

The Four Levels Of Selling

Identify your level. Then, look for opportunities to improve



	1 Commercial Visitor	2 Product Peddler	3 Consultative Seller	4 Sustaining Resource
Objective ▶	“Just checking in” “Stopping by” “See what’s going on”	To persuade and make a sale - close the deal	Finding qualified prospects to solve problems and increase business	Find additional departments to solve problems for greater share
Level of Trust ▶	No trust, neutral, not yet established	Credibility based on product knowledge and expertise	Highly credible based on past performance and history	Complete trust based on referrals and current/past performance
Approach ▶	No apparent purpose or client involvement	Planned work focused on closing the sale	Source of information relevant and significant to client/prospect	Comfortable and “partnership oriented” based on trust and history
Focus ▶	Get prospect/client to like me	Being a product expert	Being a resource / problem solver	Being an “insider” and problem preventer
Preparation ▶	Memorize canned pitch or “wing it”	Set clear objectives, anticipate objections, prepare questions	Research clients current position, competitors, industry information	Complete preparation; often with proprietary / insider information not available to others
Contact ▶	Buyer / Purchasing agent	Low level stakeholders in addition to buyer	Mid-level stakeholders / management within organization	Connected to all levels of company management/stakeholders - true “insider”
Presentation ▶	Non custom product literature, spec sheets, rate sheets	Product literature customized to solve identified problem	Systems and solutions that may include resources outside your company	Profit driven to improve return on investment - profit hero