How to Drive Buyer Urgency

Introducing the Buyer Change Blueprint

RAIN Group

Andy Springer is Chief Client Officer for RAIN Group. He leads the global delivery team, which designs, measures, and delivers every client the results they seek when engaging RAIN Group.

Andy is a recognized authority on high-performance sales and leads RAIN Group's mission to unlock the full sales potential of its clients. Over the past 18 years, he has worked with thousands of sales teams in SME, mid-market, and enterprise organizations, driving sustained sales improvement. Andy is renowned for helping sales leaders stay focused on the proven strategies and activities that fuel real, measurable growth within their teams.

With an entrepreneurial spirit, Andy co-founded two successful consultancies and has served as a key advisor to flourishing start-ups within the Australian business community.

Today's Goals

- Initiate buyer collaboration early

- Differentiate you and your offering
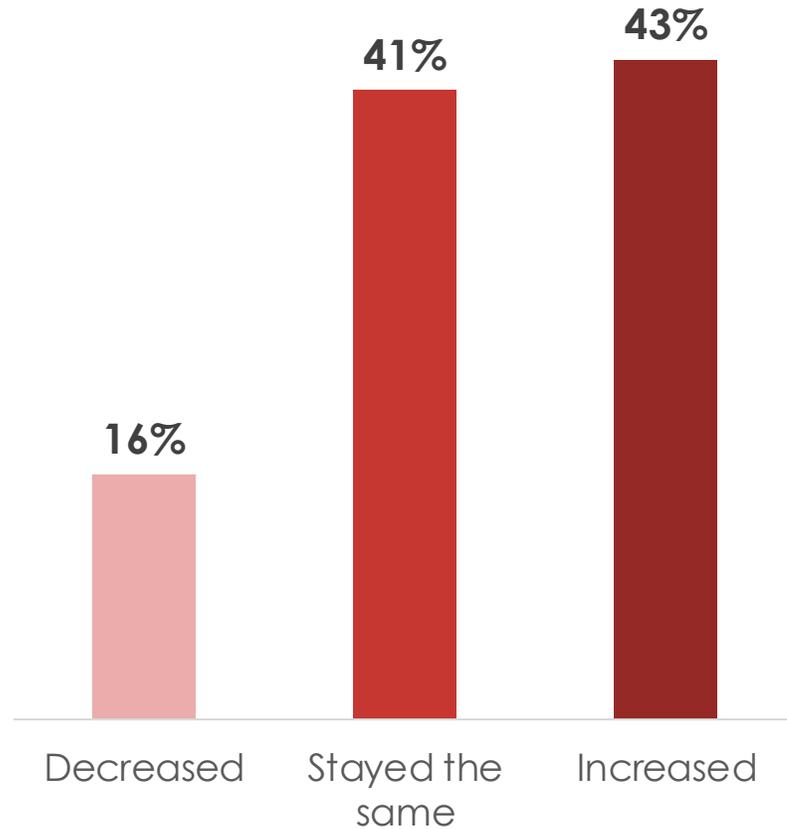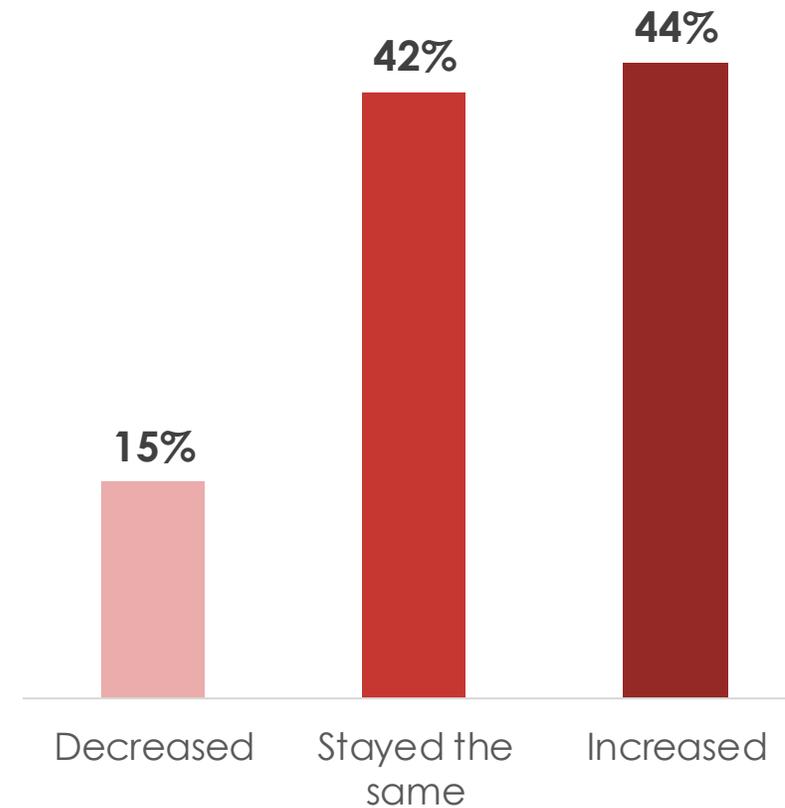
- Improve your deal velocity

