WALL STREET JOURNAL
bestselling author

Success Factors

OUTCOME BASED SALES

Comes With a 7-DAY SALES CHALLENGE

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keynote speaker I wordsmith

Business Quick Reads
Series Volume 11

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OUTCOME BASED SALES
And 7-DAY SALES CHALLENGE
By: WES BERRY

In the sales world, most of us think of a salesperson sitting down with us and discussing their product's features, technical specifications, and of course, immediate benefits. But what about if, instead, the salesperson focused on a long-term goal or solution? What if they offered you more

than an immediate benefit? What if they offered you a bigger picture look at how their product could sustain you over the long-haul?

Welcome to the world of Outcome Based Sales.

Let's take a look at the collaboration of Salesforce, a Customer Relationship Management (CRM) company and Coca-Cola, a beverage giant. The two embarked on a partnership that showcased the magic of outcome-based sales.

Rather than just selling CRM software, Salesforce focused on understanding Coca-Cola's objectives and delivering specific outcomes. Salesforce's mission was clear: unravel the secrets of the beverage company's needs. With a customer-centric approach, Salesforce dove deep into uncovering the outcomes and results Coca-Cola desired. They knew that simply pushing products

wouldn't quench Coca-Cola's thirst for success.

Through a series of engaging conversations, Salesforce learned about Coca-Cola's challenges and aspirations. Coca-Cola yearned to streamline sales, spice up marketing campaigns, and ignite customer engagement to skyrocket revenue growth and capture a bigger slice of the market.

With a clear understanding of Coca-Cola's dreams, Salesforce created a tailored solution. Armed with their CRM software and expertise, Salesforce designed a comprehensive system that met Coca-Cola's specific needs. Forget just selling a product—this solution was all about *delivering the perfect outcome.*

Salesforce's outcome-based sales approach gave Coca-Cola's sales processes a makeover. They armed Coca-Cola with tools and functionalities to optimize sales workflows, track leads and

opportunities, and boost collaboration among their sales teams. The CRM system empowered Coca-Cola's salesforce with valuable insights, helping them make strategic decisions and prioritize like true soda masters.

Salesforce didn't stop there. They then went on to optimize Coca-Cola's marketing campaigns. By leveraging the CRM platform's marketing automation superpowers, Coca-Cola could personalize their marketing communications, target specific cola-craving customer segments, and measure the effectiveness of their campaigns. The result? Better marketing ROI and customer engagement.

Thanks to the outcome-based sales partnership between Salesforce and Coca-Cola, the beverage giant's fortunes increased. They saw significant revenue growth and market share

expansion, all thanks to Salesforce's tailored solution. Streamlined sales processes, optimized marketing efforts, and improved customer engagement combined to create a refreshing success story for Coca-Cola.

This tale of Salesforce and Coca-Cola showcases the power of outcome-based sales in delivering specific goals that align with a customer's desires. By adopting a customer-centric approach and understanding Coca-Cola's unique needs, Salesforce forged a partnership that continues to sparkle. Cheers to a long-lasting and mutually beneficial alliance between these two forces!

So what exactly is Outcome Based Sales?

Outcome Based Sales is a customer-centric sales approach that focuses on delivering specific

outcomes or results that a customer seeks to achieve. While the traditional sales approach focuses on sales of a product or service, rather than addressing the underlying needs of the customer, *Outcome Based Sales aims to identify and understand the customer's goals and objectives, and then align the sales pitch with those goals.* The focus of the sales pitch is on the results that the customer is seeking to achieve, rather than on the product or service itself. This could be anything from increasing revenue, to improving customer satisfaction, reducing costs, or achieving a specific

Customer-centric sales deliver the results a customer is seeking to achieve.

performance metric. Once the outcome has been defined, the salesperson works with the customer to

develop a customized solution that is designed to achieve that outcome. This solution may involve a combination of products, services, and other resources that are tailored to meet the customer's specific needs, just like with Salesforce and Coca-Cola.

The goal of Outcome Based Sales is to create a solution that delivers measurable results for the customer. This means that the solution must be designed to achieve specific, quantifiable goals. For example, if the customer is seeking to increase revenue, the solution must be designed to deliver a specific amount of revenue growth within a defined timeframe. Similarly, if the customer is seeking to reduce costs, the solution must be designed to achieve a specific level of cost savings within a defined timeframe.

One of the key benefits of Outcome Based

Sales is that it helps build long-term relationships with customers. By delivering measurable results, the salesperson builds trust and credibility with the customer. This leads to increased customer satisfaction, loyalty, and repeat business. In addition, Outcome Based Sales can help the salesperson differentiate themselves from their competitors by delivering customized solutions that are designed to achieve specific outcomes. This shows their expertise and value to the customer.

