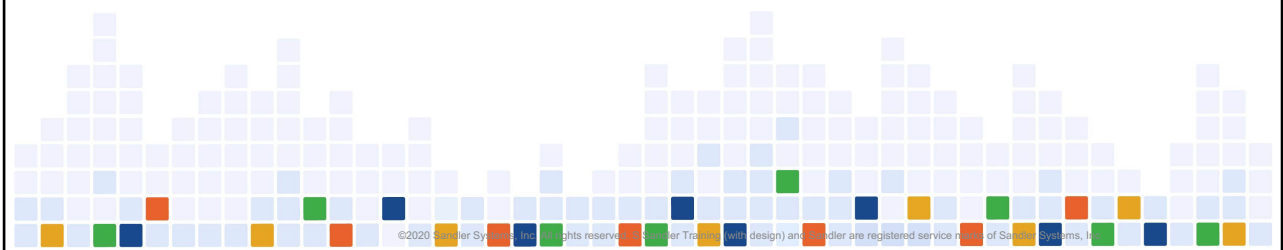




# Selling Through Supply Chain Delays



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**What are some of the challenges you are facing in the supply chain right now?**


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# Supply Chain Interruptions

1. Imports Delays
2. Travel/Gathering Bans
3. Quarantining Workforce
4. Other Staffing Issues
5. Weather
6. Raw Materials
7. Shifting Demand
8. Ransomware Pipeline, Canal Blockage...

3



**What are the cascading impacts for your business when demand is greater than supply?**

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# Implications

## Operations:

- Unable to meet client expectations
- Increased client and support calls
- Workforce issues from non-production
- Delivery, quality, and reliability issues
- Cost control issues and pricing challenges

## Sales:

- Delivering bad news to clients
- Open to competitors or relationship issues
- Cancelled orders or voided contracts
- Inability to keep selling new accounts
- Pricing and timelining issues

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# Opportunity or Threat?



## Threats:

- Operational Shortcoming
- Upset Customers
- Pain, Pain, Pain

## Opportunities:

- Solution Development
- Empathy and Understanding
- Selling Like a Doctor

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# Now is the time to sell!

- This is the season of the sales professional
- Strike while the iron is hot
- Your customers need you



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## Sandler Rules

People buy emotionally; they only make decisions intellectually.

No pain, no sale.



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# Neuro-Science of Pain

The Limbic brain is the centre for emotional responsiveness, motivation, olfaction, memory formation, and mechanisms to keep ourselves safe.

The Limbic System drives behaviour.

**Prospect! People will take your call!**



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# The Pain Puzzle

Observable  
Surface-Level  
Problem



Reasons and  
Causes of the  
Problem



Business and  
Personal Impact  
of the Problem



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## Listen for **Emotional Words**



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## Customers Want to be Heard and Understood

### OK

- Confident
- Secure
- Relaxed
- Happy
- Engaged
- Satisfied



### Not-OK

- Upset
- Overwhelmed
- Insecure
- Unhappy
- Anxious
- Pressured



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# Maintain Client Relationships

Customers are more tolerant of pain that YOU create...

## But No Surprises!

- Be proactive in communicating with your customers
- If delays, price increases, changes occur, warn them first
- Great opportunity to serve and bring value



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# Delivering Bad News

## Expect customer complaints like the following:

- *Where is my delivery? I need it now!*
- *What's wrong with you people? You never get my invoice right!*
- *This is the last straw. You can cancel this order*
- *I need it yesterday. Can you get it delivered today?*



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# Dealing with Difficult People & Situations



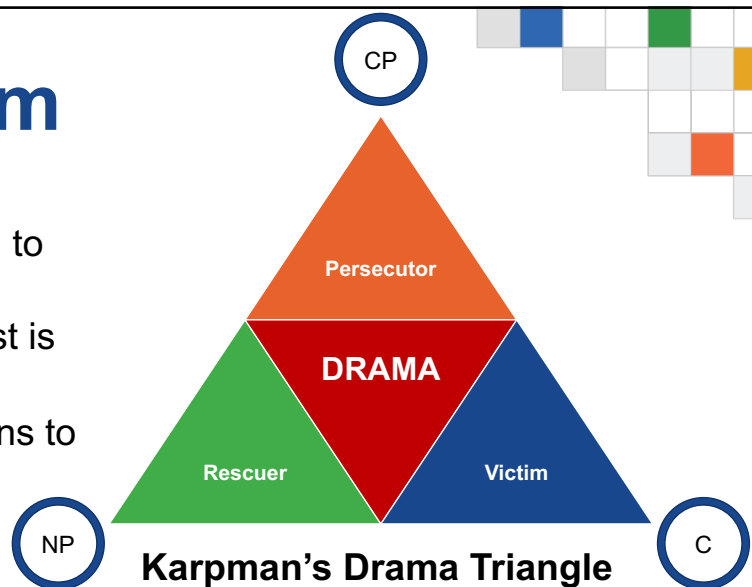
1. Listen Intently
2. Prove That You Listened
3. Remain Calm
4. Validate Their Feelings
5. Fall Back
6. Ask Questions



