



# HOW CUSTOMERS MAKE DECISIONS

If you want an open, honest conversation: **Don't sell, solve.**

Executives ask these questions to approve a decision.



1. What problem(s) does it solve?
2. Why do we need it?
3. What is the likely outcome or result?

How much less would you have to pay, for it to be a good deal, if you do not get the results you need?

When clients focus on **price**, ask about **results**.



## CAPTURE ATTENTION

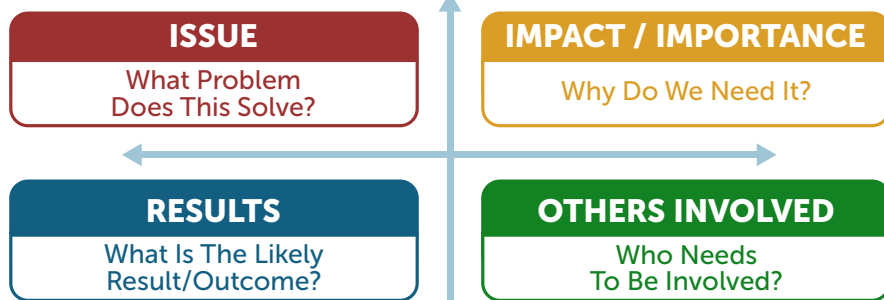
Focus on the problems you solve, not what you do.

### THE SAME SIDE PITCH

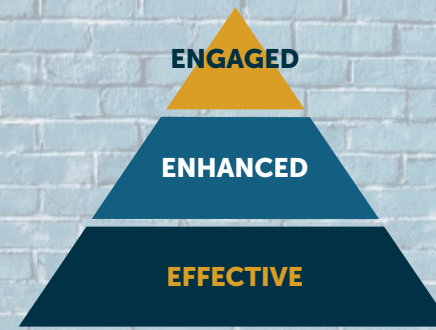
**Entice** by sharing problems that you solve with dramatic results  
**Disarm** the notion that you are just there to sell something  
**Discover** more about their situation to see if you can help

*Effective Selling is not about persuasion or coercion, it's about getting to **the truth** as quickly as possible.*

## SAME SIDE QUADRANTS



## CLIENT VISION PYRAMID



**Sick of being treated like a commodity?**

Help your clients appreciate the different levels of options available.

## SELLING HYPER VALUE?



When clients don't make a decision, they either don't believe in

- a)** the impact of not solving the issue; or
- b)** the results they would get by working with you; or
- c)** both.



## 3 TYPES OF SALES PERSONAS

