



Welcome to Integrity Solutions Australia's Newsletter

What does it mean to “be in sales”?

For some people, “sell” is a four-letter word. It comes loaded down with the baggage of their own negative experiences & stereotypes, which are often the result of training, coaching and performance standards that emphasise coercive tactics, memorising scripts and profiting at the customer's expense.

In fact, the most successful salespeople have a completely different definition of and mindset about what selling is.

We define selling as uncovering needs, meeting needs and creating value for people.

We've found that salespeople who view selling through this lens approach their job in a very distinctive way. And they achieve greater results.

See below for more content on the importance of conversations – the three different conversations we need to have. We also explore the impact of Mindset on ongoing sales success and offer a focus on one business sector we work closely with – Banking.

Bob McCarthy

Accelerate your sales performance
with Integrity Selling

FACILITATOR-LED VIRTUAL SALES TRAINING PROGRAM

The Next Program Starts 24th July 2024

Integrity Solutions' open enrolment version of Integrity Selling® allows individual salespeople, consultants, advisors and small sales teams to fully experience this industry leading program.

Integrity Selling® is a comprehensive facilitator-led virtual sales training solution that has helped over 3 million sales and service professionals achieve improved sales performance, increased customer loyalty and professional growth. The program combines engaging digital learning and live facilitator-led instruction with time-phased real-world application, reinforcement and coaching to elevate skills and results.

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The Critical Conversations We Need to Have

Massive and ongoing advances in Sales and Service Technology (Enablement and AI etc.) are great. These advances help us all improve productivity by automating a lot of

the activities that prevent us from spending time with customers/clients and prospective clients. Really helpful as competition and complexity increases.

But, the most successful sales people you know aren't successful because of their 'tech stack'. They're successful because they connect with and are trusted by their clients.

Looking into a challenging business environment, it won't be your collection of programs, interfaces, IT infrastructure or software that will differentiate you in the eyes of your client.

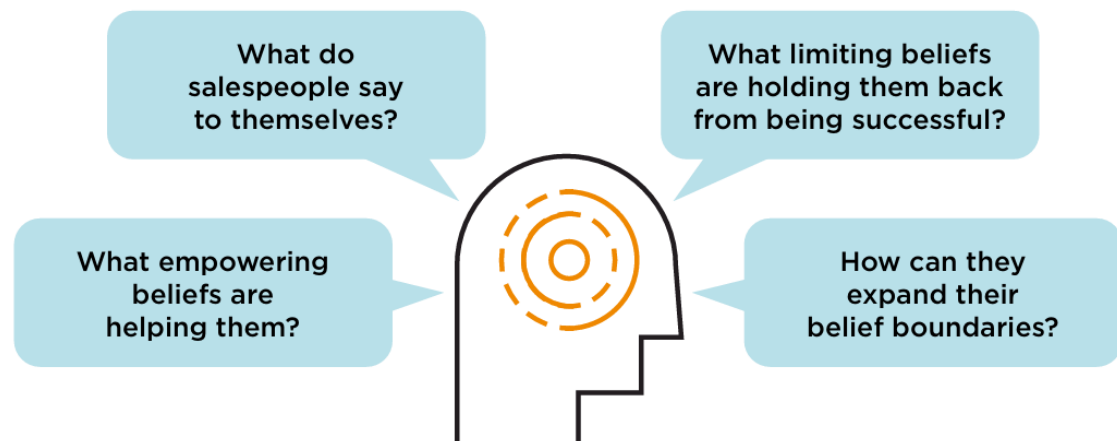
The quantity and quality of the conversations you have with your clients will have the biggest impact on establishing and growing relationships.

And, that's the human element.

There's not one, but 3 conversations that must be improved.

With Customers – Where product knowledge and selling skills are most visible. This is the outer game of selling. The buying process has evolved, as has the definition of “value” expected from your salespeople. Are your customer conversations reflecting these changes and delivering that value?

