the extra mile to deliver, and will direct their energy toward the right tasks and outcomes.
A Value Driven Sales Process

Take the Market Success Challenge

Just because you call your offerings a “solutuion”, it doesn’t mean you’re executing on a solution-selling approach.

The key to attracting and retaining loyal customers is to focus on delivering the value they really care about, and that requires an organization-wide shift. For an evaluation of your key performance drivers and targeted action plan for enabling your Value-Drive Sales Process, click here, to provide us with your contact details, and primary challenges.

About the Authors

Dave Carter – COO for Integrity Solutions

David has spent more than two decades as an executive leader teaching leadership, world-class customer service and how to build a high-performance workforce in the U.S. Army, Fortune 100 corporations and higher-education universities. He has served as a Regional Vice President with Comcast, a Vice President with AT&T, Senior Instructor (Lieutenant Colonel) for the Army’s Command and General Staff College, and Adjunct Faculty Instructor at the University of South Carolina’s College of Business. Leadership and its impact on organizational productivity and innovation has been a key area of focus throughout his career.

Lisa Bullock – VP of Business Development for Integrity Solutions

Lisa has over 20 years of experience working with Global 1000 companies to link strategic business objectives to high impact learning solutions. As a performance improvement professional, she is known for her deep commitment to creating sustainable organizational change for her clients. Lisa’s extensive knowledge of behavioral change, learning methodologies, coaching and measurement has consistently resulted in direct bottom line impact for her clients.

About Integrity Solutions

Integrity Solutions helps organizations align attitudes and beliefs around a customer-focused strategy so they can increase sales, strengthen customer relationships, maximize productivity, and retain the best talent. With the power of integrity, over 1.8 million sales and service professionals and leaders are creating the kind of customer value that translates into long-term loyalty and profitable growth. Visit us online to learn more about our solutions and approach: www.integritysolutions.com