



Telling is not Selling

What EHS can learn from Sales Leaders.

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The Experts



Jill James
MIS

Jill James is Chief Safety Officer at HSI where she focuses on product, thought leadership, and regulatory trends. Her 30-year EHS career includes 17 years as an OSHA Senior Safety Investigator, and several years in healthcare, education, biotech, life sciences and the poultry industry. Jill hosts the Accidental Safety Pro podcast and created the Supervisor Safety Tip video series. She received her Master's in Industrial Safety from University of Minnesota, Duluth and her undergraduate degree is in Community Health Education.



Todd W. Loushine
PhD, P.E., CSP, CH

Associate Professor & Graduate Coordinator, Dept of Occ & Env Health & Safety, UW-Whitewater
"Dr. Todd" has been teaching students for over 15 years and practicing safety for over 30 years. He started as a CSO with Minnesota OSHA, worked with the Dept of Health and Family Services while attending grad school at UW-Madison. He's very active with the American Society of Safety Professionals (ASSP), currently serving as the Region 5 Vice President. He recently started working part-time as the safety manager at a manufacturing facility, getting back to his roots and staying connected to the real-world experiences in safety.



Bryan Janzing
MBA

Sr. Director of Customer Success, HSI
Bryan comes from a long line of salespeople; his grandfather and father were in sales. He received his first sales training at the dinner table. After graduating with a BA in Communications and an MBA, he worked in numerous sales positions across different industries. He currently focuses on making HSI customers successful, aligning additional solutions with the needs of their businesses.



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Agenda



The Transition

The 5 Sales Techniques

Worksheet (do you have your handout?)

Key Takeaways



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 Identify a
 current issue
 (an abandoned
 project?)


 Apply
 principles

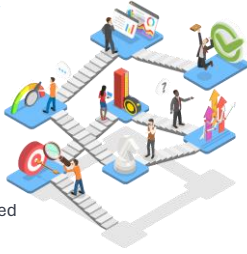

 This is yours,
 not to be
 shared,
 be honest!



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Sales Process Overview

- Caveat: this is ONE process, *not* THE process
- Sales is both hard and simple
- Transactional vs. ongoing
- Focus on leadership/management buy-in
- Skills to be practiced and honed





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Common Obstacles

- Price: no budget, too expensive, etc.
- Leadership buy-in: I want to buy this, but I don't have the right people who agree
- Not a priority right now
- This is the way we've always done it
- We're good, solution we have works, no need to change
- Above my pay grade/out of my depth
- One NO is the end of the road





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Step 1 Discovery/Rapport Building



- Curiosity without bias
- What matters to this person
- Understand the management perspective
- Uncover "pain"
- Build rapport and the relationship
- Answer "WIIFM" from the other person's perspective



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Step 2 Solution Alignment



- Build on discovery
- Cost vs. perceived value
- Build a business case
- Develop ROI
- Identify allies/others included in process



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Step 3 Create Urgency



- How do we make this the next thing?
- Build on discovery
- Authentic and relatable
- *"If we don't rectify or do X by X, then X will occur"*
or the reverse
"If we do X by X, then X will occur"



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Step 4 Advancing the Sales



- Mistake: assume after steps 1-3, leadership is as committed as you are
- You own the next step, always
- Persistence, ongoing communication
- How to balance being polite and respectful of leadership time with moving it along and showing your commitment



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Step 5 Get it Done



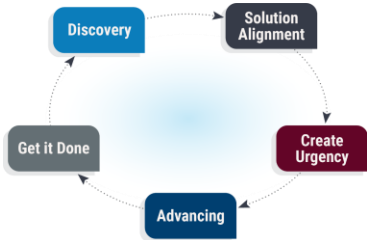
- Instead of ABC: Always Be Closing
- Transactional vs. Relationship
- Implementation/success
- The next ask



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The Five Sales Techniques for EHS



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Key Takeaways




- Know these sales steps and practice these techniques
- Ongoing Relationship: this isn't a one-time sell
- Buy-in vs. Compliance
- Continue the work

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Thanks for joining us!

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