Chat

How do you keep your deals
moving forward?

Deal Velocity Challenges

In the past 12 months, the sales cycle time for deals has:

- Decreased: 16%
- Stayed the same: 41%
- Increased: 43%

How has the percentage of opportunities proposed and lost to no decision changed?

- Decreased: 15%
- Stayed the same: 42%
- Increased: 44%

Good deal velocity means...

More urgency

More sales

Higher likelihood to close

How to Create Deal Velocity

- Connect with decision makers on the buyer's team

- Speak to the buyer's needs by asking impact-focused questions

- Don't just inspire action, give them reason to act now

- Help your buyer understand the case for change and the potential consequences of doing nothing
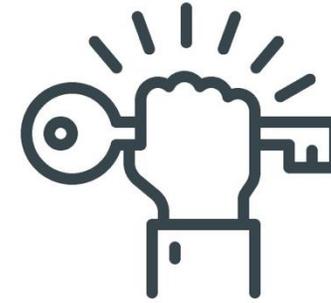
Top-Performing Sellers are

60%

more likely to excel at presenting overall value cases persuasively

What Is a Buyer Change Blueprint?

Advantages of Our Approach

Current State

Your Solution

New Reality

Overall Success Metrics

Mission

Step One:
Needs Discovery

What Should You Have After Your Discovery Call?

Root causes of your buyer's aspirations and afflictions

An understanding of your buyer's rational and emotional needs

Clear next steps to continue the discussion and keep the sales cycle moving

A sense of the solutions, ideas, and perspectives that might benefit the buyer

Next Steps: Think Collaboration Over Proposals

With an immediate proposal:

- You may not have a complete understanding of buyer needs

- Based in part on your assumptions

- Can be too lengthy

Outcome: Risk disengagement

With collaboration:

- Gives buyer ownership over solution

- Allows more needs to surface

- Builds toward a stronger proposal

Outcome: Gain buyer confidence

*Buyers buy **outcomes**, not solutions. Solutions are the enabler of outcomes. Differentiate by focusing on your buyers' outcomes throughout the sales process.*
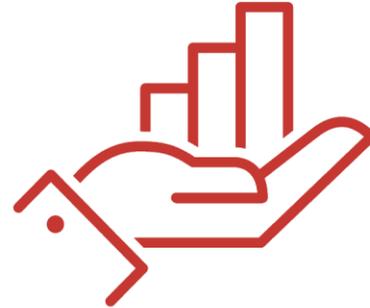
Andy Springer
Chief Client Officer, RAIN Group

Building the New Reality

Establish the New Reality Benchmark

- Where will your buyer be if they move forward with you?
- Give them a finish line to look forward to

Quantify the Impact

- Translate your New Reality into financial terms
- Give buyers the justification to move forward

Paint the Before-and-After Picture

- Juxtapose the current state with the New Reality
- Leverage graphs, charts, and other visuals

Needs Discovery – Technology Firm

"Our current **system is outdated** and struggles with scalability, making it hard to support our growing business."

"**Security and compliance** are major concerns. We need a solution that meets industry standards without adding complexity."

"We want a **seamless integration** with our existing tools to ensure a smooth transition and minimal disruption."

"The solution must **improve collaboration** across teams by providing better accessibility and real-time data sharing."

