

Comfortable Selling

Better Conversations to Build Trust

Loudoun SBDC

www.loudounsbdc.com



This program is supported in part by an agreement with the U.S. Small Business Administration.

who's this guy?

selling is key to business
survival and success

selling can be confusing,
frustrating and awkward

resistance to selling can
make it even harder

let's simplify selling today

today's talk:

nouns and verbs

stuff you already know

my way or the highway

a psychic connection

walking the talk

what's in it for you

today's talk:

nouns and verbs

stuff you already know

my way or the highway

a psychic connection

walking the talk

what's in it for you

marketing, sales and selling

marketing- n.
process, how customers find you

sales- n.
process for getting customers to buy

selling- v.
activities to guide customers to make
a decision to buy (or not)

you don't "do" sales
you "do" selling

today = focus on selling better

today's talk:

nouns and verbs

stuff you already know

my way or the highway

a psychic connection

walking the talk

what's in it for you

selling is about people

selling is simply a specific
type of conversation

conversation is basic
communication

basic communication:
sender, receiver, channel

sender has an idea or information
sender codes as a message
message sent across channel
message arrives to receiver
receiver decodes message
receiver interprets message

how accurate was the transfer?

noise in the system

reducing noise means
better conversations

better conversations help us
relax and trust the message

conversations can create and build
trust, or reduce trust

trust is critical for any and all
interactions between people

no trust = no sale

today's talk:

nouns and verbs

stuff you already know

my way or the highway

a psychic connection

walking the talk

what's in it for you

what are customers looking for?

customers are looking for an
outcome & a state of mind/emotion

you have a potential way to
satisfy both in what you offer

fit is more than “outcome”

offer has to have value to them

fit = sale, no fit = no sale

poor fit = bad customer experience
bad experience for you
customer churn
lower profit
wasted resources

solid fit = customer satisfaction
more revenue
higher profit
repeats & referrals

today's talk:

nouns and verbs

stuff you already know

my way or the highway

a psychic connection

walking the talk

what's in it for you

value is a perspective

perspective is reality

understand how your offer
fits **THEIR** idea of value

think like your buyer thinks

discover what they value

today's talk:

nouns and verbs

stuff you already know

my way or the highway

a psychic connection

walking the talk

what's in it for you

how to frame productive
selling conversations

customer centric conversation map

TRUSTED

Tell

Request

Uncover

Share

Talk

Evaluate

Direct

TELL the customer the process

REQUEST information about them

UNCOVER details to understand

SHARE your relevant offer

TALK about concerns/questions

EVALUATE potential fit together

DIRECT to Decision Points

Tell them the process

Request information

Uncover to understand

Share your relevant offer

Talk about questions/concerns

Evaluate fit together

Direct to Decision Points

primary goal = help them to come
to a decision

today's talk:

nouns and verbs

stuff you already know

my way or the highway

a psychic connection

walking the talk

what's in it for you

benefits of TRUSTED

gives you a cheat sheet

you gain confidence

builds trust with actions

customer more open/engaged

better information faster

better decisions

can span multiple calls/meetings

summary of today's talk:

nouns and verbs

stuff you already know

my way or the highway

a psychic connection

walking the talk

what's in it for you

marketing is not selling

sales is process
selling is an activity

selling is conversation to find fit

reducing noise enables trust

client's perspective of
value drives everything

Use consistent customer centric structure for conversations

Questions/Discussion?