

## 3 TYPES OF SALES PERSONAS

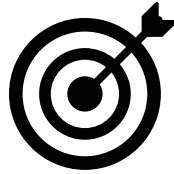
Order Taker



Salesperson



Subject Matter Expert



## 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? (What happens if we don't solve it?)
3. What's the likely result/outcome (ROI)?

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.*

## COMPETITION

Competition already in place?

**Disarm:** Self improvement

**Discover:** What do they like... then...

What would they change?

## CLIENT VISION PYRAMID

ENGAGED

ENHANCED

EFFECTIVE

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

Help your clients appreciate the different levels of options available.

## 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?

Drop me a note at [Ian@SameSideSelling.com](mailto:Ian@SameSideSelling.com) with any questions. I'm happy to connect with you on LinkedIn. Tune-in to the Same Side Selling Podcast on YouTube or wherever you get your podcasts.

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