



The material covered in this instructor-led seminar takes two (2) days to complete.

1. Introduction
A systematic approach to selling is introduced which is more consultative and does not appear to be like the stereotypical sales approach.
2. Building Block – Intellectual Versus Emotional
The sales process is an emotional process that involves the intellect with the real motivators being pain and pleasure in the buying process.
3. Building Block – Managing Our Ego
Transactional analysis concepts (OK/NOT OK) are introduced for improving our interaction with other people.
4. Building Block – The Path of Discovery
Selling is not telling. Questions help the prospect to discover, define, and own the real problem.
5. Finding Customers – Qualify Versus Disqualify
Doing the opposite of what's expected helps keep everyone's defenses down. Determine if they have a problem that you can help them solve.
6. Decision Cycle – Introduction
The first three phases of this systematic approach to selling are introduced with a focus on getting information about the prospect.
7. Decision Cycle – Problem Phase
The first phase is to determine if there's a problem we can help the prospect solve and to identify the motivating factors (pain) for getting the problem solved.
8. Decision Cycle – SolutionMap
The SolutionMap is a sales tool to help professionals categorize the features and benefits of their offering. Once done, a map is developed for moving from questions to the highest value (unique) features or benefits.
9. Decision Cycle – Funding Phase
The second phase is to measure the prospect's commitment to solving the problem(s) that were identified earlier and to calibrate the size of the problem(s) with the Value Equation.
10. Decision Cycle – Process Phase
The third phase is to determine the process the prospect uses for making decisions to spend the money to fix the problem. A Cast of Characters and the role of each in the process defined.



11. Finding Customers – Telephone Control
Attention is placed on ways to handle both incoming and outgoing calls, getting past the gate-keeper, and what to do when you reach the person you wanted.
12. Finding Customers – Get Invited
Instead of begging for a few minutes of the prospect's time, the professional gets invited – what a difference. It's a lot like fishing...
13. Finding Customers – The First Call
Once you get invited, don't become an amateur. There are three (3) areas to cover, don't rush, you can always be invited back.
14. Finding Customers – Working Referrals
Why make cold calls when you have customers. Even if they don't have a problem (at present), they may know someone who does. Don't let them fall off the radar screen if it's not now.
15. Decision Cycle – Introduction
In the second half of the sales process, you begin to take action to prove your company can solve their problem(s), build the agreement, and deliver the solution.
16. Decision Cycle – Proof Phase
The fourth phase is where the solution is proven and the close is confirmed. The prospect has told you in the earlier phases what you're going to need to do but only as it relates to their problem(s).
17. Decision Cycle – Confirmation Phase
The fifth phase is used to confirm the completed transaction. Attention is focused on what to do if you run into unexpected obstacles and how to prevent back-outs.
18. Decision Cycle – Service Phase
The last phase is where we deliver the solution, use the 80/20 Rule, and provide overwhelming service. Once a customer, continue to service using the first three phases.
19. Building Block – Becoming A Master
Change is uncomfortable and difficult. Becoming a master of anything new is possible if you use the five keys.