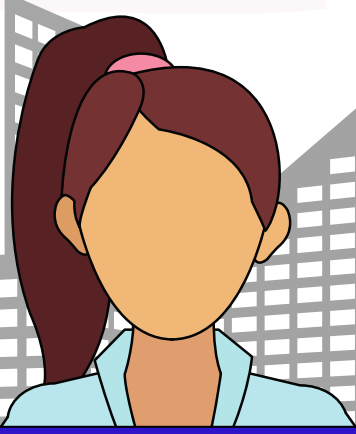


# B2B SELLING DYNAMICS

## Unlikely Industry Comparisons

In the intricate dance of professional communication, the roles of the professional investigative interviewer (aka *interrogation*) and salespeople might seem worlds apart. One delves into the psyche to unearth truths hidden under layers of resistance; the other navigates through needs and desires to close deals. Yet, both professions excel through a profound understanding of human behavior, strategic questioning, and the delicate building of trust. This infographic explores how effective interviewers could very well be the best salespeople, underscoring the power of behavioral interviewing techniques in mastering professional selling strategy.



### Professional Interviewer

VS

### Professional Salesperson

Preparation for interrogation is a meticulous and strategic process that sets the groundwork for effective information gathering. This stage involves formulating clear objectives for the interrogation, strategizing on questioning techniques, and planning how to build rapport and respond to resistance. Understanding the suspect's personality, history, and any potential motivations or distractors is crucial for tailoring the approach to elicit truthful and valuable information, ensuring the interrogator is equipped to navigate the nuances of the interaction.

#### PREPARATION

Selling preparation involves an in-depth understanding of the product or service being offered, as well as comprehensive research on the potential customer or market. Salespeople must familiarize themselves with the features, advantages, and potential objections to their offerings, often comparing them with competitors to enhance their persuasiveness. Setting specific goals for the sales interaction and understanding the customer's needs, history, and decision-making processes are key to tailoring the sales pitch.

Interviewers dive deep into the psyche to unearth truths hidden under layers of resistance and an understanding of human behavior, strategic questioning, and the building of trust. Success hinges on reading between the lines of what is said and unsaid, detecting subtle cues that signal dishonesty or evasion, such as changes in voice pitch, avoidance of eye contact, or nervous body language.

#### UNDERSTANDING HUMAN BEHAVIOR

Salespeople navigate through the needs and desires of their clients to close deals, relying on an acute awareness of non-verbal communication. Recognizing a customer's hesitance or enthusiasm allows them to tailor their sales pitch to the individual's emotional state and needs, enhancing the effectiveness of their approach.

A critical aspect of the interview is establishing rapport with the suspect, and creating a comfortable environment that is conducive to obtaining the admission. Interviewers employ empathy, active listening, and validation to lower defenses and encourage dialogue. This foundation of trust is crucial for encouraging openness and ultimately extracting the information needed.

#### BUILDING RAPPORT AND TRUST

In sales, rapport is the bridge that connects a product to an individual's needs. Salespeople listen attentively and show genuine interest in solving their customer's problems, laying the groundwork for mutual trust. This trust is fundamental for any sales transaction, significantly enhancing the likelihood of making a sale.

Establishing a baseline behavior is a critical step in the interview process. By observing the suspect's normal, relaxed behavior before any pressure or difficult questions are introduced. This baseline includes verbal cues, body language, and other non-verbal signals such as the rate of speech, eye movements, and postural changes. Asking baseline question where you know the suspect is answering truthfully will allow you to clearly understand when a untruthful. Understanding how a suspect behaves when they are not under stress, interrogators can more easily identify signs of deception or nervousness when the suspect's behavior deviates from this baseline.

#### ESTABLISHING BASELINE BEHAVIOR

For selling, establishing a baseline behavior serves a different purpose. Salespeople observe a customer's normal demeanor and communication style at the beginning of an interaction to better understand their preferences/comfort zones. This include noting how much the customer smiles, their level of eye contact, their tone of voice, and their initial openness to conversation. By establishing this baseline, salespeople can adjust their approach to match the customer's communication style, making them feel more comfortable and understood. Deviations from this baseline behavior can alert the salesperson to potential concerns or objections the customer might have.

Navigating through denials and deception is a key skill for interviewers, employing psychological strategies to gradually break down barriers and elicit cooperation. This involves a nuanced understanding of human psychology and the ability to adapt strategies to overcome resistance.

#### HANDLING OBJECTIONS AND RESISTANCE

Facing and overcoming objections is a daily reality for salespeople. They use empathy and strategic comparisons to address concerns directly, turning skepticism into agreement. The goal in sales is to create win-win situations, prioritizing respect, honesty, and the customer's best interest.

Closing is the critical phase to consolidate all information and observations to elicit a confession or obtain crucial information. This involves summarizing the key points of discussion, emphasizing inconsistencies or evidence that challenges the suspect's account, and providing clear paths for the suspect to admit the truth. The closing is a delicate balance of applying pressure and offering understanding, aiming to create a sense of inevitability about confessing while maintaining ethical standards. It's a strategic culmination of the interrogation process, where the interrogator employs their skills to guide the suspect toward an admission.

#### PROFESSIONAL CLOSING

Closing in sales is the decisive moment where the salesperson seeks to finalize the transaction, turning interest and consideration into a commitment to purchase. This involves summarizing the product's benefits tailored to the customer's expressed needs, addressing any final objections, and creating a sense of urgency to motivate the purchase decision. A successful close in sales not only achieves the immediate goal of selling the product or service but also sets the foundation for future customer relationships and potential repeat business.