To be successful with Outcome Based Sales, the salesperson must have a deep understanding of the customer's business and industry. They must be able to identify the customer's goals and objectives and develop a customized solution that is aligned with those goals. They must also be able to measure and track progress towards those goals and make adjustments

as needed. And communication is essential! They must be able to communicate the value of the solution in terms of the outcomes that it delivers.

This approach can lead to increased customer satisfaction, loyalty, and repeat business.

Let's dive into a captivating business story that showcases Microsoft's outcome-based sales prowess in collaboration with Schneider Electric.

Microsoft and Schneider Electric: A Sustainable Partnership Driven by Outcome-Based Sales

Schneider Electric, a global energy management and automation titan, was determined to make a green impact by curbing energy consumption and reducing carbon emissions. Enter Microsoft, known for its cloud services and tech

wizardry. But Microsoft wasn't satisfied with a simple sales pitch. Microsoft aimed to understand Schneider Electric's goals and cook up a customized solution that focused on energy consumption, carbon emissions, and a touch of technological magic.[2, 3]

Microsoft kickstarted the partnership by engaging in some serious heart-to-heart talks with Schneider Electric's team. They listened intently to Schneider Electric's dreams and challenges in the sustainability realm. It became crystal clear that slashing energy consumption and carbon emissions were at the top of Schneider Electric's wish list.

With that knowledge in hand, Microsoft rolled up their sleeves to create a comprehensive solution designed exclusively for Schneider Electric. Their outcome-based sales approach revolved around leveraging data analytics and

artificial intelligence (AI) to optimize energy usage and supercharge operational efficiency. It was like a high-tech energy-saving superhero in the making!

Microsoft whipped up a customized suite of tools and technologies that seamlessly integrated with Schneider Electric's existing infrastructure. This wonder solution utilized advanced data analytics algorithms, machine learning models, and AI-driven insights. It was like having a sustainability guru on speed dial, allowing Schneider Electric to monitor, analyze, and control energy consumption like never before.

The magic didn't stop there. Microsoft's solution provided real-time visibility into energy usage patterns, helping Schneider Electric identify areas for improvement and optimize energy consumption across their operations. Armed with actionable insights and predictive analytics,

Schneider Electric made informed decisions and embraced energy-saving measures like a true sustainability champion.

Microsoft's outcome-based sales approach wasn't just a one-time magic trick. It fostered a long-term partnership with Schneider Electric. They didn't just deliver the solution and vanish into the digital clouds. Instead, they provided ongoing support, collaboration, and fine-tuning to ensure that Schneider Electric's sustainability goals were consistently met. It was a sustainability love story that kept on evolving!

The outcome-based sales partnership between Microsoft and Schneider Electric worked wonders. Schneider Electric achieved significant reductions in energy consumption and carbon emissions, perfectly aligned with their sustainability objectives. Not only did it make

Mother Nature smile, but it also brought cost savings to Schneider Electric's doorstep.

This business story perfectly illustrates how Microsoft's outcome-based sales approach can drive impactful results. By truly understanding Schneider Electric's objectives and tailoring a solution that combined tech expertise with sustainability goals, Microsoft created a partnership that achieved desired outcomes and made the world a greener place.

In the end, Microsoft and Schneider Electric proved that outcome-based sales can be both effective and sustainable, leaving a positive mark on the environment and their bottom line.

So how do you achieve results using Outcome Based Sales? Let me walk you (or your salespeople) through the steps.

1. Determine Your Customer's Needs and Pain Points

Determining the needs and pain points of the customer is a critical step in the sales process. By understanding what the customer is looking for and what challenges they are facing, salespeople can tailor their approach and develop a solution that meets the customer's specific needs.

How so we do this?

- **Through active listening.** Ask open-ended questions and then listen carefully to the customer's responses. Listen for clues about what the customer is looking for, what challenges they are facing, and what their priorities are. What are they trying to achieve? What are some hurdles they may need to overcome to achieve it? By listening carefully to the customer's responses, you

can gain a deeper understanding of the customer's needs and pain points.

- **Through research.** Take the time to learn about the customer's industry, their competitors, and their specific challenges. This research can provide valuable insights into what the customer is looking for and what challenges they are facing. This will help salespeople develop a solution that is tailored to the customer's specific needs.

Once the needs and pain points of the customer have been identified, the salesperson can begin to develop a solution that addresses those needs. This solution should be focused on delivering measurable results and should be tailored to the customer's s*pecific* needs and challenges. This customized approach will make

you very valuable to your customer.