With Yourself – Where Achievement Drive, self-belief and attitude play a critical role. This is the inner game of selling



With Your Coach – Most coaching, when and if it happens, is directed at improving Conversations with Customers (coaching sales skills, account planning, sales call planning).

Very little, if any, is directed towards Conversations with Yourself – the one that 84% of organisations say is equal to or more important.

Do your coaching priorities need to be adjusted?

All three conversations are critical. Ignoring any will create a headwind to achieving goals like:

1. Individual & team quota achievement
2. Increasing breadth of products per customer
3. Account penetration & expansion
4. Adoption of selling skills by traditionally non-salespeople
5. Tenured salespeople breaking through plateaus

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A Focus on Banking – It's Still About Human-to-Human Interaction

Generative AI, digitisation and other developments on the technology front are creating new ways for banks to operate and interact with

customers/clients/members. Yet even with these powerful and useful innovations, is technology the only one component of the customer experience that differentiates your bank?

In a world where so many banking institutions are moving to digital-only customer connection, those who also strengthen human-to-human interactions may have the greatest opportunity to stand apart, create value and strengthen client loyalty.

So, why aren't bankers having better conversations?

As technology and AI automate many aspects of the customer experience, the need for human **communication skills** like empathy, listening to understand and relationship-building have never been more critical to growing and protecting the bank's core business. Yet, bankers' conversations are often focused more on products than meeting client needs.

These trends reinforce the need to put customer-facing professionals at the centre of your technology discussions and future-ready strategies. Rethinking how the bank **develops its people** can be the biggest catalyst for strengthening customer relationships and increasing loyalty, lending and market share.

It's worth considering some of the essential human-centered skills and behaviours that can elevate your bank and the value customers perceive and experience.

Understanding Customer Needs

Customer challenges fall into two categories. Some customers have an identified need or gap to fill. By asking quality questions, bankers can help customers find solutions that meet their needs. Many bankers lack the confidence to engage in those in-depth conversations, most often because they have a negative view of selling. They worry about damaging relationships by being too pushy and end up presenting solutions prematurely.

Other customers don't have specific, stated needs. An inquisitive banker can introduce them to new ideas, explore their pain points and goals, and explain how the bank can help them and/or their businesses perform better.

Asking questions that unlock emotions and explore why customers are seeking specific outcomes is often when the magic happens.

Technology can assist with these challenges, but the greater value comes from engaging in high-quality conversations. Customers value relationships with bankers who have their best interests in mind. These are uniquely human abilities, and they form the foundation for long-term customer relationships.

Building Trust

Bankers who are good at these kinds of conversations have a genuine desire and curiosity to understand. They view their jobs as being problem solvers who create value for customers by helping them achieve their goals. This is what motivates top-performing bankers.

Those bankers ask great questions that provoke more comprehensive conversations, and, just as important, they actively listen and pay attention to their customers' passions. They become trusted advisors using their knowledge and insights to further anticipate needs and help customers make decisions that move their businesses forward. Those loyal customers will become your new centres of influence.

At the end of the day, banking is not about digitisation or AI. Banking is about people helping people. Banks attract and retain customers in direct proportion to the quality of the customer experience they provide. This differentiation is critical to future success.



So give those customer-facing professionals the skills to excel in the following areas:

- Embrace technology to increase efficiency and enhance the customer experience.
- Emphasise problem solving, empathy and listening to understand and meet customer needs.
- Give customers what they want and ask deeper questions to become trusted advisors.
- Cultivate the ability to go off-script and have the kinds of authentic human interactions that drive loyalty and long-term relationships.

Bankers remain the face of any bank, and their ability to build connections with customers will determine whether an institution is able to capitalise on the potential of new technology investments to build stronger, more profitable relationships.

Our Banking clients see significant performance improvement and gains in Customer Loyalty when their customer-facing teams view selling as a higher level of Customer Service and proactively engage their customers in deeper-level conversations around their concerns, needs and goals.



