

3 TYPES OF SALES PERSONAS

Order Taker



Salesperson



Subject Matter Expert



COMPETITION

Competition already in place?

- Disarm:** Self improvement
- Discover:** What do they like... then... What would they change?

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; or Why do we need it?
2. What is the likely outcome or result?
3. What are the alternatives?

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**.



CLIENT VISION PYRAMID



Sick of being treated like a commodity?
Help your clients appreciate the different levels of options available.

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

ISSUE
What Problem Does This Solve?

IMPACT / IMPORTANCE
Why Do We Need It?

RESULTS
What Is The Likely Result/Outcome?

OTHERS INVOLVED
Who Needs To Be Involved?