2. Outline Goals and Objectives

Outlining goals and objectives is a critical step in sales planning. This process helps sales teams to identify their target audience, set clear expectations, and develop a focused approach to achieving their sales targets. By taking the time to map out specific goals and objectives, sales teams can ensure that they are working towards a common purpose and that their efforts are aligned with the broader objectives of the organization.

There are several benefits to this. For starters, outlining provides a clear roadmap for success. By defining what success looks like, sales teams can identify the steps they need to take to achieve their targets. This process also helps to prioritize efforts, ensuring that sales teams are

focused on the activities that are most likely to drive results.

Another benefit of outlining goals and objectives is that it helps sales teams to stay motivated and engaged. When salespeople have a clear understanding of what they are working towards and why it matters, they are more likely to stay focused and committed to achieving their targets. This can lead to higher levels of productivity, job satisfaction, and ultimately, better results.

In addition to providing direction and motivation, outlining goals and objectives can also help sales teams to measure their progress. By setting specific, measurable targets, sales teams can track their performance over time and make adjustments as needed. This process can help to identify areas where additional resources or support

may be needed, as well as highlight areas of success that can be replicated in other parts of the organization.

Finally, outlining goals and objectives can help to align sales efforts with the broader objectives of the organization. By setting targets that are aligned with the organization's overall strategy, sales teams can ensure that their efforts are contributing to the success of the business as a whole. This process can also help to identify areas where sales teams may need to shift their focus in order to better support the organization's goals.

This process helps sales teams to define what success looks like, prioritize their efforts, stay motivated and engaged, measure progress, and align their efforts with the broader objectives of the organization. By taking the time to map out specific goals and objectives, sales teams can set themselves

up for success and ensure that their efforts are contributing to the overall success of the business.

3. Guide the Sales Conversation

Using the customer's desired outcome to guide the sales conversation is a powerful technique for building trust and rapport with potential clients. This helps you to understand the customer's needs and show that you're committed to delivering value. This approach can help to build a strong relationship with the customer and increase the likelihood of a successful sale.

So how do you use the customer's desired outcome to guide the sales conversation?

- **Ask open-ended questions.** This means asking questions that encourage the customer to talk about their goals and priorities. Look for opportunities to understand what the customer

is trying to achieve and how they plan to get there. By asking open-ended questions, salespeople can gain a deeper understanding of the customer's desired outcome and tailor their approach accordingly.

- **Focus on the benefits of the product or service being offered.** Salespeople should be able to articulate how their product or service can help the customer achieve their desired outcome. By focusing on the benefits, salespeople can demonstrate that they understand the customer's needs and are committed to delivering value.
- **Be transparent about the limitations of the product or service being offered.** Salespeople should be honest about what the product or service can and cannot do, and how it can help the customer achieve their desired

outcome. Transparency helps build trust with the customer and demonstrates that you are committed to delivering value.

- **Be prepared to offer solutions that are tailored to the customer's unique needs.** This means developing a customized solution that is focused on delivering the customer's desired outcome. By offering a customized solution, salespeople can demonstrate their expertise and value to the customer.

Confidence is a big factor here. As you guide the sales conversation, do your best to help the customer relax and understand that you have their best interests at heart. After all, the main point of sales is not, “Will you buy my product,” but rather, “What can my product do for YOU?”

4. Know the Customer's Measure of Success

Understanding the metrics the customer will use to measure success is crucial in developing a customized solution that meets the customer's specific needs. This way you can develop a solution that is focused on delivering results and achieving the customer's desired outcome.

Research is a great way to understand their measure of success. What are other companies in their field doing? How do their competitors measure success? What is most important to your customer?

Once you identify how your customer measures success, you can then begin to develop a solution that addresses those metrics. The solution should be focused on delivering measurable results and should be tailored to the customer's specific

needs. It's important to articulate how the solution will deliver measurable results and help the customer achieve their desired outcome.

5. Understand the Customer's Timeframe

Deadlines help everybody. It's important to determine the timeframe in which the customer needs to achieve the desired outcome. Time sensitivity is more critical in some cases than others, depending on if sales are seasonal or if they're up against a competitor in a race to get products out.

6. Know the Obstacles to Success.

Understanding the risks associated with *not* achieving the desired outcome is important in developing a solution that is focused on delivering results. Not achieving the desired outcome can have

serious consequences for both the customer and the salesperson. Let's take a closer look at some potential obstacles:

External factors such as weather, political unrest, or a sudden zombie apocalypse can all impact the customer's ability to achieve their desired outcome. Imagine a salesperson who promises to deliver a solution that will help a customer increase their sales by 50%, only to have a sudden hurricane wipe out the customer's entire inventory.

