



The CONNECTION™

January 3, 2008

Selling Technical Products to Non-Technical Buyers

Selling technology solutions can be problematic for sales people, especially if the buyer does not share your level of expertise in the area. A common trap we fall into is to try to "educate" the buyer on the product and sometimes the entire field of expertise. This can overwhelm your clients and sometimes cost you the deal.

The best way to avoid overwhelming your customer is to consciously use the phrase "why this matters is..." when talking features and benefits of a product. If you can't honestly finish that sentence with something that the customer cares about, leave it out unless they ask for more information. Start your presentation with the things that answer your customer's specific concerns, and move on from there.

Customers want to be educated on how to solve their own needs and challenges. Very few are trying to develop their own expertise...that's what they need you for.

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