10 Minute Sales Discussion™

From: The Canterbury Sales ™

Question: How is your selling heroic?

The Cantilever Principle and Heroic Selling – What we learn from Fallingwater

Frank Lloyd Wright's house "Fallingwater" is a breathtaking architectural accomplishment – Wright constructed a house over a river, at the point of a waterfall).

Visiting Fallingwater – now a museum – is a thrilling experience. Two cantilevered terraces sweep out majestically into space, over the waterfall, seemingly floating in the air.[1] Fallingwater suggests a vision for Humankind's heroic potential.

The principle of the cantilever - supporting a beam at only one end – requires a deep, foundational level of support; one might say it requires strong roots.

The cantilever is a powerful metaphor for our challenge in <u>Heroic Selling</u>. The salesperson must have strong personal belief and skill sets (the foundation), then fearlessly step out into uncertainty (the unsupported cantilever).

There is a yin and yang oscillation in effect, between the foundation and the unsupported space.

The salesperson draws strength from personal values, past success and the strength of the product/service and company being sold. This is the foundation of the cantilever.

Then the salesperson steps out into harm's way – the unsupported end - facing prospects who:

1) aren't paying attention **2) don't believe what we say**

3) often don't know how to make a decision

And this presumes no active competition.

The heroic salesperson is out there, the unsupported beam in the cantilever, making a compelling case for the company.

Her basic, sometimes her only tools are: integrity, relentlessness, fearlessness, self confidence and – if fortunate, where supplied by the company – a strong standard sales call.

When a salesperson acts on these principles, selling is a heroic endeavor; this is what we should expect of salespeople.

What must the company provide to support the cantilevered heroic salesperson?

The company must provide a strong:

1) product or service with an inescapable argument and a defendable position

2) customer support program

3) standard sales call

4) sales management system

The inescapable argument demands assent from a prospect. The defendable position means the heroic salesperson won't close the sales for a competitor.

A standard sales call is a step by step procedure to attract, educate and get engagement from prospects, leading to a "must have" decision.

A proper sales management system benchmarks success against the standard sales call, with measurable intermediate results.

When the sales team and company leadership work together, the cantilevered business development program can deliver 25-50% sales growth.

It doesn't take a village. It takes a cantilever.

[1] **Fallingwater's engineering needed upgrading in recent years.**

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If you want additional copies of this essay, or would like to have them mailed to your sales team, call Andy Gole at 201 415 3447.

Andy Gole has taught selling skills for 13 years. He started three businesses and has made approximately 4,000 sales calls, selling both B2B and B2C. He invented a selling process, Urgency Based Selling™, with which he can typically help companies double their closing or conversion ratio. Learn more about Andy's method at www.bombadilllc.com or by calling him at 201.415.3447.

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