

BBC's Counter-Intuitive Selling

By Janet Gregory

For a sales executive wanting to distinguish him/herself with customers or out-distance the competition, read "Counter-Intuitive Selling: Mastering the art of the unexpected" by Bill Byron Concevitch, BBC. There are thousands of books on how to approach a selling situation and this has a great combination of strategy and practical tactics.

IN THIS BOOK, YOU WILL LEARN:

- How to build value with key decision makers.
- How to escape deals that go nowhere.
- Why "Who is this?" is music to your ears!
- Ways to build relationships at a distance.
- How to master the art of perception.

If you think that reading this book review will give you 261 pages of ideas distilled into two pages, you are mistaken, especially with *Counter-Intuitive Selling*. This book needs to be read, absorbed and put into action. It is an easy read, comfortably written through the experience of Ken, a high tech professional sales person, and his mentor, Frank. There are times when you will say "OMG, that's Bill" (or whatever name) and will even LOL (yes, I really mean laugh out loud) because you will recognize yourself in situational examples.

HOW TO BUILD VALUE WITH KEY DECISION MAKERS.

Let them know that they are not ready to buy. Sure, you are ready to sell and have a quota to make but improper timing can lose the deal or introduce the discount calculator when it is not needed. It's about helping the customer buy, not about selling them something. Make sure that everything in the evaluation process is thoroughly covered and recognize that the business relationship starts when the contract is signed. Be systematic and methodical in reviewing installation, implementation, process changes, outcome and results. By doing this you no longer sound like a sales person, you sound like G.U.I.D.O. and will build respect throughout the organization. Think beyond the sale to the long term impact that doing business with you and your company will have for this customer. This approach will build champions within an account and they will fight for you when you are not in the room.

HOW TO ESCAPE DEALS THAT GO NOWHERE.

How many times have you had sales opportunities that went nowhere? It seemed that the opportunity was right for your company and your product. It seemed that you were working with the right people. There was budget available. But, with all that opportunity you ended up in the "Dead End Zone." Even your key contact commiserated with you on how terrible it was that some other vendor got the business and talked about the possibility of doing business with you in the future. Sound familiar? If so, you have

been caught in the trap of a N.E.R.D. or never ending revolving door. In the book you will learn how to recognize these people by how they think, what they like to talk about and what they tell you. You will also get ideas for an “Escape the N.E.R.D.” action plan and find out how to identify the best sources of intelligence. The book contains an amazing decision making rater! You can easily figure out who you are really dealing with. You know that you want to find G.U.I.D.O., the **G**enuine **U**pper Income **D**elegating **O**fficial, the *real* decision maker. But did you know that H.A.N.K. and H.E.R.B. were the best way to connect? Identifying those special people in an account that **H**elp you **A**cquire **N**ew **K**nowledge (H.A.N.K.) and **H**elp you **E**arn **R**espect and **B**ucks (H.E.R.B.) are essential sources of counter-intuitive intelligence.

WHY “WHO IS THIS?” IS MUSIC TO YOUR EARS!

Through years of training the first thing that we tell people when we contact them is something they don’t really care about. The first words are all about YOU ... your name, your company, your position, your reason for calling, you, you, you. Yawn, or worse you hear the click to dial tone on the other end. Start with your credibility statement. Share something, a fact or trend which other decision makers find important. Start with a thought-provoking question, something that connects a fact or trend to their unique business situation. When it’s important they will ask “who is this?”

WAYS TO BUILD RELATIONSHIPS AT A DISTANCE.

Finding the real decision maker can be tricky and actually connecting with the real decision maker can be next to impossible. *Counter-Intuitive Selling* shows you how to build a strong relationship at a distance. Real decision makers are involved in many decisions, not just yours. They rely on the expertise of their organization to perform the due diligence for decision making and inter-disciplinary impact. Delegation is critical to their success as upper income officer of their company. Understanding the value of “D” (delegation) in decision making and leveraging it will position you for success and help you identify G.U.I.D.O. – genuine upper income delegating official. You will get practical ideas and examples on how to build a relationship with G.U.I.D.O.s that you have never met; building a relationship at a distance that will help to drive a decision in your favor.

HOW TO MASTER THE ART OF PERCEPTION

Establish a presence within an account and with G.U.I.D.O. thought multiple impressions that add value. Build familiarity with your company and your name by having multiple pieces of information cross people’s desk in different forms ... email, snail-mail, voicemail, priority mail, etc. Be selective and make sure that each piece adds value: white papers, research reports, article reprints, case studies, etc. Keep the information relevant and in the counter-intuitive selling approach, don’t ask for anything in return. *What?* Yes, don’t ask for anything in return. In Chapter 31 you will also be given some surprising examples of how to not address your note to G.U.I.D.O. and 32 introduces you to PowerNotes. It is counter-intuitive and highly effective!

WHERE IS THE “EASY” BUTTON?

Professional athletes make their sport look easy. It looks easy because they continually work on improving their performance and learning new techniques, methods and counter strategies. Professional sales people are no different. To be your best at selling you need to continually improve your performance, methods, process and approach. Counter-Intuitive Selling is not an “EASY” button. But, if you are willing to try a different approach you can get surprisingly improved results.

THE SUCCESSFUL SEVEN:

Every chapter concludes with the Successful Seven. These are practical action steps for mastering Counter-Intuitive Selling techniques. They solidify the concepts of the chapter, they turn strategy into action and they often contain new surprise actionable ideas, not explicitly in the prior chapter. Don't skip the Successful Seven! As a busy sales executive read a chapter, put the book down for a few days and DO the Successful Seven, don't just read them and move on. You will surprise yourself by adding new successful selling tools, breaking barriers in existing accounts and up-leveling your professional selling skills. The Successful Seven turns 39 chapters into 273 dynamite action steps for success.

THE BOOK IS ORGANIZED INTO FIVE PARTS:

1. *Part One: Changing Your Mindset Will Change Your Results* starts the book off slowly but you will understand the importance of the slow start by the time you reach part five.
2. *Part Two: The Greatest Relationship with the Wong Decision Maker Gets You Nothing!* Contains great advice and profiles of G.U.I.D.O.s, H.A.N.K.s, H.E.R.B.s and N.E.R.D.s that will save you from many wasted hours, weeks and months with the wrong people that will get you nowhere.
3. *Part Three: Dialog That Sets You Apart* will help you learn how to build relationships and have conversations that you have not had before.
4. *Part Four: Control is Key – Perception is the Art* helps you understand how to build the new who, that is you.
5. *Part Five: Putting it All Together ...* well, put's it all together. It's when you finally realize the importance of part one and review the Successful Seven at end of those early chapters.

THE AUTHOR:

Bill Byron Concevitch prefers to go by his initials, BBC. The book reflects BBC's 25+ years of best practices accumulated through his experience as chief learning officer, sales executive and trainer. He is currently the Director of Worldwide Sales Enablement for CommVault, a New Jersey based provider of enterprise backup software and data protection. I have had the pleasure of working with BBC at CommVault and think that his unique approach to sales success is helping CommVault to outdistance the competition. *Counter-Intuitive Selling* is one of three books that BBC has written. You can find the book on Amazon.com and in well stocked business bookstore sections; copyright © 2007 by William J (Bill Byron) Concevitch.

Wishing you success as you take professional selling to the next level.

Janet Gregory is a veteran sales executive and co-founder of KickStart Alliance. For assistance with sales strategy, sales planning, training, sales enablement, compensation or any aspect of sales operations, contact [Janet](#). Janet leads the sales readiness practice at KickStart Alliance. For help in aligning sales & marketing for results contact any member of the [KickStart Alliance team](#).