Internal factors

- *Lack of communication: An unclear understanding of objectives can leave you both feeling discouraged. Your goals must be communicated well to all involved..*

- *Resistance to change:* a customer may be unwilling to adopt new technologies or processes, for example. This customer may be stuck in their old ways and may resist any attempts to change their current processes.
- *Lack of internal buy-in.* Imagine a salesperson who is trying to sell a new solution to a customer, only to find out that the customer's internal stakeholders are not on board with the idea. These stakeholders may be resistant to change or may be more focused on their own agendas than on the overall success of the organization.

There are risks with any endeavor, for both sides. For the *customer*, if the solution does not

deliver the desired results within the desired timeframe, the customer may lose revenue or suffer other financial losses. Additionally, if the solution does not meet the customer's expectations, it may damage their reputation with their own customers.

For the *salesperson,* if the solution does not deliver the desired results within the desired timeframe, the salesperson may lose the sale or suffer other financial losses. Additionally, it may damage the salesperson's reputation and make it more difficult to win future business.

There are risks with any endeavor. Assess them ahead of time.

Despite these challenges, there is always hope. A skilled salesperson can help the customer navigate these obstacles and find a path to success. They can work with the customer to develop customized, creative solutions that addresses their

specific needs and can help them overcome any obstacles that may arise.

It’s important to take the time to understand the risks associated with not achieving the desired outcome so you can develop a solution if things go sideways. The salesperson who does this might be hailed as a hero by their customer, or even receive a medal of honor for their exceptional sales skills. They might even find themselves invited to a fancy gala, where they rub elbows with the rich and famous. You never know!

While the consequences of not achieving the desired outcome can be serious, a little bit of humor can help to lighten the mood and make the process more enjoyable. So, let's all take a deep breath, put our best foot forward, and deliver the results our customers are looking for. After all, who knows what kind of adventures await us on the

other side of success?

7. Understand the Customer's Buying Process

Developing a clear understanding of the customer's buying process is crucial for any salesperson.

The first step in the buying process is awareness. The customer must become aware of the product or service that the salesperson is offering.

The second step is interest. The customer must be interested in the product or service that the salesperson is offering.

The third step is evaluation. The customer must evaluate the product or service and compare it to other options. The salesperson may encounter a customer who is indecisive or who has a hard time making decisions. This customer may spend hours

weighing the pros and cons of each option or may simply flip a coin to make their decision.

The fourth step is decision. The customer must make a decision to purchase the product or service. The salesperson may encounter a customer who is hesitant or who changes their mind at the last minute.

The final step is post-purchase evaluation. The customer evaluates their decision and decides whether or not they are satisfied with their purchase.

Understanding the customer's buying process is essential. By identifying each step in the process and understanding the customer's needs and challenges, the salesperson can develop a customized solution that meets the customer's unique needs.

The customer's buying process can be

unpredictable and challenging, but by working with the customer and understanding their unique needs and challenges, a successful outcome can be achieved.

8. Know the Customer's Budget

Understanding a customer's budget and financial constraints can be a tricky task for any salesperson. How do you get through it tactfully?

First, identify the budget the customer has set aside for their purchase. This can be as hard as finding a needle in a haystack or as easy as finding a penny on the sidewalk.

Once the budget has been identified, you need to understand any financial constraints the customer may have. These first two steps are crucial for any salesperson and can increase the likelihood of a successful sale.

Then, develop a customized solution that meets those constraints.

Finally, demonstrate the value of your product or service within the customer's budget and financial constraints. This can help the customer make an informed decision.

While understanding a customer's budget and financial constraints can be a daunting task, don’t let it worry you. As said before, a little humor can lighten the mood.

9. Understand Your Competition

Once the competition has been identified, the salesperson needs to understand their offerings across the road. This is a vital task for any salesperson. One man I knew cold-called all of his competitors and asked what they offered. Or you can visit the website, speak to customers, or read

reviews. There are many different ways to flesh out the competitors.

The next step is to develop a strategy that differentiates your product or service from theirs.

Finally, demonstrate the value of your product or service while highlighting the shortcomings of the competition. By understanding the competition's offerings and its shortcomings, the salesperson can help the customer make an informed decision.

10. Know Your Value Proposition

The value proposition is what sets your solution apart from your competitors, and helps your customers understand why they should choose your solution over others.

To determine the unique value proposition of your solution is to identify the problem it solves.

Once you have identified the problem, you can then determine how your solution solves the problem in a unique and beneficial way. This should be communicated in a clear and concise manner to the customer so they understand why your solution is the best choice for them and how it is different from other solutions on the market.

The value proposition should not be a laundry list of features or benefits. Instead, it should be a compelling statement that connects the customer's needs with the unique benefits of your solution. For example, let's consider a salesperson trying to sell a new software tool for project management. The salesperson could simply list the features of the software, such as task tracking and team collaboration. However, this does not

communicate the unique value proposition of the product.

