

Rethink your sales strategy

IF TMCs want to stand out from the crowd and capture the attention of prospective buyers, they need to conduct differentiating conversations with clients. This point was made by **Shelley Walters**, presentation skills presenter and coach, during a presentation at the Asata conference.

The current sales principles taught at school are largely outdated and based on a 1922 handbook, Shelley said. One of the

main differentiators of a good sales person is that they will educate the clients on problems they didn't know they had.

"You need to educate your clients on problems that are inevitable. If your competitor then neglects to mention these problems, it doesn't look very good for him. Meanwhile, you position yourself as a trusted adviser. Even better, educate him on a problem that you are in a unique position to solve."

"We're drowning in a sea of sameness, and our customer can't tell the difference between our competitors and us," Shelley said. To stand out from the crowd, TMCs should become strategic partners for their clients and help them achieve their objectives. "What is the outcome they want to achieve? What impact are you, as a strategic partner, driving for them? Those are the questions your clients want you to answer."