"We need a **cost-effective platform** that delivers long-term value while reducing maintenance overhead."

New Reality Demo

Current State

- Your existing system is outdated and struggles to scale with your business growth.

- Security and compliance are ongoing challenges, adding complexity to your operations.

- Integration with your current tools is difficult, leading to inefficiencies and workarounds.

- Collaboration across teams is limited due to poor accessibility and lack of real-time data.

- High maintenance costs and inefficiencies are impacting your long-term profitability.

New Reality

- Your business runs on a scalable, secure cloud platform that grows with you.

- Compliance and security are seamlessly managed, giving you confidence and peace of mind.

- Your teams work efficiently with real-time access to data and smooth integrations across all tools.

- Decision-making is faster and more accurate, driven by a unified, accessible system.

- IT overhead is reduced, allowing you to focus on innovation and delivering value to customers.

Step Two:
Your Buyer
Change Blueprint

Buyer Change Blueprint Objectives

Differentiate yourself as concisely as possible

Demonstrate your understanding of your buyer's needs

Leverage to collaborate deeply with your buyer

Provide a foundation for your proposal
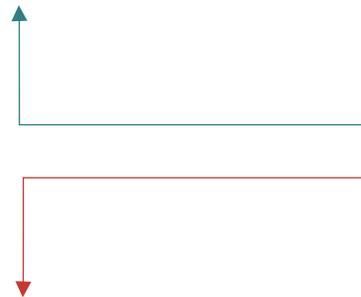
5 Cases Every Seller Must Make

The 5 Cases	The 4 Ws (and 1 H)	Phrases to Complete
Priorities	The What	"Do this, not that."
Approaches	The How	"...this way, not that"
ROI	The Why	"...because"
Decisions	The When	"Act now, not later."
Partners	The Who	"...with us, not them."

The Core

Essential Parts of the Buyer Change Blueprint

The Buyer Change Blueprint: **Current State**

Advantages of Our Approach		
Current State	**Your Solution**	**New Reality**
Overall Success Metrics		

Mission

- Use metrics where possible to contrast with New Reality

- Demonstrate knowledge of your buyer's priorities and strategic needs

- Keep it concise and compelling

XYZ Inc Partners with AcmeCloud to Drive Growth

Advantages of Our Approach

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Your Solution

New Reality

Measures of Success

Mission: _____

The Buyer Change Blueprint: **New Reality**

Advantages of Our Approach		
Current State	Your Solution	New Reality
Overall Success Metrics		

Mission

- Visualize the change

- When presenting, weave back and forth between the current state and the New Reality

- Think of the New Reality as the conclusion of the story you're telling

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Measures of Success

Mission: _____

The Buyer Change Blueprint: **Our Solution**

Advantages of Our Approach

Current State	Your Solution →	New Reality

Overall Success Metrics

Mission _____

- Customize to one specific client
- Highlight major components of your solution; don't go too detailed
- Who does what? What are the outcomes of each phase?

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Your Solution

- **NimbusOne** by AcmeCloud scales with your business, powering rapid growth without limits.

- Its integrated **ShieldSec** suite ensures your data remains secure and compliant with industry standards.

- **SyncBridge** seamlessly connects NimbusOne with your existing tools for a hassle-free transition.

- The real-time **InsightFlow** dashboard enhances team collaboration and productivity.

- Cost-effective and low-maintenance, **NimbusOne** minimizes IT overhead while maximizing long-term value.