Instead, the salesperson could focus on how the software tool streamlines the project management process, saving time and increasing efficiency. The salesperson could also highlight how the software tool helps teams collaborate more effectively, resulting in better communication and ultimately, a better end product.

The value proposition is what sets your solution apart from your competitors.

By emphasizing these unique benefits and how they solve the customer's problem in a unique and beneficial way, the salesperson can communicate a clear and compelling value proposition. This helps the customer understand why your solution is the best choice for them and increases the likelihood of a successful sale.

11. Prepare for Potential Objections

Identifying potential objections that customers may have is an important step to making a successful sale. By anticipating and addressing these objections early on, you can increase the likelihood of closing the deal.

Objections can come in many different forms, such as price, quality, or features. The key is to understand each objection that a customer may have and to develop a strategy to overcome it.

For example, what if they want to haggle over price? Customers may feel that the price is too high or that they can find a similar product at a lower price. In this case, you can emphasize the unique value of the product and how it justifies the price. You can also offer payment plans or discounts to make the price more manageable for

the customer.

Another objection that customers may have is quality. They may be concerned about the quality of the product and whether it will meet their needs. Address this objection by providing testimonials or case studies that demonstrate the quality and effectiveness of the product. You can also offer a satisfaction guarantee to give the customer peace of mind.

A third objection that customers may have is features. Customers may feel that the product does not have all the features they need or that they can find a better product with more features. In this case, highlight the unique features of their product and how it meets the customer's specific needs. You can also offer customization options to tailor the product to the customer's needs.

There may be other objections that

customers have such as concerns over implementation or compatibility. The key is to listen to the customer's objections, address them in a respectful and empathetic manner, and provide solutions that meet their needs.

12. Create A Sales Pitch that Addresses the Customer's Desired Outcome

The sales pitch should be tailored to the customer's specific needs and goals and should clearly communicate how the product or service meets those needs and helps the customer achieve their desired outcome.

The sales pitch should begin by introducing the product or service and highlighting its unique features and benefits. It should then focus on how the product or service meets the customer's specific needs and helps them achieve their desired

outcome.

For example, if the customer's desired outcome is to increase sales, the sales pitch could focus on how the product or service can help them reach more customers, improve their marketing strategy, and ultimately increase revenue. The sales pitch should also provide specific examples or case studies that demonstrate how the product or service has helped other customers achieve similar outcomes.

It is important to keep the sales pitch concise and easy to understand. The customer should be able to quickly grasp how the product or service meets their needs and helps them achieve their desired outcome.

In addition to highlighting the benefits of the product or service, the sales pitch should also address any potential objections or concerns that

the customer may have. This can be done by providing testimonials or case studies that address these concerns or by offering solutions that address these objections.

Finally, the sales pitch should end with a clear call to action that encourages the customer to take the next step, whether that be scheduling a demo, signing up for a trial, or making a purchase.

13. Align Your Team's Strategy

In order to maximize sales success, it is essential that the entire sales team is aligned on the customer's desired outcome and the sales strategy. There are several steps that can be used to achieve this.

Step 1: Clearly define the customer's desired outcome. This could be improving their business operations, increasing revenue, or

reducing costs. Once the desired outcome has been defined, make sure the entire sales team is aware of it, through team meetings, training sessions, or by sharing relevant information and data with the team.

Step 2: Create a sales strategy that is aligned with the customer's desired outcome. The sales strategy should include the sales process, tactics, and tools required to achieve the desired outcome. The sales team should be involved in creating the sales strategy to ensure their buy-in and commitment to the process.

Step 3: Provide training and coaching to the sales team to ensure they are aligned with the sales strategy and the customer's desired outcome. This training can be done through workshops, role-playing, or coaching sessions. The training should focus on the skills required to execute the sales

strategy and how to align those skills with the customer's desired outcome.

Step 4: Encourage collaboration among the sales team. This is a critical step in ensuring alignment. The sales team should work together to achieve the desired outcome, share information and best practices, and support each other. Regular team meetings, brainstorming sessions, and team-building activities can help build a collaborative culture.

Step 5: Take advantage of technology. Sales-enablement tools can help provide the team with the necessary information, content, and resources to execute the sales strategy effectively. Customer relationship management (CRM) software can also be used to track the progress of the sales team and ensure they are aligned with the customer's desired outcome.

Aligning the entire sales team on the customer's desired outcome and the sales strategy being used is critical to maximizing sales success and more effectively achieving your goals.

