

Operations Training

Understanding What Clients Really Need

Purpose: Gain clarity of what is on the mind of a buyer and what they are really looking for when they are engaging with someone who sells them a product or service.

Facilitator: Begin the session by stating the name and purpose of the session. Then, break them up into small groups of 3-4 people.

Divide the attached list by the number of groups you have set up. Tell each group the items assigned to them for the session.

Ask them to read through the “suggested ways that owners think and make decisions” and have them determine three things:

Do we believe this is how a buyer thinks?

Give examples of your experience with this issue in insurance or other areas of your life.

How can I influence this issue?

EXAMPLE

- Quantifying More Than Insurance: This means that the buyer includes the cost of insurance as part of the quantifying portion of the relationship. But, they may also quantify:
 - a. The value of other services you offer.
 - b. The cost of leaving the relationship they have (emotional cost).
 - c. The value of education or learning something from you.
 - d. The value of
- Participant: “I have seen buyers choose to stay with their agent or move to a new agent when our insurance price was lower. I know they had to have some quantifiable reason, but I didn’t know what it was.”

Facilitator: Give the group a few minutes to work on the 1-3 items you have given them. Then ask them to share their thoughts with the larger group.

Summarize the feedback and give suggestions of ways we can be better at influencing and delivering what clients really want/need.

LIST OF BUYER NEEDS AND BUYING DECISIONS

- They want to “stay in business”. This means they are most concerned about doing what it takes to stay in business. They want to survive and be successful in the business.
- They will QUANTIFY the decision to purchase with direct and indirect costs associated with the product.
- Liking the Sales Person and/or Service Person. With higher end and more complex products where the buyer has to spend time with the sales organization long term, they want to like them.
- They want to make sure a new relationship has “nothing go wrong”. A bad decision can get you fired.
- “Is this worth the hassle?” Buyers don’t want to change if the value isn’t worth the cost of change.
- What additional value do you bring beyond the insurance product and price? Buyers would like to have more value if they can get it.
- They don’t know what they don’t know... but they want to know! What information or education is available to help me gain value in working with you because you educate me. (Nobody knew they needed a smart phone 15 years ago. Someone had to “sell” the need.
- The client needs to be competitive and win in their business. Every high level organization they work with needs to be in alignment with their goals.
- Most companies have “multiple buyers” in the organization that have needs or have influence on the insurance decision.
- Surprise and Delight. EVERYONE likes a good positive surprise and they love being delighted. When they receive something they didn’t expect, they get very excited and want to do business with them.