

## Averted Vision – Doing what is Best for Your Client



We all want what is best for our clients. That is a no-brainer... after all we excel in helping our clients become more successful in the discipline of sales effectiveness.

But what happens when our clients are asking for solutions that we do not believe are right for them? Solutions that we believe might not be as effective at addressing their needs, or even worse setting them back?

This is particularly challenging when we have first contact with a new client. Many times the client believes they want a sales training workshop and that is all they want. Perhaps that is the right solution for them but there is a fine line in providing

what our clients ask for and transitioning to a conversation that will allow for us to genuinely address their needs. We know the customer is always right, don't we?

This happens to all consultants, not just those of us who live in the sales effectiveness space.

To understand why this is so prevalent we need to think from the customers perspective. But what exactly does that mean?

I have always been fascinated by the universe and in particular astronomy. As a young boy I enjoyed lying on my back in the yard and gazing up at the stars. I would wonder when the light I might be seeing had actually left that star 20 million... 100 million light years ago. It boggled the mind. This soon led to the desire for a telescope.

Some things take time to achieve and several years ago I constructed a fully equipped observatory. Things had changed since I was a boy and now I had a giant telescope along with digital imaging equipment and all of the software to support it. Looking through a telescope and actually capturing that image in a photograph are two very different things. But that is a topic for another time.

I soon found that what I enjoyed the most was looking at the universe without all of the fancy digital assistance. Peering through the eyepiece at the Andromeda Galaxy or the spectacular Star Cluster M13 on a clear Colorado night is something that has to be experienced to truly appreciate. However, those were the bright objects, the ones that are easy to spot and easy to obtain, not unlike some business problems our clients face and solve easily. But what about the faint and distant objects... the hard ones to spot?



This is when I discovered Averted Vision. The full definition is [here](#), but the condensed version is:

***Averted vision** is a technique for viewing faint objects which uses peripheral vision. It involves not looking directly at the object, but looking a little off to the side, while continuing to concentrate on the object. This subject is discussed in the popular astronomy literature but only a few rigorous studies have been done quantifying the effect. However, the technique is based on well-known properties regarding the structure of the eye. It is claimed this technique is most useful to astronomers for viewing large but faint nebulae and star clusters. By developing the technique, some observers report a gain of up to three or four magnitudes (15:1 to 40:1)*

Our clients live day to day in the heat of battle. They have challenging sales quotas, demanding customers and an ever changing business environment to navigate. They look directly at the challenges they face every day. So, it is not surprising that when we speak with them they might demand a traditional solution.

Perhaps with our help, more thought and a little "averted vision" the right solution might become clear.

Bruce Ellis, President - Bee Group, Inc.

Source: Bee Group Blog – [www.beegrp-blog.com](http://www.beegrp-blog.com)