



The New Hire Blues

Okay, you have just been hired. Now what do you do? You are starting to realize you don't know as much about your prospect's vertical market as they do. You are afraid you will get on the phone and a prospect will use some technical mumbo jumbo that you have no clue about. Or maybe, they will ask you some industry question that will send you running away in fear! Finally you began to wonder, "Why in the world did my manager hire me? What were they thinking!"

If the above paragraph describes you, then you have the "New Hire Blues."

Relax. Look around you. Most of the reps beside you felt the same way when they started. You are in a unique position. Regardless of the industry, you sell solutions to problems. You don't have to be an expert in your prospect's business to start securing your place beside the top sellers in the company.

Your job is to educate the seller on how your company's solutions can better their situation. It's called Consultative Selling. Your prospect will always know more about their business than you. But, you will always know more about your company's solutions than they do. That evens the playing field.

You should focus on three things: **What to learn**, **What to ask**, and **What to say**.

What to learn...

PRODUCT KNOWLEDGE

The first thing to focus on is gaining knowledge of your Company's product and how to sell it. Here are some tips on getting started:

- Review your company's product offerings and their benefits
- Commit to studying a different topic each week on the vertical
- Commit to studying all your company case studies
- Ride along with veteran Reps to gain from their experience

What to ask...

GOOD QUESTIONS

This is a great way to control the conversation. After you deliver your opening statement, begin to probe to uncover your prospect's needs and establish rapport. Here are three questions to ask:

- Can you tell me about your current situation?
- What is the biggest challenge you are facing right now?
- What do you think will work well for you? Why?

What to say...

PROVEN FORMULA

Product Knowledge + Selling Skills = Results

Your product knowledge and selling skills will help you win over sales.

There are two ways to overcome the New Hire Blues. The first is by focusing on what you do know. The questions you ask may uncover that the prospect suffers from lack of a competitive edge in their industry or needs a better return on their technology investment. Discuss these issues to immediately create relevance and a focus on their needs, not your experience.

The second is for you to be familiar with the industry. If you insist on stacking the deck, at least do it in your favor. Learn to speak the client's language; don't try to be better versed in how to run the client's business. You don't have to know how to run their business. But, you do have to know what drives their business. Subscribe to industry online journals to continue to advance your industry knowledge.

By using your selling skills to consult the prospect on their needs and by using a vocabulary that embraces the buyer's frame of reference, you will offset any notions about your lack of extensive work in the prospect's vertical market.

This is a sure cure for the NEW HIRE BLUES!