

10 Tips to Excel with *Interaction Insight*

You can change your sales conversations with insight. Use these tips to prepare for, lead, and guide buyer discussions that pave the way for collaboration and shaping strategies together.

1. APPLY INTERACTION INSIGHT THROUGHOUT THE SALES CYCLE.

Don't limit yourself. From prospecting and needs discovery to solution crafting, presentation, and account development, you can influence buyers points of view in every phase of the sales process.

See the [Insight Across the Buying and Selling Process Blueprint PDF](#) for ideas.

2. CREATE A LIST OF BUYER POINTS OF VIEW THAT COMMONLY NEED TO CHANGE.

That way, you can easily scan the list for points of view applicable to a specific buyer's situation. To uncover these, ask yourself:

- What should buyers be dissatisfied with?
- What don't they know about how they should solve their problems?
- What better future could they have that they don't see now?

3. KNOW THE POINTS OF VIEW YOU BRING TO THE TABLE THAT BUYERS SHOULD CONSIDER.

To uncover these, ask yourself:

- What new perspectives do I bring to the table about how buyers can solve their afflictions or problems?
- How can they achieve aspirations they might not see as possible now?
- What non-intuitive insight can I bring to the table?

4. KNOW WHY BUYERS SHOULD CHANGE THEIR THINKING.

To uncover this, ask yourself:

- What's the cost of failing to shift the buyer's point of view?
- Why is it vital to embrace a new idea or solution now?
- What's the value of the new point of view?

5. BE PREPARED TO SHARE THE JUSTIFICATION FOR WHY BUYERS SHOULD CHANGE THEIR THINKING.

When you can share compelling results you've achieved, buyers are more likely to change their point of view.

6. IF THE BUYER IS DEFENSIVE, ASK QUESTIONS TO DISRUPT THEIR THINKING.

This reframes the discussion. You help buyers question their assumptions, which opens the door to changing their point of view. You can ask:

- Why is that?
- What have you done before?
- Why don't you think it'll work?

Also, if they're defensive, know they may need some time to let the ideas percolate. Don't expect insight selling to work the minute you share a good idea.

7. WHEN YOU CHALLENGE BUYER THINKING, START WITH THE BEST POSSIBLE OUTCOME.

Many people think too small. Think big and you'll get buyers thinking about strong results. They'll become emotionally attached to driving the best possible solution forward.

8. DON'T ASSUME RFPs ARE WRITTEN IN STONE.

RFPs feel formal, but the needs, approach, timeframe, implementation plan, and the success metrics may all be open to improvement.

9. DON'T PUSH BACK ON THE WRONG PERSON.

Senior people who make decisions and can change strategies often appreciate new thinking and insights since they're on the hook for the outcomes. Push junior-level buyers too hard or the wrong way and you can scare them off.

10. DON'T WEAR OUT YOUR WELCOME.

Push too hard or challenge without emotional intelligence and you can get shut out of future conversations with the buyer.