

FOR: Bank Sales Teams

Presenting Your Solutions – Sell Benefits

Bankers persuade by making it clear how their products and services can benefit others. Stressing results requires that you understand what your customers and prospects are looking for. What kinds of things might constitute results for a typical business? Here's a list to get you started:

- Increased revenues
- Bigger market share
- Greater profitability
- More loyal customers
- Better service
- More productive employees
- Happier employees
- More efficient systems
- Faster turnaround
- Reduction in costs
- Increased "peace of mind"
- Avoidance of pain
- Fewer errors

What does this have to do with presenting your product solutions? You need to think about what benefits matter to your customers—and what don't. Here are some important things to keep in mind when talking about your products:

1. Know your products cold and be able to connect customer needs to features and (most importantly) benefits.
2. Focus on customer needs before explaining your product capabilities — concentrating on their priorities (not yours) will get and keep their attention.
3. Anticipate and prepare responses to typical customer objections – always expect price/fee objections!
4. Avoid bank jargon, acronyms, etc. when discussing your products.

5. Demonstrate your energy and your enthusiasm for your solutions . . . both verbally and non-verbally. If you're not excited about your products, how can you expect your prospects to be?
6. Where appropriate, provide examples of success stories to instill confidence in your capabilities. People remember stories.
7. Ask and check periodically to get feedback. Make sure your customer is with you.
8. Don't oversell. Too much presentation can affect the call negatively by raising customer concerns.

