

Mack Hanan's
***CONSULTATIVE
SELLING™***

The Many Applications
of Consultative Selling

When **Consultative Selling** was new, Phil Smith used its profit-improvement strategies to win sole-supplier status from customers of Continental Can who had been allocating their business 60-40 on alternate years with American Can. In a little less than 3 months, Phil had doubled his volume and captured 100% market share among key accounts.

Paula Brown used **Consultative Selling** strategies to retain a multi-million dollar business relationship for AT&T with United Technologies. Her cost-benefit analysis of AT&T's contributions to UTC's competitive advantage compelled UTC to keep AT&T's PBX switch against attacks by lower-priced competitors.

Rollie Mattson did the same thing for Hewlett-Packard with Cargill who asked Rollie why they should pay 20% more to do business with him. He used **Consultative Selling** strategies to prove how much more Cargill was earning as his business partner. Cargill opened six new plants to HP systems as a result.

Kevin Howell doubled the business of McGraw-Hill's construction industry division by using **Consultative Selling** strategies to prove the superior profit contribution of its Dodge Reports against price competitors who were perceived to offer similar information.

Ann Geesen of Metaphor Computer Systems sent a memo to her General Sales Manager 60 seconds after her first application of **Consultative Selling** strategies:

"I presented my first Profit Improvement Proposal yesterday - a preliminary PIP to a senior VP of Operations to get his feedback before formally presenting to all senior managers next week. He went nuts! 'This stuff is great. I can't believe it; your company is finally doing something right by relating to me as a business manager. I came here dreading that you were going to give me a standard price-performance pitch. What a relief.' At that moment, all I wanted to do was to kiss Mack Hanan."

Ann's systems averaged \$1.25 million. She closed 72 hours after the memo.

When IBM Global Services beta tested **Mack Hanan's Consultative Selling e•xpert xystem™**, its experience was unique. Instead of opening a new customer like Ann Geesen or expanding business with current customers like Kevin Howell or holding onto an endangered customer like Paula Brown or Rollie Matson, IBM used **Consultative Selling** strategies to break into a customer it had previously been unable to penetrate. Vic Romita, RSM, put it this way:

"They couldn't keep us out this time. Nobody else could improve their profits the way we were proposing. We showed them the beef and when they added up the opportunity cost of turning us away again, it was just too much for them to kiss off. Now that we're in, we're dedicated to taking them with us all the way to the bank."

These are just some of the many applications of **Consultative Selling** strategies. What will yours be?

Visit our website at www.mackhananconsultativeselling.com for more information about **Mack Hanan's Consultative Selling™** and **Mack Hanan's Consultative Selling e•xpert xystems™**.