

## What is Status Quo?

- Buyer chooses to do nothing
- Buyer chooses to retain an internally generated product or service
- Buyer chooses to retain an incumbent supplier
- Buyer chooses to retain a hybrid or patchwork solution

**Status Quo is a Choice!**

### Basic Premise

*"Most sellers miscalculate and misjudge the benefits and internal support against the status quo."*

## 8 Harsh Realities About the Status Quo

1. Status Quo is the market leader
2. Ties go to the incumbent
3. Internal solution appears less expensive
4. Information overload makes differentiation difficult
5. Fear of blame or repercussions can result in no change
6. Internal sponsors can lead informal campaigns to discredit external competitors
7. Incumbents know the system
8. Users have a loud voice

## Seller's Challenge: Build a Strategy to Compete Effectively Against the Status Quo

Sellers must understand an incumbent's value to the buying organization, capture how to communicate the real costs of doing nothing, and counteract sources of support and sponsorship for the status quo. Sellers may face political issues and alliances that put them at a disadvantage when competing for the deal.

## 6 Myths of Status Quo

Myth 1: When a buying organization solicits a bid or proposal, it shows they are dissatisfied with their current supplier or solution.

Myth 2: An impressive and lengthy client list gives external suppliers an edge.

Myth 3: Choosing to "to do nothing" is just a waiting game - eventually buyers will "see the light" and decide to buy.

Myth 4: A "no" means no.

Myth 5: Most internal solutions are Band-Aid fixes that won't last.

Myth 6: Buyers want the latest-and-greatest product release or software version.

## Signs the Status Quo May Be Firmly Entrenched

- Dynamic value messaging doesn't resonate
- Stakeholders see too much risk
- The incumbent supplier is entrenched
- Poor timing
- Buyers cannot see the differentiation
- Buyer preference for stability
- Competing projects & initiative
- The presence of a strong internal solution

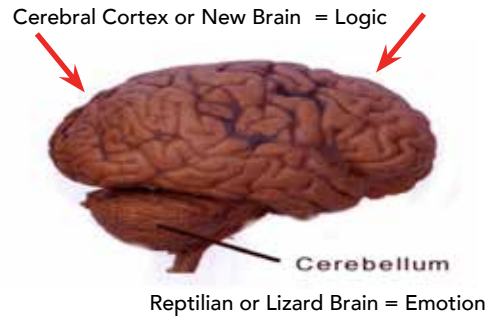


# THE SELLER'S CHALLENGE - BETTER EAT YOUR WHEATIES SELLING AGAINST THE STATUS QUO

## Signs the Status Quo May Be Receptive to Change

1. Stakeholders and users openly talk about a trigger event that concerns them. Think: problem, opportunity or threat.
2. Stakeholder are convinced that funding is available for a costlier solution.
3. Executives are open and available for discussion.
4. Sellers perceive an air of openness and accessibility.
5. Executives support a discovery process that focuses on the size, scope, and urgency of the situation.
6. Lower-level users are interested in discussing implementation, training, and time frames.
7. There is an internal sponsor or mobilize championing change.
8. Stakeholders are interested in talking to colleagues at other companies about their solution.
9. The current supplier is taking the account for granted.
10. New leadership is fostering a culture of change.

## Embrace the Emotional Sell



## A Comparison of Emotion Versus Logic

Emotion	Logic
Pride, Image, Surprise, Fear of Loss, Concern	Key Performance Indicators, % to Goal
Annoyance, Irritation, Anger, Gratification, Embarrassment	Business Results, Cost Savings, Speed
Touch, Control, Confidence	Financial metrics, ROI, NPV, IRR, Payback, TCO, COI
Ease of Use, Gratitude	Operational Metrics, Time to Performance

## How Emotion Influences B2B Buying

Business Value	Personal Value
48% of B2B customers say they have wanted to buy a new solution but haven't spoken up for fear of risk	Personal value has 2X as much impact as business value
74% of B2B buyers see a business value	69% of buyers who see a personal value will pay a higher price for a service
Just 14% of B2B buyers perceive a real difference in B2b supplier offerings	Only 8.5% of buyers who don't see a personal value will pay a higher price for a product
Only 31% of prospective customers think B2B brands provide a personal value	71% of buyers who see a personal value will purchase a product.

## Why Emotions Matter



## Stories & Visuals Sell



## Example

- Your situation reminds me of . . .
- I was surprised to learn that this program is more powerful than I thought . . .
- I just read an article/report that I would like to share with you . . .
- I have client that took a hard look at our data. His comment was . . .
- While brainstorming some ideas my client suggested . . .

