

## **A Cure for The Common Procrastinator**

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Today's buyer is more likely to be an opinion seeker than ever before, thanks to the rise of the Internet. Prospects and clients want information; but they also suffer from Information Overload and have difficulty making final buying decisions. The sales professional plays a critical part in the new sales process, acting as a facilitator of decision-making. The word "navigator" is descriptive of their role: they steer the decision making process for the benefit of the prospect or client. They are advisors in the best sense of the word.

If sales professionals are to excel at facilitating the decision-making process, they must be good decision makers themselves. However, in examining the consultative selling skills of hundreds of sales professionals, we find that many of them suffer from a condition that affects their ability to be decisive. It is called Decision Making Dysfunction. Among the many conditions that can threaten a sales professional's skills (his or her "vital organs"), this one is a real killer disease, often accounting for more than 25% of unrealized production.

Let's observe a sales professional named Mike on a weekend buying excursion to acquire a new DVD player. It's the best way to understand the symptoms of Decision Making Dysfunction.

Mike starts his Saturday morning with newspaper advertisements spread all over the kitchen table. He scans them to pinpoint shopping mall stores in his area that sell electronics, looking for the closest one that has the lowest price. Mike decides he will visit six stores within a fifteen mile area.

Half way through the day, we find Mike in line at a fast food restaurant, thinking about the four stores he has visited so far. He is proud of the fact that he was a Power Shopper, swooping quickly in and out of each store, glancing at the DVDs on the shelf, noticing the card of features and benefits and copying down the prices. If a salesperson approached, he assured them that he was, "Just looking, thanks," One of the stores had a DVD that seemed to fit his specifications exactly. He had some questions for the salesperson but didn't want to ask, in case they would think they had a serious buyer on the line. Upon leaving that store, he did tell the salesperson that he "might be back after I've looked at all the other stores and asked a few of my friends for their advice."

Now, fast forward to Monday morning. Mike is in a conference room, meeting with prospective clients for the fourth time as they struggle to make a final decision about the Client Relationship Management (CRM) system that Mike has proposed to the decision makers. They say one or more of the following:

- We want to talk to a few more suppliers, Mike, in case we can find a CRM that is less expensive
- We want to get opinions from a few more suppliers, Mike, before we make our decision
- We want to ask other department heads for their opinions, Mike, so we will be slowing down this process

What will Mike think to himself at this point in the process? Regardless of which response they make, Mike will be saying, "Well, of course I understand. I would do the same thing. Take as much time as you need."

Mike thinks this buying behavior is normal because it is the way Mike buys. Sadly, he is powerless to help his prospective client move forward in the decision making process. Instead, he goes back to the office, puts the file in the very large pile on the left corner of his desk. It is marked: FOLLOW UPS.

If this prospective client has a problem that the CRM system will solve, they've forgotten about it as they settle into the predictable routine of price, competition and feedback shopping. And Mike is unable to refocus them on the problem to be solved.

Can you imagine how many Mikes are afflicted by Decision Making Dysfunction? It is a serious condition, a "killer disease" for sales professionals. In our system (RxSales: An Expert Performance System™), the first step is self-awareness. Mike learns about his condition when he has a CheckUp of his consultative selling skills. Then, with proper diagnosis, treatment can begin. In this case, a blended-learning program (The Clinic for Sales Professionals™), which gives Mike a blend of self-directed learning and face-to-face workshops, with the other sales professionals in his office.

For Mike and other sales professionals who suffer from Decision Making Dysfunction, treatment consists of re-educating themselves on How To Buy – a process that focuses on early identification of key questions and answers. This checklist helps the sales professional move through the buying process smoothly and quickly. And this is what their prospective clients should be doing.

When the problem is corrected, Mike will realize when prospective clients become mired down in the quest for price, competition and feedback information. Because it will not seem normal to him, he can help them move through difficult spots like this. And, when Mike's own buying cycle is shorter, his selling cycle will become shorter too.

To learn more about RxSales: An Expert Performance System™, visit the Guest section at [www.rxsales.com](http://www.rxsales.com) or contact Charles Loew at [Charles.Loew@masetllc.com](mailto:Charles.Loew@masetllc.com)