

**Solution Selling® Tip: Creating Visions that Buyers Relate To**

**Sale = Pain x Power x Value x Vision x Plan**

A very successful Solution Selling® graduate told me recently that the variable of the above equation she has the most difficulty with during the sales cycle is the component related to Vision. She told me that she could identify Pain and wallow in it all day long with C-level prospects. Uncovering Value, while difficult, was getting easier for her and she is religious with the Evaluation Plans that she negotiates with her **Power Sponsors**. However, she struggles with communicating her company’s capabilities in terms that the prospect can relate to. For Heidi and others, below are some ideas for creating a Vision in the prospect’s mind:

- The most effective time to position a Vision for a prospect is after you have identified their Pain, diagnosed that Pain and made an initial attempt to scope out the magnitude, or cost, of the Pain. Also, by uncovering the cost of the Pain, it will help you to determine later how much the prospect could make or save if they had that capability.
- The Vision that you help the prospect see should be specific to their job title, their industry and either their assumed Pain (how our service solves a problem) or identified Pain (how our service can help you solve your problem). The Vision has got to be communicated in a language that they understand. Answer the following question for the prospect, even before they ask it or think it: **“What’s in it for me?”**
- A Vision only resonates in the prospect’s mind if the message is shaped in words or images that the prospect can understand. Consider using a metaphor that you identified during perhaps the “rapport building” stage of a call to communicate a Vision. For example, if you learned that your prospect is a football fanatic, communicating the Vision initially using football metaphors may help the prospect to more quickly understand how your capabilities could help them.
- Capability questions, which position your capabilities, when combined, add up to the Buying Vision. They should be positioned from the perspective of the buyer and how they could use your product/service, not from the perspective of the seller. The sum of all the capabilities that the buyer thinks will help becomes their Buying Vision. Hence, our focus on the capability statement in the **“When,” “Who,” “What” format**. *Look at the following example and try your own!*

Description

Example

Do your own

Your Product/Service/Feature	Capability (How the Customer Uses It)	Reason (Why they might need it)
A statement describing some characteristic of your product	When: A Business event occurs <i>(Who): The person/ people taking action</i> <i>(What/How): Describe the business action that could be taken using your product</i>	What bad thing is happening today that could be improved through the use of your product/service?
Solution Selling® Vision Creation with Capability Questions/Statements	“Would it help if... <b>When</b> helping a prospect create and own a vision around your product, <b>You</b> <b>Could</b> articulate each of your product/feature’s capabilities from the perspective of how they could use them, including the actions they would take when using them, <b>So</b> they could better understand how your product can help them solve their problem?”	You are not as effective as you would like in creating buying visions, from the buyer’s perspective, around your product and how your prospect could use them to help solve their problem.
	Would it help if... <b>When:</b>  <b>Who:</b>  <b>What:</b>  <b>So:</b>	

Now that you have completed one Capability Vision, make a list of all of your “exclusive” and “strong” products & features and prepare them in the above format. Having done this, you are now ready to articulate your products/services from your buyer’s perspective and create powerful Buying Visions with them.