14. Navigate the Process and Adjust as Needed

Once the sales team is aligned on the customer's desired outcome and the sales strategy being used, it's important to continuously track progress towards that outcome. This allows the team to identify any issues or roadblocks and make adjustments to the sales strategy as needed.

One way to track progress is through regular reporting. The sales team should set clear metrics and targets for each stage of the sales process and track progress towards those targets. This data can be used to identify areas where the

team is excelling and areas where they need to improve. It is important to ensure that the data being collected is accurate and relevant to the desired outcome.

Another way to track progress is through customer feedback. The sales team should regularly check in with the customer to ensure they are satisfied with the sales process and that the desired outcome is being achieved. This feedback can be used to identify any issues or concerns. Then, it's important to make adjustments to the sales strategy as needed. This can be done based on the data and feedback collected by the sales team. Adjustments might include changes to the sales process, tactics, or tools being used. The sales team should be involved in making these adjustments to ensure their buy-in and commitment to the process.

It's important to remember that tracking

progress and making adjustments is an ongoing process. Regular review ensures that the sales strategy remains aligned with the customer's desired outcome and that the team is continuously improving their performance.

15. Review the Outcomes with the Customer and Your Team

Following up with the customer after the sale is a critical step in ensuring the desired outcome is achieved and identifying areas for improvement in the sales process. By checking in with the customer, the sales team can ensure they are satisfied with their purchase and that the product or service is meeting their needs. It also provides an opportunity for the sales team to identify any issues or concerns and make adjustments to the sales process as needed.

Here are a few ways to follow up with the customer:

Post-sale surveys. These surveys can be sent via email or phone and should ask questions about the customer's experience with the sales process and the product or service they purchased. The survey should be designed to gather specific feedback on the customer's experience and should include questions about the desired outcome and whether it was achieved.

Personal contact. The sales team should reach out to the customer via phone or email to thank them for their purchase and to check in on their experience. This personal contact allows the sales team to build a relationship with the customer and to identify any issues or concerns that may not have been captured in a survey. It's important to remember that following up with the customer is

not just about identifying areas for improvement in the sales process. It's also an opportunity to build a relationship with the customer and to ensure their satisfaction with the product or service. By showing the customer that their satisfaction is a priority, the sales team can build trust and loyalty.

Identify and address issues or concerns. This might include providing additional training or resources to the customer, or making adjustments to the product or service as needed. The sales team should work with the customer to find a solution that meets their needs and ensures the desired outcome is achieved.

Maintain contact with customers. This is crucial for developing future opportunities. By staying in touch with customers, businesses can build lasting relationships and increase the likelihood of repeat business. Additionally, regular

communication can help businesses identify new opportunities for growth and expansion.

One way to maintain contact with customers is through email marketing. By sending regular newsletters, promotions, and updates, businesses can keep their customers informed and engaged. Email marketing also allows businesses to segment their customer list and tailor the message to the specific needs and interests of each customer. This extra step will pay off in the long run.

Following up with the customer also provides an opportunity to gather testimonials and referrals. I will talk more about this later.

16. Make it Personal

Personalizing the relationship is a critical component of Outcome Based Sales. Customers want to feel like they are more than just another

number or sale. They want to feel understood and valued.

What's the best way to do this:

Take the time to get to know the customer on a personal level. This includes learning about their interests, hobbies, and even family life. By doing so, a salesperson can establish rapport and build trust with the customer.

Handwritten notes are another way to personalize the relationship. In today's digital age, receiving a handwritten note is a rarity. It shows that the salesperson took the time to sit down and write a personalized message to the customer. This

> *In today's competitive marketplace, personalized relationships are more important than ever.*

small gesture can go a long way in building a lasting relationship.

Personalization can also be achieved through technology. For example, using customer relationship management (CRM) software can help salespeople keep track of customer preferences, purchase history, and communication preferences. This information can then be used to tailor the sales pitch and communication to the customer's specific needs.

In today's competitive marketplace, personalized relationships are more important than ever. Customers have more options than ever before and are more likely to do business with companies that they feel understand their needs and value them as individuals. Salespeople who take the time to personalize the relationship and understand the customer's desired outcome will be more successful in the long run.

17. Remember That They Are a Great Source for Referrals

Your customers can be the best source of referring new clients. When a customer is satisfied with your product or service, they are more likely to recommend it to others. This is because people tend to trust recommendations from their friends and family more than they trust advertising.

One way to encourage customers to refer new clients is through a referral program. This can include offering incentives, such as discounts or free products, to customers who refer new business. Referral programs can also be a great way to track the success of your customer referrals and reward your most loyal customers.

Another way to encourage customer referrals is to ask for them directly. When the transaction is complete pursue an in-person

conversation. If lunch or a baseball game is not an option, find some way to make it special. By asking satisfied customers to refer their friends and family, you are more likely to get a positive response and generate new business.

