



SITUATIONAL SELLING IN THE BUILDING INDUSTRY

PLANNING YOUR SUCCESS WITH SITUATIONAL SELLING

Sales Success is nothing more than a series of sales situations. Your success will continually grow by taking time to consider situations and responses after they occur. This is the process of constant improvement that leads to personal sales growth and improved results.

THE POWER IS IN THE EFFORT

The following situational sales analyses are offered as optional responses. All have been tested in actual sales situations to produce optimum results although you may discover alternative actions that are even better.

PLAN CONSTANT GROWTH

The late pages in this document offer some blank spaces to inspire a process of thought for constant performance improvement. Use them as inspiration for an ongoing approach to better sales techniques.

FOR MORE INFORMATION

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THE “Bid Avoidance” PRESENTATION:

When to use it (**SITUATION**): A potential buyer with whom you’ve never done business requests a blind quote without an introductory meeting.

Objective (**STRATEGY**): Slow the Process Down

Words you will use (**TACTIC**):

Step 1: Tell them you will be too high if there is no dialogue before a proposal is offered. (It’s probably a waste of time for both parties.)

Step 2: Let them know the things you need to understand before you can bid.

- Delivery Expectations
- Service Expectations
- Cross-Selling Opportunities
- Volume
- How the Contractor Makes Money

Step 3: Get the meeting...

THE “Cross-Sell Credibility” PRESENTATION:

When to use it (**SITUATION**): A Joint Sales Call between two reps working at different levels in the channel – e.g. Manufacture Rep and Dealer Rep; Contractor and Dealer Rep.

Objective (**STRATEGY**): Cross-Sell Personal Value of Your Partner
Words you will use (**TACTIC**):

Step 1: Let them know you could talk all about your credentials, products and services. But you want to first vouch for the credentials of your selling partner.

Step 2: Keys to Success:

- Emphasize your objectivity.
- Promote the credentials of your vendor/customer to the end buyer.
- Define your mutual sales roles prior to the meeting.

BUYER WANTS YOUR “Initial Price” Via E-Mail:

When to use it (**SITUATION**): Buyer with whom you have never done business wants your “Bid via E-mail.”

Objective (**STRATEGY**): Establish the Value of Your Time.

Words you will use (**TACTIC**): Define the “Price of Your Quote”

- Two Hours to Prepare a Proposal
- Energy to Make the Builder More Successful
- No Demand to Buy
- But the Effort Merits the Right to Present

PREPARE FOR THE “Homeowner Walk-In”

When to use it (**SITUATION**): Prepare in advance for the interaction with a homeowner.

Objective (**STRATEGY**): Create a New Lead for Your Client.

Words you will use (**TACTIC**): Get the Information You Need before You Give.

- Name and E-mail
- Project Scope and Timing
- How the Client Heard about You
- Contractor

“Handing Off” the Homeowner Lead:

When to use it (**SITUATION**): You, or someone at your organization, has produced a valuable lead with a homeowner in need of a contractor.

Objective (**STRATEGY**): Delivery the Asset (Lead) to ONE Contractor.

Words you will use (**TACTIC**): Schedule the Hand-Off

- Describe the Project Lead
- Extend the Offer
- Plan the Follow-Up
- Expect to Hold Your Future Margins!

AVOID THE NEXT “Fire to Extinguish”

When to use it (**SITUATION**): A customer (Usually it’s the same ones) comes to you with another “emergency” request.

Objective (**STRATEGY**): Use the crisis to fix the future.

Words you will use (**TACTIC**): Instead of describing your frustration, define the cost to the customer.

- You work for a multi-million dollar organization, therefore it must be really hurting the client if it’s costing you
- If the emergencies cost you noticeably, imagine what they do to the client
- Schedule a planning dialogue to get involved in the future as the unpaid employee that improves scheduling

BUYER PRESSURES YOU to “Drop Your Price”:

When to use it (**SITUATION**): The Buyer Pressures you for a lower price.

Objective (**STRATEGY**): Hold firm.

Words you will use (**TACTIC**): Deliver your best price up front.

- Tell the buyer in advance you’ll start with your best price.
- Consider the dramatic (negative) impact of lowering your price.
- Test the waters. You’ll never know until you try.

BUYER PRESSURES YOU to “Drop Your Price”:

When to use it (**SITUATION**): The Buyer Pressures you for a lower price.

Objective (**STRATEGY**): Get to Give

Words you will use (**TACTIC**): All the information you need to be competitive is the same information to seek in concessions.

- Delivery Concessions – e.g. Pickup, Bulk Delivery
- Service Concessions – e.g. Take-off, Returns
- Additional Products – e.g. Decking, Insulation
- Volume – e.g. Long-Term Commitment

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➤ **STRATEGY:** _____

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TACTICAL PLANNING

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