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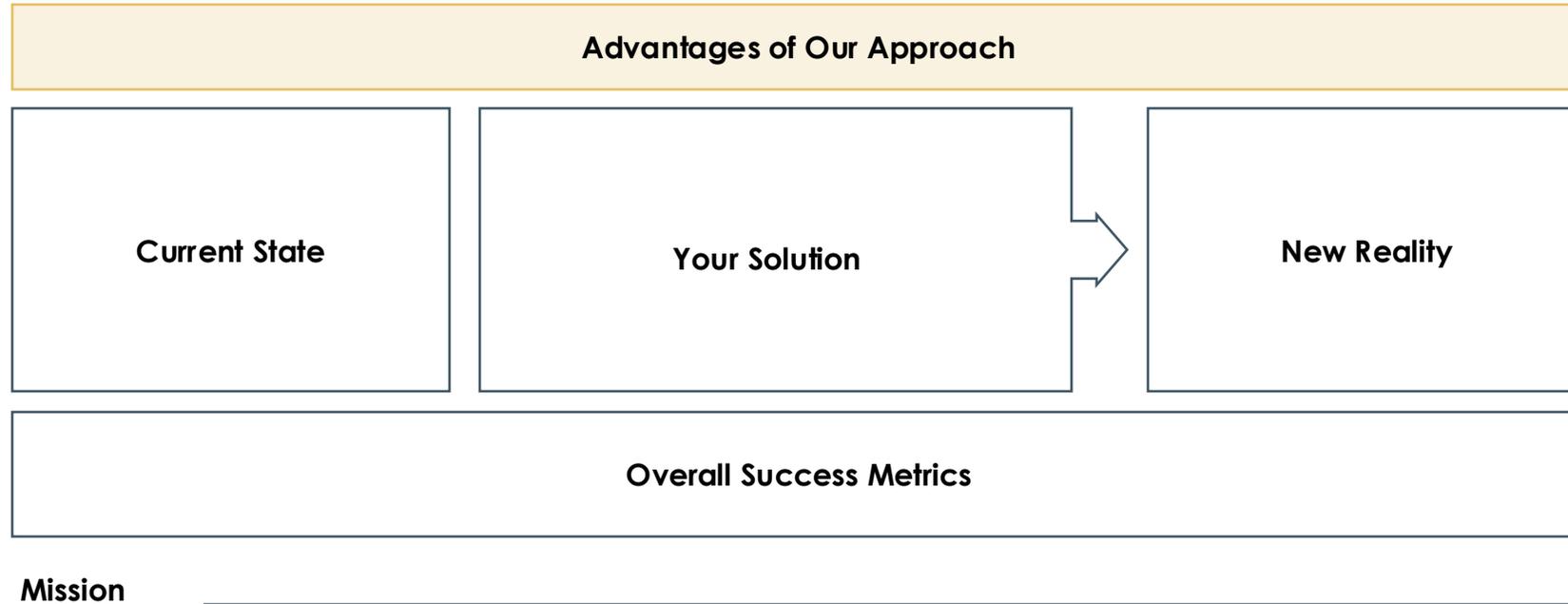
Measures of Success

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The "Added Bonus"

