

Introduction

The Samurai Business Group®, LLC began in 2001 with a vision of helping American companies more effectively compete in complex, rapidly-changing global markets. We believe that the backbone of this country's strength is the private sector, and we seek to contribute to its continuing vitality.

In writing this book, we looked back over our 35+ year careers to what we had experienced in our sales and business development efforts. We often found ourselves at odds with the basic sales philosophies of the companies for which we worked.

Our styles and personal beliefs on how sales were done flew in the face of what was traditionally being taught. We strongly believed in building trusted relationships first, that in the end people bought from people they knew, liked, and trusted. That selling was not an event, but a process that didn't end with the sale. Long term relationships mattered more than quick sales hits, and that servicing the customer was everything. Zig Ziglar was famous for saying, "You will get all you want in life if you help enough other people get what they want."

As our careers advanced over the decades we became students of human behavior and were continually asking these questions:

Why do people behave the way they do?

How and why do they make buying decisions?

How do you become a trusted resource, not just a salesperson?

Often times we were perplexed by the decisions people and companies made; they seemed counter to logic and rationalized thought.

What we discovered and introduce in this book is the Samurai Buying Decision Model™, which addresses why “*People hate to be sold; but they love to buy what they want.*” They buy for their reasons, not yours, and they make decisions in their own self interest first. The more complex and high impact the decision, the more it’s based on WIIFM (What’s In It For ME!).

The basic question, consciously or sub-consciously, that buyers are asking themselves is one of the following:

Are you going to:

Make me money?

Save me time and/or money?

Make me look good?

These discoveries lead us to understanding the *Compelling Reasons* why people buy ... based on the *Emotional and Personal Impact* of *Pain, Fear, or Gain*. Intellectual and rational justification is what they use to confirm the buying decision *after it has already been made!*

Perhaps you’ve observed a person make a decision that made no sense to you, mainly because you have no emotional attachment to the decision and are using intellect to rationalize it. Well it doesn’t have to make sense to you; it only has to make sense to the person making it. And it’s their reason that counts.

The current market dynamics are vastly different than any previous market. The prospect's increase in perceived personal risk (economic conditions, loss of faith in societal institutions, terrorism and global political upheavals), rapidly changing demographics (especially generational), the ubiquity of technology (especially the Internet), and the rise of hyper-competitive markets due to globalization; all have contributed to today's volatile marketplace.

History teaches us that in times of great upheaval and uncertainty, people seek safety. In the marketplace, safety means being able to trust that the buying decision will not come back to haunt you.

“With all the scandals, corruption, and ethical violations in our society today, I feel like someone has pulled the rug out from under me. I don't know what—or who—to trust anymore.”

Trust Issues affect everyone—The Speed of Trust
—Stephen M.R. Covey

Only 34 percent of Americans believe that other people can be trusted.

—*British sociologist David Halpern study 2006*

Only ...

22% trust the media

8% trust political parties

27% trust the government

12% trust big companies

—*Harris 2005 U.S. poll*

In today's hyper-markets (both in intensity and activity); Darwin's Rule, "Adapt or die," truly applies. Current research confirms that today's buyers unequivocally reject traditional sales approaches. In fact, prospects rate over 70 percent of all sales calls as useless! In order to be successful in today's market, and to be able to cope with the rapid changes sure to affect tomorrow's markets, you will need to adapt and align your sales efforts with these realities.

Human beings are the one constant factor in all markets, regardless of the volatility of all the other factors. The more you understand about human behavior, perceptions, and motivation, the better equipped you will be to adjust to any changes that come along in the marketplace. The Samurai way is based on proven principles of human behavior, perception, and motivation, backed up by scientific research. We have rejected the traditional approach to sales training that focused on product (features and benefits), presentation ("the pitch"), and objection handling /persuasion (manipulative tactics).

Our Samurai Sales Mastery Methodology™ is designed to facilitate and guide your prospects as they work their way through their natural buying process. The methodology is based on our Samurai Buying Decision Model™. The model incorporates leading academic research, proven principles of human behavior, and the best practices in sales and marketing. It is a natural approach that allows you to blend new knowledge and skills

with your personality to form a personalized and seamless professional selling methodology that will greatly enhance your long-term performance. It aligns your efforts with the prospect's, resulting in a collaborative environment leading to a mutually rewarding conclusion.

With over 5 years of development, implementation, numerous client testimonials, success stories, and validated results we know this method works ... especially in today's rapidly changing marketplace.

If your current sales efforts are no longer producing the results you want, and you find that you're working harder and harder for less and less, isn't it about time to quit following the old ways that are no longer effective and try something new? Will Rogers once said, "If you find yourself in a hole, the first thing to do is stop digging!"

It's time to quit selling, and to start helping your prospect's buy!

—Bob Lambert
Founding Partner
Samurai Business Group®, LLC