

10 SECRETS

to
SELLING MORE
to the
GOVERNMENT



ASHER

GLOBAL LEADERS IN GROWTH STRATEGIES

Focus on a Few Top Prospects and Work Them Long Term

- Keep prospecting, using the networking technology of LinkedIn to make sure you are working the right types of people, shorten your sales cycle time by up to 25%, and be a resource your prospective new customers can turn to online
- Each year you will lose 15% to 25% of your customers, even if you are a great government contractor. You have to be prospecting constantly to keep your project lead pipeline full
- Use a wide range of lead generation techniques for finding new project opportunities. Use trade shows, association meetings, training for your field teams, give leads to get leads, have an active email marketing (marketing automation) program for all your contacts. There are hundreds of ways; work your Top 10 constantly
- Keep touching leads with new information. It typically takes 15 to 25 touches to get a committed lead to help you with a new project. Most salespeople quit after the third touch



Thoroughly Research Prospects and Their Organizations

- Know your prospective organizations history, their management team, their mission, their biggest problems, and what do they need to have to stay relevant and excel
- Challenge them with new solutions and technologies
- Invest in the information services and industry associations you need to do the research
- Ask everyone you know and ask them to ask everyone they know for information about the customer and their upcoming projects

Have a Coach

- Use an inside coach to fully understand the prospects and their requirements
- Know the key buyers; the user buyer, the technical buyer, the financial buyer, and the strategic buyer. You will need a YES from a group of buyers
- Understand your buyer's personality types. What's their ego drive and empathy?
- Mirror their personality types when you work with them, or have multiple people on your team interact to best match up

Sell Yourself by Building Rapport

- All buyers have five decisions to make and they all depend on liking you and trusting your organization to get the job done
 - Do I like and trust you?
 - Is your organization a good match for their project?
 - Does your solution solve their problem?
 - Is your proposal a good value?
 - How soon do I need to decide?
- Practice your First Impressions, they are critical. Keep this in mind with your proposal, your websites, and any marketing material you use
- Make sure everyone in your company understands the principles of building rapport on the long term longevity of your company

Ask Questions and Listen

- People selling things TALK TOO MUCH
- 74% of buyers are “much more likely” to buy from someone if they would simply listen to them
- In most procurements or contract upselling, over 29% of the decision is based on your ability to match your capabilities to their specific situation and needs
- Have great listening habits. Do you focus on the buyer’s point of view, take notes, and summarize & repeat back? Learn the basics and do it every time
- Ask questions to understand the root cause of the need, what’s driving the need
- Ask tons of follow up questions

Use Powerful Marketing Messages

- a. Do your messages answer the buyer's three main concerns?
 - i. How do I make sure the seller can do what they say they can do?
 - ii. How do I reduce the probability of failure?
 - iii. Is the ROI worth it, is the proposal affordable, and is it my best value?
 - iv. Which seller is the right choice?
- b. To answer these, you need these major marketing messages
 - i. Killer Arguments, that you can really do it
 - ii. ROI Analysis, saying why do this at all
 - iii. Key Discriminators, why choose us
 - iv. Ghosting Discriminators, why not choose the competition

Be a Business Consultant and Solution Provider

- Offering solutions, only after some great listening
- Always start a presentation with an understanding of the customer's needs. If that's wrong, you don't have a chance
- Make the last 5 minutes of a presentation memorable
- 63 % of attendees remember only stories and videos. Only 5% remember statistics and facts
- Anticipate the buyer's objections and handle them expertly

Know How to Close

- Not all sales are closed in a face to face meeting, but even the most cutthroat price competition from a government contract is often won by the in-person close when the buyer tells you they want to buy from you if you get your proposal right
- There are six basic principles to close
 - You can't close until the buyer is ready
 - Most prospects won't close themselves, even when they want your solution
 - The buyer will tell you when they are ready with conversation and body language
 - The buyer wants a definitive closing proposal from you
 - Once you make an offer and close, stay silent until the buyer responds
 - Once the buyer has agreed, STOP TALKING ABOUT THE DEAL
- ALSO know how to walk away if a project isn't the right one for you. Some things to look for are
 - Too much pain with the customer for the gain
 - Price really IS the only consideration
 - You have to invest up front with none from the customer
 - The buyer makes too many stressful demands for fulfillment
 - Your solution really isn't the best answer
 - No strategic potential for buying into a low margin project
 - Buyer bad mouths you or your company
 - Your gut feeling says that the relationship won't work



Build Long Term Relationships

- Focus on those 20% of customers that are bringing you 80% of your profit. Treat them really special
- Integrate your organization with your top customers
- Develop Lifetime Coaches
- Create delighted clients that will
 - Give you high margin add-on business
 - Call you when they have a need
 - Agree to be a demonstration partner
 - Give you great referrals
 - Provide testimonials when asked
- Give your customers “extras”
 - Up front audits or analysis
 - Free training on your services
 - Articles of interest
 - Promote them among your sphere of influence
- Solve customer problems with a world-class process. Turn a mad customer into a “delighted client”. Make sure every person on your team knows the process and its importance
- Develop an “Opportunity Chart” of your products and services vs. all your customers that shows
 - What do you sell them now?
 - Should you be upselling the same thing?
 - Where can you cross-sell more to your current customers
 - A service is not applicable to a current customer

Ask for Referrals

- The number one way people find a solution for their needs is by personal peer recommendations
- Average salespeople never ask for referrals. Top salespeople constantly ask for referrals
- Have a great referral follow up process that covers these things as a minimum
 - Thank them for the referral
 - Turn the referral source into a new coach
 - Use your new coach to find out more info about the opportunity
 - Let the referral source know what happened with you and the opportunity
 - Repay them in some (legal) way

If you follow these 10 Secrets to selling more to the government you will get more good proposal opportunities, you will be able to add more tasks to your existing omnibus contracts, and you will steadily grow at a significantly higher rate than your competition.

For more detailed information on these 10 Secrets and how to become a master of them, contact Asher Government Sales at www.AsherGovSales.com or 866-834-1286.