

Revolutionising Sales for a New Generation

Exploring Empathic Selling™

Novalead Limited's Empathic Selling™ approach involves the following elements, often referred to as the 7 C's plus 1, it is driven by two key factors: asking the right questions to encourage prospects to open up, and active listening. The process resembles the traditional consultative sales model but emphasises several key changes:

1. **Connection:** This phase emphasises building a connection with the prospect, using questions that disarm them and ignite curiosity. The goal is to position the salesperson as a trusted advisor rather than just a salesperson.
2. **Current Situation:** Understanding the prospect's current situation involves asking about their activities and challenges. This phase sets the stage for uncovering the problems they are facing.
3. **Challenges:** Identifying the challenges the prospect is facing and how long these issues have persisted is essential. This helps in comprehending the extent of the problem.
4. **Complete Solutions:** The goal is to help the customer visualise using the offered products and services as solutions to their challenges. This step includes discussing the positive outcomes and emotions associated with the solution.
5. **Consequences:** Highlighting the potential negative consequences of not adopting the solution. This motivates the prospect to take action to avoid undesirable outcomes.
6. **Concerns:** Addressing objections by reframing them as concerns. Continuously asking the prospect if there's anything concerning them throughout the sales process helps draw out objections and address them in a collaborative dialogue throughout the sales conversation.
7. **Commitments:** Rather than a forceful or hard sell approach, this step involves softly seeking commitments from the prospect. The salesperson asks if the solution aligns with the prospect's needs and preferences.
8. **Kindness:** Treating the prospect with kindness and empathy is emphasised throughout the process. Approaching the sale as a helpful endeavour can reduce objections and build trust.

This approach is influenced by the changing attitudes of the new generation of 21st-century buyers, particularly millennials and Gen Z. These generations prioritise authentic relationships, value personalised experiences, and appreciate a consultative approach.

Their scepticism towards traditional sales tactics requires salespeople to focus on building trust and addressing their concerns in a more empathetic manner.

Empathic Selling™ aligns with these changing dynamics by emphasising trust-building, personalised solutions, and a focus on addressing concerns in a dialogue-driven manner.

In summary, the Empathic Selling™ process comprises these 7 C's, along with the crucial addition of kindness. The process emphasises building trust through empathy, uncovering challenges, reframing objections as concerns, and securing commitments from the prospect.

Ultimately, Novalead Limited's approach underscores empathy, customer-centricity, and effective objection handling as the core sales skills.

Empathic Selling™ is based on some of the most significant real-world, peer-reviewed scientific studies on sales and selling ever done.