

DEMAND-SIDE SALES 101

Stop Selling and Help Your Customers Make Progress

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MAIN IDEA

Most companies approach sales solely from the supply side of the equation – "We've made a great product, now let's go find some customers". A different and potentially better way to sell is to cater to the demand side of the equation instead – "What problem is my customer trying to solve right now, and how can I get them to pull my product or service into their life and/or career?"

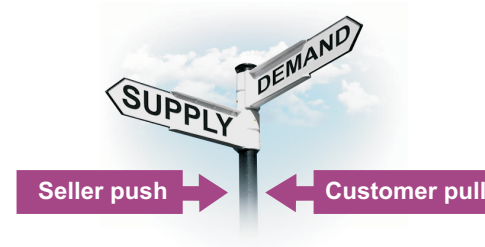


Demand-side selling is where you sell by helping people make progress in the journey they are on. You reframe the sales process to be more like coaching, mentoring, and helping rather than pushing what you have. Help customers hire your product to enable them to get a job done they care about.

Don't push products. Create pull by focusing on what customers are struggling with, and what they are trying to achieve. That's a better and smarter way to sell.

"Great salespeople don't sell; they help. They listen, understand what you want to achieve, and help you achieve it. A better title would be "concierge." Great salespeople help customers make progress in their lives, on their terms. They are helpful, empowering, curious, and creative. They create win-win situations! Salespeople are the lifeblood of any organization. Let us teach you how to stop selling and start helping people make progress in their lives."

– Bob Moesta and Greg Engle



1. Selling vs. Buying Page 2

Traditional sales is supply-side thinking – you talk extensively about features, benefits, and use persuasion. Demand-side selling is where you get to understand what buyers and users are trying to achieve first. You identify when they have a struggling moment and think, "Maybe I can do better." You align your product with the job to be done (JTBD).

2. The three key frameworks for how people buy. Pages 3 - 4

To excel at demand-side selling, you need to understand three frameworks:

1. The three sources of buyer energy and motivation
2. The four forces of progress
3. The JTBD timeline

3. Applying the demand-side frameworks Pages 5 - 8

To figure out how to move from pushing products and services to creating consistent demand-side pull, you need to start interviewing your existing customers, and see the world through their eyes. Identify the JTBD when people consider, and ultimately buy your product or service. Fill in details for the three key frameworks, and find the set of causes which will generate a domino effect. Connect the dots and then reframe your selling process as serving and helping the customer get jobs done. It's a better way to sell.

