



Setting Expectations for Sales Success: The Example of Jesus

As a Christian business owner or sales professional, you can learn a great deal from Jesus' example and apply these lessons directly to your career. One thing that Jesus was very consistent about was setting expectations with everyone he came into contact with.

The following are three keys to setting expectations, based on the example of Jesus:

1. Provide a context relevant to the buyer

To set proper expectations, begin by providing a relevant context. This means listening to the buyer's needs/wants, identifying cues in language and context, and preparing examples to discuss that are unique to your prospect's specific situation.

Here are some questions you can ask yourself to assess your focus in this area:

- Do I make specific time for the buyer to share with me during the sales call?
- Am I asking open-ended questions that encourage the prospect to keep digging deeper in what they share?
- During sales meetings, do I usually get to a 'root cause' or priority driving the decision?
- When I share examples, are they generic or are they specific to my customer's situation? For example, B2B vs. B2C, the reason for the purchase, industry, application, etc?

2. Connect buyer behavior to buyer expectations

The next key lesson in setting effective expectations is to paint a picture that directly involves the buyer, and emphasize the buyer's role in the overall success of the process. Focus less on your product/service and more on the prospect's decision-making journey and post-selection pathway to success.

Here are some questions you can ask yourself to assess your focus in this area:

- Do I have a well-defined document that shows how our typical prospects select the product or service of their choice? It is current?

- What are the key factors that I have seen which contribute to a customer's ultimate success with the product or service?
- Does my qualifying process include questions that address how the prospect is assessing their needs, making a selection decision, and planning for success?
- Am I emphasizing the process as a key element in my sales cycles?

3. Tell stories that emphasize the benefits of disciplined buyer behavior

Prospects are often undisciplined or unprepared for success – just like the people Jesus met and presented the faith to in his time on earth. He knew that the journey of faith was as important as the destination. The same is true in sales, and this means helping the buyer to focus on their behavior, not just yours.

Here are some questions you can ask yourself to assess your focus in this area:

- Have I asked the prospect to agree to a clearly defined process with me?
- Am I looking for political or emotional issues that could derail the sale?
- How am I presenting stories from other clients that prospects can relate to?
- What else can I do to connect prospects with the experience of other customers?

To learn more about Christian sales leadership strategies for your business, please contact us:

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