ANUM

Idea In Short

The ANUM sales methodology is a framework that helps sales professionals understand their prospect's specific needs and pain points. By focusing on the prospect's authority, need, urgency, and money, sales professionals can tailor their pitch to those needs, increase their effectiveness in the sales process, and prioritize their time and resources.

ANUM

ANUM was developed by Ken Krogue and it's pretty much similar to the BANT approach with significant emphasis placed on Authority.

ANUM's acronym stands for:

- Authority
- Need
- Urgency, and
- Money

ANUM prioritizes authority because it all comes down to the right person signing the deal. ANUM acknowledges that most prospects are at least somewhat familiar with your product, so it doesn't waste much time going into the details of the offer. Rather, it prioritizes those who have the authority to close the deal.

The problem is that, by focusing on reaching those with the authority to make a purchasing decision, sales reps miss out on valuable contacts who may lead them to the person in authority. In other words, it's unlikely you'll be given access to a C-level right off the bat. And this selling methodology still doesn't foster a relationship with a prospect, nor does it attempt to understand deeper needs.

ANUM was eventually reduced to just Authority and Need, which cuts out any discussion of timeline and money. Money is the last priority because this particular sales framework depends on the rapport that you have with the DMU and takes into account that companies don't always have a fixed budget for the solutions that you propose.

Overall, this methodology does an even weaker job of understanding a prospect's needs and current situation. It's also seller-centric like BANT.

Authority

This refers to the decision-making power that the prospect has in the purchasing process. For example, are they the final decision-maker or will they need to consult with others?

The priority of ANUM is to find the right authority to pitch to first. So, this means if the prospect that you're talking to doesn't have the capability to make decisions for a company, they don't make the cut.

Before you find someone else, see if the current prospect has any connection to the DMU and if they can help connect you to them. You can use this opportunity to find out more about the company, and this can help you with your next pitch to the real DMU.

Also, check if they are part of the technical team, it helps to sell to the technical team before you hit the DMU because you can get them to vouch for your product.

Need

ANUM also includes a needs portion where you try and identify if they have a need for the solution that you have or if they have other pain points you can help them with.

This refers to the specific problem or pain point that the prospect is trying to solve with your product or service. Understanding their need is critical to tailoring your pitch to their specific situation.

Note, you want to be a consultant here. Don't start pitching right away if you're in a sales call. You want to determine how their company functions and how you can fulfill their needs, either today or sometime in the future.

Urgency

This refers to the timeline for when the prospect needs to solve their problem. For example, are they looking for a solution that can be implemented quickly or are they willing to wait for a longer-term solution?

Just like T for Timing in BANT, this refers to how urgently the prospect wants to solve the needs that they have, preferably with the solution that you have. If they don't want to move it right now, you should probably mark the lead off for nurturing until they're ready.

Money

This refers to the budget that the prospect has available for your product or service. Understanding their budget is important in determining whether your solution is a good fit for their needs.

As mentioned earlier, ANUM assumes that money is the least to prioritize when qualifying because a budget is not always fixed when it comes to more unique solutions to problems.

Also, rapport is a major consideration. People are more willing to spend if they're more familiar with the person they're dealing with.

Examples

Selling software to a small business

Let's say that you are selling a new software product to a small business owner. Using the ANUM methodology, you might approach the sale as follows:

- **Authority:** You might ask the business owner if they are the final decision-maker for purchasing software for their business or if they will need to consult with others before making a decision
- **Need:** You might ask the business owner about the specific pain points they are experiencing with their current software or business processes, such as slow performance, lack of features, or difficulty in managing customer data
- **Urgency:** You might ask the business owner if they are looking for a software solution that can be implemented quickly or if they are willing to wait for a longer-

term solution. For example, if they are experiencing a critical issue with their current software, they may need a solution that can be implemented quickly
- **Money:** You might ask the business owner about their budget for purchasing software and whether they have any flexibility in their budget for purchasing a new solution

Based on the information you gather using the ANUM methodology, you can tailor your pitch to the specific needs of the business owner. For example, if they are experiencing a critical issue with their current software and need a quick solution, you might focus on the speed and ease of implementation of your product. If they have a limited budget, you might focus on the cost-effectiveness of your solution compared to other options.

Selling marketing services to a large corporation

Let's say that you are selling marketing services to a large corporation. Using the ANUM methodology, you might approach the sale as follows:

- **Authority:** You might ask the prospect about the decision-making process for purchasing marketing services within their organization, including who has the final say in the decision
- **Need:** You might ask the prospect about their current marketing strategies and pain points they are experiencing, such as low engagement rates or ineffective campaigns
- **Urgency:** You might ask the prospect about their timeline for implementing new marketing strategies, including whether they are looking for a quick solution or if they are willing to invest in a longer-term strategy
- **Money:** You might ask the prospect about their budget for marketing services and what their priorities are in terms of return on investment

Based on the information you gather using the ANUM methodology, you can tailor your pitch to the specific needs of the corporation. For example, if they have a long-term strategy in mind, you might focus on the scalability and sustainability of your marketing services. If they have a limited budget, you might focus on the cost-effectiveness of your solution compared to other options.

Selling medical equipment to a hospital

Let's say that you are selling medical equipment to a hospital. Using the ANUM methodology, you might approach the sale as follows:

- **Authority:** You might ask the hospital administrator about the decision-making process for purchasing medical equipment within their organization, including who has the final say in the decision
- **Need:** You might ask the hospital administrator about their specific medical equipment needs and pain points they are experiencing, such as outdated equipment or a lack of specialized equipment for certain procedures
- **Urgency:** You might ask the hospital administrator about their timeline for implementing new equipment, including whether they need a solution quickly or if they are willing to wait for a longer-term investment
- **Money:** You might ask the hospital administrator about their budget for purchasing medical equipment and what their priorities are in terms of patient care and safety

Based on the information you gather using the ANUM methodology, you can tailor your pitch to the specific needs of the hospital. For example, if they have a high priority for patient safety, you might focus on the safety features of your equipment. If they have a limited budget, you might focus on the cost-effectiveness of your solution compared to other options.

Summary

The ANUM sales methodology is a powerful framework that can help sales professionals better understand their prospects' needs and pain points, which allows them to tailor their pitch to those needs. By focusing on the prospect's authority, need, urgency, and money, sales professionals can gain a deeper understanding of their prospect's specific situation and increase their effectiveness in the sales process. With real-world examples of ANUM in action, sales professionals can see how this methodology can be applied to different sales scenarios and help them close more deals.