

# AJP Advisers

*Presents*

## ***The High Performance Selling Edge***

***The Skills for Best Sales Results through Building Relationships***

*Featuring*

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inc**

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**Singapore**

## I. The Evolution of Professional Selling

"Sales professionals are the gas and oil of free enterprise systems."

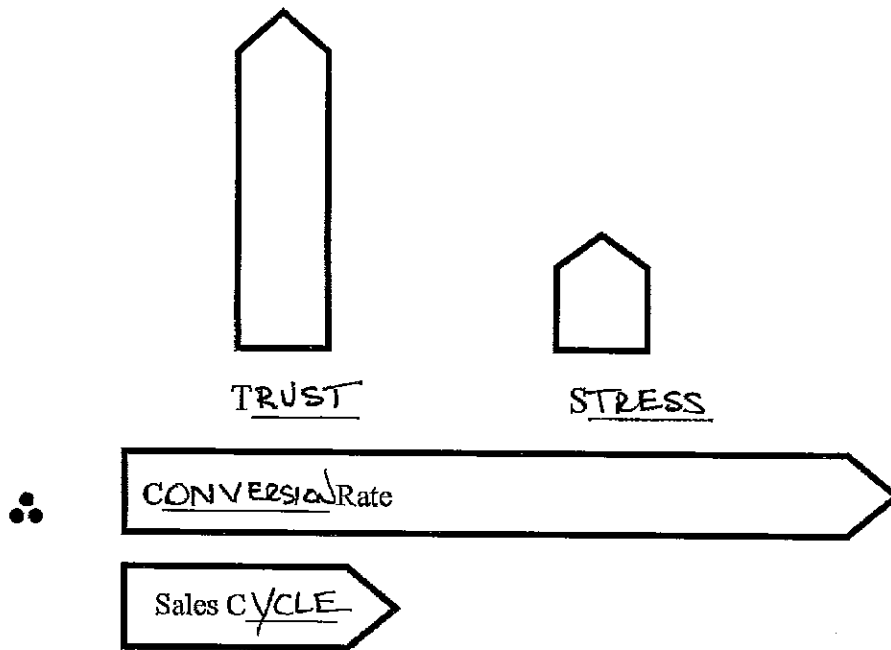
*Dr. Kenneth McFarland*

- A. The Product PITCH \*
- B. The HARD Sell \*
- C. RELATIONSHIP Selling +
  - A. a high level of TRUST is enjoyed by both parties
  - B. Relationship Stress is kept at a minimum
  - C. Strive to Sell them as they LIKE to be Sold
  - D. Focused Constantly on relationship ADVANCEMENT
- D. NEEDS Analysis Selling+
  - A. Information GATHERING is the cornerstone
  - B. Customer's AGENDA is ever present
  - C. Constant monitoring for pertinent changes
  - D. All presentations are "NEEDS-based"
- E. SYMBIOTIC Selling+
  - A. IMPORTANCE is attached to the relationship
  - B. EAGERNESS to work together for common goals
  - C. Unique Benefits are enjoyed by both
  - D. Constantly seeking symbiotic Competencies

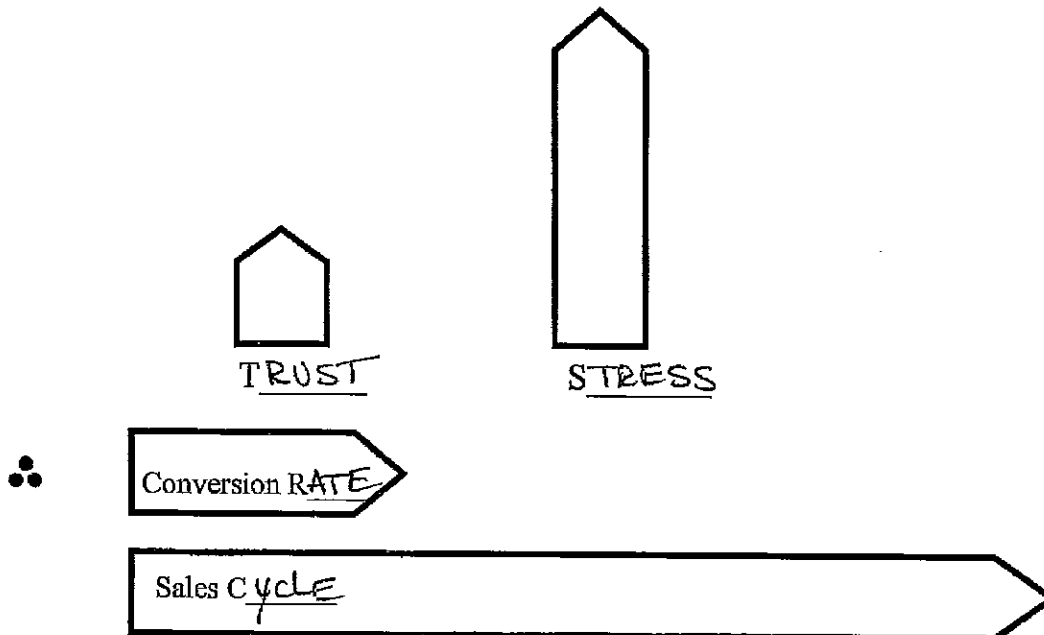
\* Not recommended – for historical perspective only  
+ To be utilized in establishing your sales and negotiation styles