Optional Parts of the Buyer Change Blueprint

The Buyer Change Blueprint: **Advantages**

Advantages of Our Approach		
Current State	**Your Solution**	**New Reality**

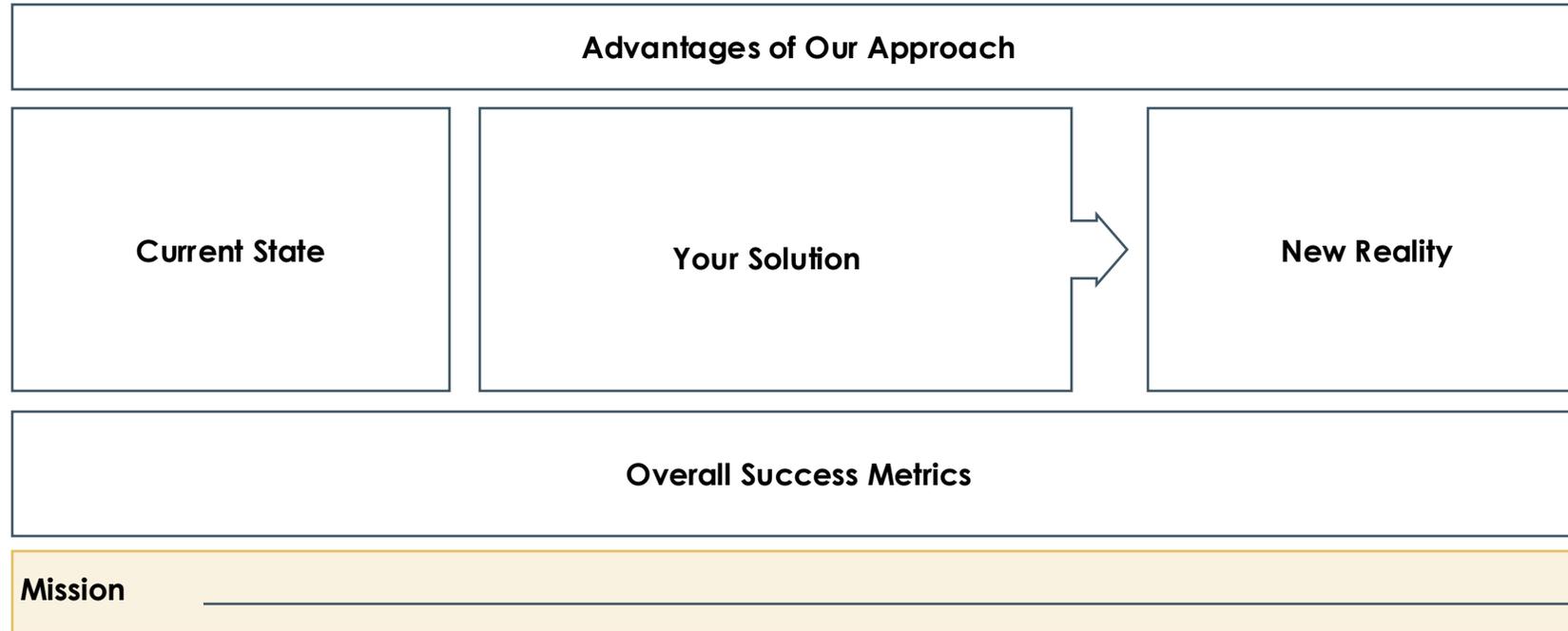**Overall Success Metrics**

Mission _____

- What makes your offering and organization unique?

- Why choose you over a competitor or an internal solution?

- Boil it down to a few specific advantages that apply to this solution

- Can write it out as a sentence or distill into 3-6 bullet points

The Buyer Change Blueprint: **Metrics**

Advantages of Our Approach

Current State	Your Solution	New Reality

Overall Success Metrics

Mission

- What does it look like when you've succeeded?
- Use this section to further clarify your New Reality
- Be prepared to justify your numbers

The Buyer Change Blueprint: **Mission**

Advantages of Our Approach		
Current State	Your Solution	New Reality
Overall Success Metrics		

Mission _____

- State your top priority in simple terms

- Bring together everything else in your Buyer Change Blueprint

- End on a high note; get your buyer excited about new possibilities

XYZ Inc Partners with AcmeCloud to Drive Growth

Advantages of Our Approach

✓ **Smarter Decisions**

✓ **Scalable Growth**

✓ **Seamless Integration**

✓ **Enhanced Efficiency**

✓ **Costs Reduced**

✓ **Built-in Compliance**

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Measures of Success

Compliance Violations ↓ 40%   **Decision Time ↓ 200%**   **Collaborative Efficiency ↑ 25%**   **Productivity ↑ 62%**   **IT Costs ↓ 10%**

Mission: Smarter decisions and more growth enabled through a unique platform approach

Part 3:
Presenting Your BCB

Psychological Ownership

The perception that something belongs to you even if you don't actually own it. It's a personal sense of possession and control over an object, idea, or space.

XYZ Inc Partners with AcmeCloud to Drive Growth

Advantages of Our Approach

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1. Start here – demonstrate you listened!

2. Paint a picture of the future here.

3. Invite collaboration here!

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Key Takeaways

- Start with an effective Needs Discovery

- Master the core components first: Current State, Solution, New Reality

- Build your BCB quick to get it in front of buyer

- Invite collaboration on your headline solution

- Your ideas don't matter until your buyer owns them!

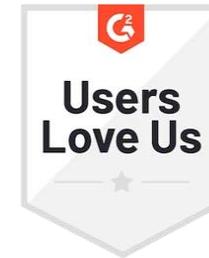- The quicker they do, the quicker the deal moves forward with you in the box seat!

Q&A

Train Your Sellers to Drive Buyer Urgency
with Foundations of Consultative Selling

Your team will:

- Learn the models that feed into the BCB

- Incorporate value and insight into their conversations

- Communicate ROI and impact cases to buyers

- Lead thorough needs discoveries

Request a Consultation

info@raingroup.com | 1-508-405-0438 | raingroup.com

Thank you!