

# **CUSTOMER-CENTRIC SELLING**

## **The Message Driven Sales Process**

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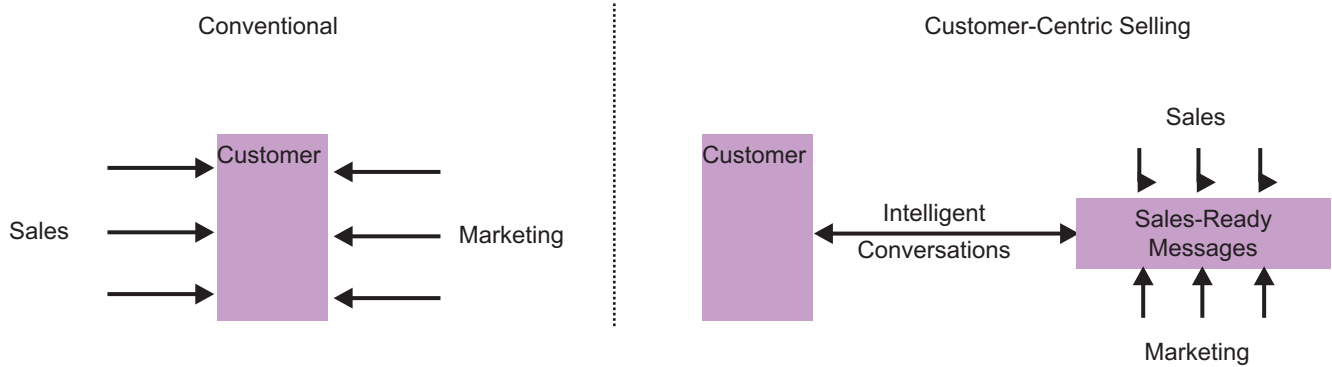
The Web site for this book is at [www.customercentricsystems.com](http://www.customercentricsystems.com).

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**MAIN IDEA**

In most organizations, there is a basic disconnect between the marketers and the sales people. This is unfortunate because the marketers (the people who are responsible for creating the messages delivered to customers) and the sales people (who build relationships with real world customers) really could achieve much more if they collaborated and worked together instead of being at cross purposes.

“Customer-centric selling” (CCS) is a system whereby sales and marketing collaborate together to help your customers visualize using your offering to help achieve a goal, solve one of their problems or satisfy a need. This is achieved through the delivery (in intelligent two-way conversations) of sales-ready messages rather than presentations about product features and benefits. CCS is the system by which these sales-ready messages are developed and delivered.



As its name suggests, customer-centric selling is all about placing the customer at the center of the sales process rather than in an ancillary role as the audience. For many years, sales has come to resemble a spectator sport rather than an intensely focused session of give-and-take. CCS empowers buyers to solve their own problems with the use of your product or service.

*“In order to be effective, a salesperson must be able to relate his or her offering to the buyer in a way that will allow the buyer to visualize using it to achieve a goal, solve a problem, or satisfy a need. This, in turn, requires a conversation. For a variety of reasons, though, only a small percentage of salespeople are able to converse effectively with decision makers. And presentation software – slick and eye-catching as it can be – can undermine those talented few. CustomerCentric Selling has been designed to help you engage in relevant, situation-specific conversations with decision makers, without having to depend on canned presentations. In short, we can help you become more effective.”*

– Michael Bosworth and John Holland

**1. What is Customer-Centric Selling? . . . . . Pages 2 - 3**

Conventional selling involves the delivery of a prepared sales pitch focused around product features and benefits. Customer-Centric Selling (CCS) is different. With CCS, you help your buyer visualize how they will use your offering to:

1. Achieve one of their goals.
2. Solve one or more of their specific problems.
3. Satisfy a need.

In other words, CCS transforms the one-way sales pitch into a genuine two-way conversation where the buyer and the seller work together to achieve something worthwhile.

**2. How Do You Develop and Implement Customer-Centric Selling? . . . . . Pages 4 - 8**

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| How To Develop and Implement Customer-Centric Selling | 1 | Define your sales process more completely and accurately. |
|   | 2 | Move from product marketing to customer usage marketing.  |
|   | 3 | Develop great sales-ready messages.                       |
|   | 4 | Qualify, manage and negotiate intelligently.              |
|   | 5 | Always keep building your salesforce.                     |

