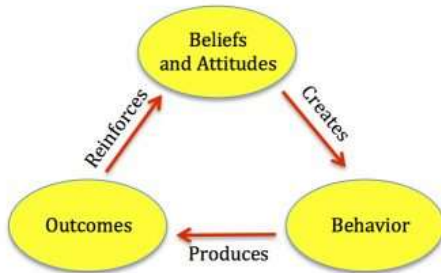


## The Best Way to Sell: The Attitude Advantage

**Quick Icebreaker:** Today's Birthday

**Training defined:** "Training is a planned program designed to impart specific knowledge, skills, and \_\_\_\_\_ to increase desired \_\_\_\_\_ in measurable ways.

Success is made up of those little building blocks called \_\_\_\_\_.  
–Neil Rackham



**The 9-Word Definition of Selling:** "Selling is earning the right to \_\_\_\_\_ a \_\_\_\_\_." Phil M. Jones

**The first thing to get into your brain is this:** As long as you're in \_\_\_\_\_, you're in \_\_\_\_\_.

**My ski trip with Dr. Scott Null.** "What's the biggest issue in dentistry today?"

**The seminar in Manhattan, KS:** *You Business Card Says You're a \_\_\_\_\_*. Now What?

### The Evolution of the Sales Mindset

- **Era 1: Persuade**
  - J Douglas Edwards: "13 Effective Methods for Closing the Sale"
  - "What did he do?"
  - Tricky
  - Win-Lose
  - TODAY: Selling is something you do \_\_\_\_\_ (or \_\_\_\_\_) a customer.
  - *The Perfect Close: Does \_\_\_\_\_ this \_\_\_\_\_?*
- **Era 2: Solve Problems**
  - Larry Wilson: Counselor Selling
  - Freshman Orientation at the University of Minnesota
  - *Counselor Selling: The Larry Wilson Sales Seminar, 1972*
  - *Win Win Selling: Turning Customer NEEDS into SALES*
  - [Tony Allesandra: Non-Manipulative Selling](#)

"As an early pioneer in reimagining the role of the salesperson, [Larry Wilson](#) revolutionized the way people sell. Back in 1965, Mr. Wilson, a highly successful salesperson, believed that selling did not require a manipulative or adversarial approach; instead, he showed how a counselor approach to meeting customer needs produced more effective results. At the time, this was a groundbreaking concept that created a new generation of salespeople who recognized the value of establishing relationships based on trust and win-win problem solving."

## The Best Way to Sell: The Attitude Advantage

### The Evolution of the Sales Mindset (continued)

- Era 3: Become a Source of Business Advantage
  - Seeding
  - Offer an insight
  - Focus on the future
  - Level 3 behavior



I hate to fly, but . . . .

### Sales Training at the Bar Story

- “What’s \_\_\_\_\_?”
- Your \_\_\_\_\_ should be to find out how you can \_\_\_\_\_ this customer, not to see how you can \_\_\_\_\_ by selling something to them.”



### Detachment in Sales

- “When you think about it, the ultimate form of control is \_\_\_\_\_.”
- “Attachment is always rooted in \_\_\_\_\_ that hasn’t occurred yet or past thinking that’s already done.”
- Now you’re \_\_\_\_\_ about the \_\_\_\_\_ and not in the moment.
- “When you’re thinking about your opportunities, use this mantra: Some \_\_\_\_\_. Some \_\_\_\_\_. Some \_\_\_\_\_.”
- “Embrace what is. Learn to love it and accept it. It’s a freeing virtue to be detached. Because it allows you to do the \_\_\_\_\_.”



Hit the next shot: Golfing on vacation

### The Vicki Pierce Story

“The Process” [Nick Saban’s thoughts on winning.](#)

### Neil Rackham: “The Best Selling is About the Customer.”

1. “We’ve known for about 40 years the best selling isn’t about your \_\_\_\_\_. It’s about your customers and their needs.
2. “We swamp our customers with product information. The research says the more time customers \_\_\_\_\_, the more they \_\_\_\_\_.”
3. “Less effective salespeople talk about what they can do. Highly effective salespeople talk about \_\_\_\_\_ in the \_\_\_\_\_.”
4. Customers \_\_\_\_\_ the buying process with what they \_\_\_\_\_, not what you are selling.

## THE CHART

	<b>LEVEL</b> <b>1</b>	<b>LEVEL</b> <b>2</b>	<b>LEVEL</b> <b>3</b>	<b>LEVEL</b> <b>4</b>
<b>OBJECTIVE</b>	To open doors; to "see what's going on"	To persuade and make a sale, or to advance the prospect through the process	Customer creation and retention; to "find the fit"; upgrade the client and gain information	To continue upgrading and increase share of business
<b>LEVEL OF TRUST</b>	Neutral or distrustful	Some credibility	Credible to highly credible, based on sales person's history	Complete trust based on established relationships and past performance
<b>APPROACH &amp; INVOLVEMENT</b>	Minimal or non-existent	Well-planned; work to get prospect to buy into the process	True source of industry information and "business intelligence"	Less formal and more comfortable because of trust and history
<b>CONCERN OR SELF-ESTEEM ISSUE</b>	Being liked	Being of service, solving a problem	Being a resource	Being an "outside insider"
<b>PRE-MEETING PREPARATION</b>	Memorize a canned pitch or "wing it"	Set objectives, pre-script questions, articulate Purpose, Process, Payoff	Research trade magazines, internet, analyze client's competition	Thorough preparation sometimes with proprietary info not available to other reps
<b>POINT OF CONTACT</b>	Buyer or purchasing agent	End users as well as buyers or purchasing agent	Buyer's end user and an "internal coach" or advocate within the client's company	"Networked" through the company; may be doing business in multiple divisions
<b>PRESENTATION</b>	Product literature, spec sheets, or rate sheets	Product solution for problem uncovered during needs analysis	System solutions	Return on investment, proof and profit improvement strategies

▲ PREFERENCE SETTINGS