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## Remain Calm

- Don't get hooked in emotionally and begin to play this game
- He who cares the least is in control
- What are your reactions to angry customers?



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# Validate Their Feelings

Use the power of Strokes to validate your customer:

- *I can certainly see why you are upset.*
- *That must be completely frustrating.*
- *This must be a real challenge for you.*



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# Ask Questions

- *I can appreciate why you are upset. If I were you, I would be responding the same way. Is there anything I can do here?*
- *I suppose because of this, you may be inclined to consider other solutions besides our company. Is that the case?*
- *Do you think there any way we can work through this issue?*

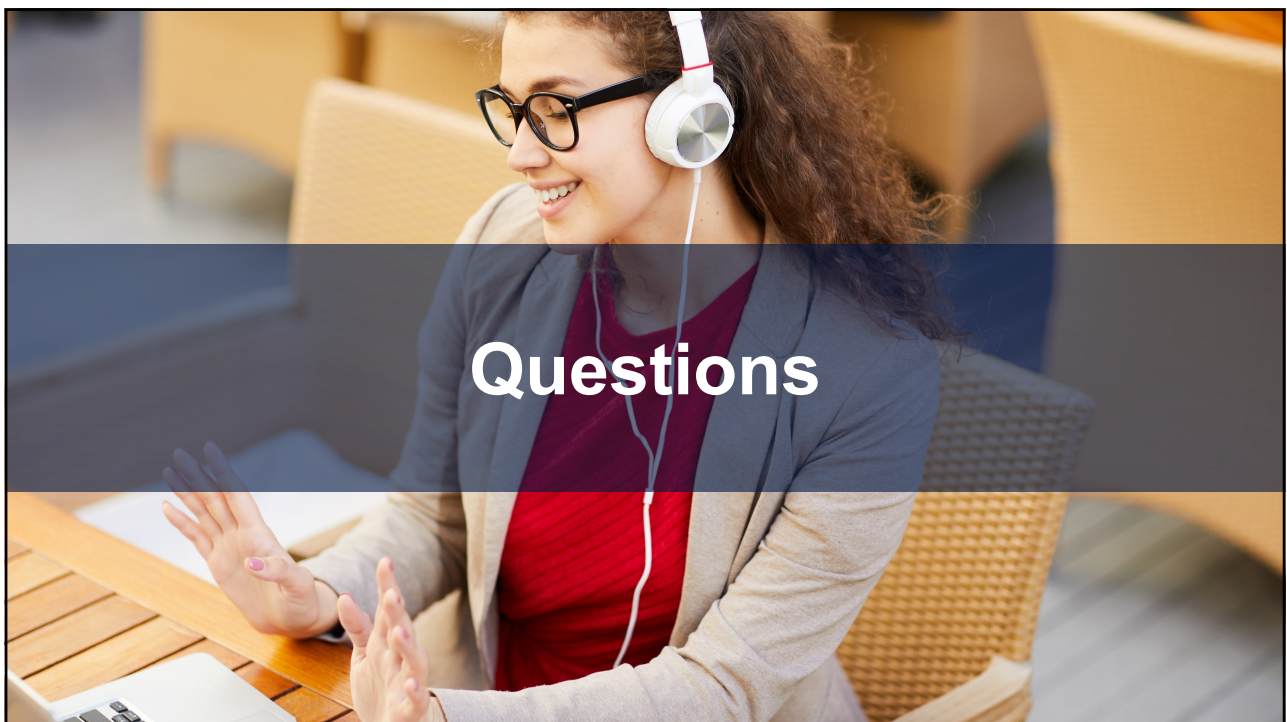
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## Wrap Up

- Where there's pain there's opportunity
- Pro-actively talk to your customers
- Become disarmingly honest
- Don't push back with upset customers – get on their side of the table
- Your competitors are making promises they can't keep – so position yourself
- Now is the time to prospect – 'become number 2'



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