It's also important to make it easy for customers to refer new clients. This can include providing referral links or shareable content that customers can easily send to their network. By making the referral process simple and straightforward, you can increase the likelihood of customer referrals.

By leveraging the power of your satisfied customers, you can grow your business and position yourself for long-term success.

Now that we've learned about Outcome Based Sales, and their importance, let's take a look

at a few big more companies who used Outcome Based Sales to rewrite the rules of success.

Unleashing Success: Amazon Web Services and Netflix's Outcome-Based Sales Journey

Amazon Web Services (AWS) and Netflix joined forces to conquer the streaming world. Their story goes beyond selling technology solutions; it's about understanding needs, achieving specific outcomes, and making magic happen.

As we have learned, an Outcome Based Sales focus is on crafting solutions that bring measurable results. It starts with defining specific, quantifiable goals that the solution aims to achieve within a set timeframe. Whether it's boosting revenue, slashing costs, or reaching any other target, the solution is tailor-made to make those

outcomes a reality.

When AWS and Netflix teamed up,[4] it was about more than just cloud infrastructure jargon. AWS embraced the outcome-based sales approach, working closely with Netflix to understand their insatiable hunger for reliable and scalable computing resources. It was all about supporting Netflix's explosive growth and keeping their streaming prowess untamed.

AWS knew that Netflix's streaming success relied on their ability to handle jaw-dropping volumes of content, deliver it seamlessly, and create a user experience that left audiences craving more. With this vital insight, AWS weaved together a comprehensive cloud solution that perfectly aligned with Netflix's ambitions, paving the way for outstanding outcomes.

Thanks to AWS's outcome-based sales

strategy, Netflix's star soared even higher. The scalable and reliable cloud infrastructure provided by AWS ensured that Netflix seamlessly handled the skyrocketing demand for streaming. Every user experienced content delivered flawlessly, propelling Netflix to its throne as a streaming powerhouse.

The outcome-based sales journey between AWS and Netflix showcases the incredible potential of this approach. By understanding Netflix's need for rapid growth and scalability, AWS designed a tailored cloud solution that delivered real, measurable outcomes. It empowered Netflix to handle massive streaming volumes, provide seamless content delivery, and deliver an unmatched user experience.

Oracle and Marriott: A Tailored Partnership for Exceptional Guest Experiences

Let's dive into a fascinating business story where Oracle, a leading technology company, teamed up with Marriott International, a global hotel chain, to elevate guest experiences and streamline operations. This collaboration stands as a shining example of the power of an Outcome Based Sales approach, where Oracle focused on understanding Marriott's goals to deliver customized solutions rather than simply selling software.[5]

When Oracle and Marriott embarked on their partnership, it wasn't just about making a quick sale. Both companies shared a vision to enhance the guest experience and optimize operational efficiency. Oracle understood that a one-size-fits-all solution wouldn't cut it; they aimed

to create a tailored approach that would meet Marriott's unique requirements.

Oracle engaged in in-depth consultations with Marriott, eager to uncover their aspirations and challenges. Together, they identified two key outcomes: personalized guest services and streamlined operations. Armed with this knowledge, Oracle set out to design a suite of integrated software tools that would empower Marriott to deliver exceptional guest experiences.

Oracle's expertise came to the fore as they developed a range of software tools to transform Marriott's hospitality game. These tools included guest profiling and preference management, streamlined check-in and check-out processes, and an advanced revenue management system. Each solution was carefully tailored to fit Marriott's specific needs.

Thanks to Oracle's software solutions, Marriott witnessed a remarkable boost in guest satisfaction. The personalized guest services enabled Marriott to create memorable experiences that catered to individual preferences, leaving guests feeling like VIPs and earning rave reviews. The streamlined operations, made possible by the software tools, reduced wait times and improved overall efficiency.

Oracle's outcome-based sales approach proved to be the key ingredient that turned Marriott's goals into reality. By collaborating closely with Marriott and understanding their unique needs, Oracle delivered a customized software suite that exceeded expectations. The outcome? Marriott achieved its desired outcomes of enhancing the guest experience and optimizing operational efficiency.

The partnership between Oracle and Marriott exemplifies the power of an Outcome Based Sales approach. By focusing on understanding Marriott's goals and delivering tailored solutions, Oracle enabled Marriott to create extraordinary guest experiences. This successful collaboration not only improved guest satisfaction but also brought cost savings and enhanced revenue management for Marriott.

The Oracle and Marriott partnership demonstrates the effectiveness of an outcome-based sales approach in the hospitality industry.