The Solution is in the Symptom – Mindset and Sales

Your sales people aren't achieving the level of success they should? You're under pressure to achieve targets in an increasingly competitive market?

So, you need to do something about it – and quickly!

It's natural to focus on logical things – activities, numbers, outreach.

We need to increase our level of activity.

Drive and track more sales meetings.

Maybe even do a short sales training course – you know, to focus on refreshing everyone's skills.

And still, everyone continues to struggle.

Why is that?

The level of activity isn't the problem; it's only a symptom of the actual problem.

Many sales leaders focus almost entirely on managing activities and the numbers, issues that fall within the realm of 'Skillset'. But sales success is also a factor of 'Mindset'— of confidence, motivation, self-belief.

These Mindset factors are what's going on beneath the surface. People will only perform in a way that's consistent with their inner beliefs.

Let's not ignore product knowledge and building skills, they're super important – but let's also focus on what will solve problems like these – Mindset.

It's about getting these 5 dimensions in sync.

View of Selling

View of Abilities

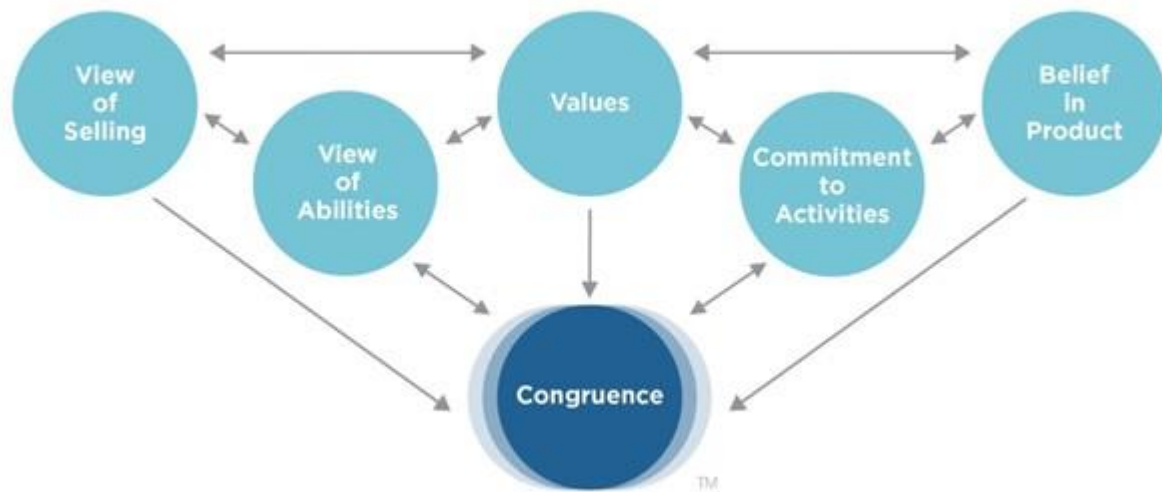
Values

Commitment to Activities and

Belief in Product/Service

These are the elements of 'Mindset' that really fuel a person's motivation and drive to achieve, all of which are released from within.

And none of this is about Skillset. It's all about mindset, the true driver of sales performance.



Upcoming Speaking Event - NextGen 2024

CEO Bob McCarthy has been invited as a Speaker at the upcoming NextGen 2024 by WT Financial Group. The NextGen Program is focused on enhancing business skills, networking

skills, and life skills while promoting fun, learning, and networking.

The program aims to physically and mentally challenge attendees while fostering collaboration through outdoor activities.

Find out more at <https://www.nextgen2024.com/>

Download eBook



Simply knowing how to sell, although necessary, doesn't in and of itself create sales winners. Our new eBook explores why simply 'teaching people to sell' doesn't work. To develop consistently top-performing salespeople, you have to understand the deeper reasons why people succeed and fail and then bring those key dimensions into alignment.

[DOWNLOAD EBOOK](#)



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