



# **The art & science of sales: trends in loyalty, leadership & buyer behavior**

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- ***Fragile***
- ***Variable, Flexible***
- ***Relative to their definition***
- ***Expected first from you & not always given in return***

Loyalty is...

**The one brand I  
love/adore/can not do  
without is...**

**The brand that meets  
my expectations  
consistently is...**

**The brand I suggest  
to others is...**



**Effective selling and brand building is a complex action. Break it down.**

**1. Know what matters brand-wise. Be prepared with ideas & connections. Start with yourself.**

**Table 1: Selling Methods (Adapted from Finkelstein)**

	<b>Manipulation</b>	<b>Control</b>	<b>Consultation</b>	<b>Collaboration</b>
<i>Timeframe</i>	1800's to present	1920's to present	Late 1960's to present	Late 1990's to present
<i>Primary Approach</i>	Make the sale through any means even if premise is unethical, illegal or untrue	Father knows best, knowledge controlled by seller. To create needs.	Identify prospect/ buyer needs; connect to benefits of product/service	Solve problems; provide advice; work together
<i>Power</i>	Seller	Seller	Seller	Buyer
<i>Role of Prospect or Buyer</i>	To believe the impossible was true; to buy on faith	To listen and learn; to imagine what be if they owned/used xxx	To seek advice, greater understanding of what the seller had to offer	To take a broader perspective, find solutions to benefit organization
<i>Relationship</i>	Sporadic occurrences; emotional based	Standardized interactions utilizing phone, conventions, drop-by, scheduled meetings, ads	Salesperson as expert creating win-win situation for individual client.	Complex exchange of advice, solutions, ideas. Mutual benefit. Long-term.
<i>Sales Technique</i>	Bait and switch; Pressure (peer, status)	Product/service is the best way to solve the buyer's problems. Hunters and gathers.	Some one buyer likes to do business with.	Integrated team approach to solving buyer problems. Planning and analysis.
<i>Descriptors</i>	Snake oil salesman, used car salesman	Schmooze, wine and dine, charisma	Expert advice from a trusted source	Insight, buyer-oriented

**The Evolution of Sales:**  
 Perspectives and Realities Defining the Modern Sales Professional

Consumer adaptation is  
constant due to

**Availability of Information**

**Immediacy of Connectivity**



16m text are sent

5,900,000 searches are conducted on Google

231.4m emails are sent

\$443,000 are spent on Amazon

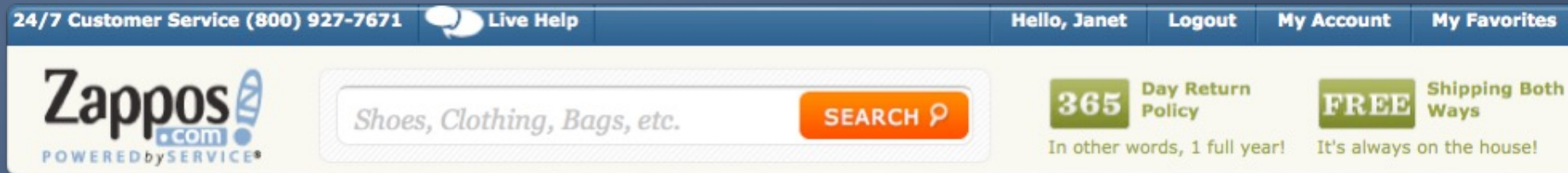
66,000 photos are shared on Instagram

1,046,000 hours spent in Zoom meetings

***Every minute of the day..***

# Copy competitors when...

- Their standard becomes a universal expectation
  - ▶ *Free shipping – Zappos*



Effective selling is a complex action. Break it down.

2. The case for me over others. WHY YOU???. Can you explain your true uniqueness?

Effective selling is a complex action.  
Break it down.

3. Does your message speak to your most valuable clients/attendees? What resonates and doesn't?



**DIVERGENT THINKING**  
**CREATIVE, OPEN ENDED, DIFFERENT**

  
**KEEP CALM AND USE A CONDOM**

**DIRECT, SOLUTION-ORIENTED, ESSENTIAL**  
**CONVERGENT THINKING**



## ***Always Forward Looking***

***Means: I employ an Experience-Centric process to met your GOALS. By this I mean I will***

## ***Expect to Work Anywhere***

***Means: My Products & Services are Connected to your GOAL as demonstrated by***

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## **Extreme Customer Focus**

**Means: 24/7 Availability, Organized, Reliable, Employ Useful Data which you will see & experience in my approach & delivery.**

ACHI  
QUALITY. GLOBAL. FIRST.

4. Define how you function with clarity.



Thank you!

Questions?

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