Conclusion:

It pays high dividends professionally to focus on Outcome Based Sales. As opposed to merely trying to land a sale, taking the time to seek a customer-centric approach with targeted goals

can not only grow your sales base, but land you returning customers for years to come. Likewise, as businesses seek fruitful partnerships, embracing the Outcome Based Sales approach becomes pivotal. By defining specific goals, crafting personalized solutions, and keeping an unwavering focus on measurable outcomes, companies can forge alliances that drive growth and set the stage for mutual triumph.

With today's Internet, research is easier than ever before, and communication is wide-open through text, phone, email, or more to reach out, check in, and follow-up with your customers. When a happy customer is your end goal, your business will thrive.

ALMOST THE END! YOU STILL NEED TO COMPLETE THE 7-DAY CHALLANGE!

7-Day Sales Challenge

Why Accept this Challenge?

If you're seeking personal growth and development, you need to commit to consistent effort. One way to jumpstart this journey is by taking the 7-Day Challenge. To succeed in this challenge, you must dedicate a little time each day to contemplation and reflection on the given topic.

The questions provided are only a starting point. If they don't resonate with your personal

experiences, modify them to better suit your situation. This flexibility allows for a more meaningful and authentic exploration of the subject matter.

When you commit to this challenge, you're making a decision to actively engage with your thoughts and emotions. Writing down your reflections is a powerful tool to solidify your insights and gain clarity on your internal landscape. This daily practice can have a profound impact on your overall well-being.

Approach this 7-Day Challenge with an open mind and willingness to explore. You may uncover aspects of yourself that you weren't previously aware of or gain a deeper understanding of your values and priorities. This challenge's benefits extend beyond the initial 7 days, and the act of carving out time for introspection and self-

reflection can become a habit.

Ultimately, this challenge is a powerful tool for anyone seeking to enhance their self-awareness and personal growth. By dedicating a small amount of time each day to contemplation and reflection, you are taking an important step towards a more fulfilling and meaningful life. Upon completion, commit to re-reading and updating this challenge when you find yourself challenged by this concept in the future.

A 7-day Challenge provides a roadmap for achieving your goals by breaking them down into smaller, achievable tasks. By having a clear challenge, you can stay motivated and focused on your goals. Each day's challenge builds upon the previous day's, creating momentum towards the desired outcome. Additionally, having a plan can help you stay organized and prioritize tasks based

on their importance and urgency.

A challenge can help you overcome procrastination and stay accountable. By having a clear outline of what needs to be done, you can avoid feeling overwhelmed and take action towards your goals. Furthermore, having a plan can help you track your progress and make adjustments as needed.

Overall, a 7-day Challenge is a powerful tool to focus on a particular issue and provide greater insight, bringing an area of concern into your comfort zone.

Day 1: Monday - Understand Your Customers

Take the time to research and understand your customers' business and industry. Identify their goals and objectives and learn about their challenges and pain points. This will help you tailor your sales approach to their specific needs.

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Day 2: Tuesday - Define Specific Outcomes

Work with your customers to define specific outcomes that they are seeking to achieve. Use your knowledge of their business and industry to suggest outcomes that align with their goals and objectives.

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Day 3: Wednesday - Develop Customized Solutions

Collaborate with your customers to develop customized solutions that are designed to achieve the specific outcomes that they have defined. This may involve a combination of products, services, and other resources that are tailored to their needs.

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Day 4: Thursday - Align Solutions with Goals

Ensure that your solutions are aligned with your customers' goals and objectives. Be sure to communicate how your solutions will help them achieve their desired outcomes.

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Day 5: Friday - Measure and Track Progress

Measure and track progress towards achieving the specific outcomes that you have defined with your customers. Use this data to make adjustments to your solutions as needed.

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Day 6: Saturday - Communicate Value in Outcomes

Communicate the value of your solutions in terms of the specific outcomes that they deliver. Be sure to highlight how your solutions have helped your customers achieve their goals and objectives.

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Day 7: Sunday - Day of Contemplation

Reflect on your experience with Outcome Based Sales over the past week. Consider how you can continue to improve your approach to deliver even better outcomes for your customers.

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About The Author

Wes Berry is a Keynote Speaker and Workshop Facilitator with the professional skills and real-life experience to deliver on any stage. He works with Fortune 500 companies like Johnson & Johnson to smaller businesses and associations of all sizes that are seeking a breakthrough experience. Wes changes lives and transforms organizations by delivering a Paradigm Shift. He has written sixteen business and success books and is a *Wall Street Journal* best-selling author and TedX speaker. As an entrepreneur, he built a $750 million international company that operated in 130 countries.

His business knowledge and communications skills have made him an expert media contributor on many topics, from commercial drone applications to the downsizing of Sears, resulting

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