**E. Stress/Trust Visual**

1. The perfect model for business development



2. The imperfect model – develop the skills that will enable you to avoid this one!



## II. Attitude and Motivation Make the Difference!

"The best way to predict your future is  
to create it!"

*Dr. Ken Blanchard*

### A. Defining Attitude... "The SPiRiT and demeanor we choose to adopt and display from a given stimulus"

1. Never deny that your attitude is your CHOICE
2. When we REINFORCE positive behavior we increase the probability of getting positive Results

### B. Motivation Defined

1. Thoreau: "Motivation is the pull of Anticipation and the push of DISCIPLINE "
2. A.K.A. "FIRE in the Belly"
  - a. What is it? A PASSION for results
  - b. How long does it last?
  - c. Key: The DECISIONS we make!
3. The impact of SELF - IMAGE on our level of motivation
  - a. We all have a "Present self-image"
  - b. We also have a "PROJECTED self-image"
  - c. Understand the power of the DEVIATION between the two!

## III. Needs-Analysis Selling

"Prescription before diagnosis is malpractice!"

*Jim Cathcart*

## A. The Importance of Goal Congruence

## B. Needs Analysis Principles

1. What is it?... An Information GATHERING process
2. When do we use it?... On EVERY Contact
3. Why?... It gives your prospects some "AUTHORITY" over what you ultimately present to them. A good needs-analysis will enable you to deliver a presentation which your prospect Helped DESIGN !
4. How...the recommended process:
  - a. Be sure to talk to the key DECISION influencers
  - b. Be conscientious in your APPROACH ;
  - c. Impress them with the quality of your QUESTIONS
  - d. Always take NOTES ;
  - e. Ask PROBING questions;
  - f. CLARIFY all substantive points; related not only to their needs but to their Goals and Objectives.
  - g. Seek clear UNDERSTANDING

## IV. Gaining the Edge by Selling Different People Differently

"Learning is acquired by reading books,  
but the much more necessary learning  
is only to be acquired by reading people and  
studying all the various editions of them."

*Lord Philip Chesterfield*

### A. High Performers have Exceptional "People Skills"

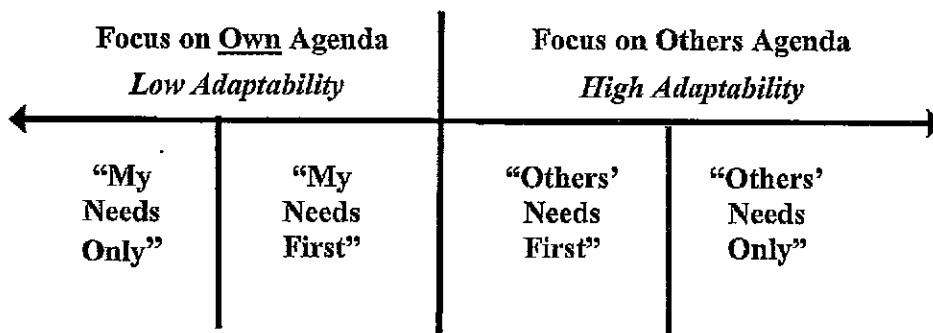
1. Skilled leaders need to be effective communicators. They should understand the importance of minimizing or eliminating communication GAPS
2. By OBSERVING the behavior of our people, we can gain *predictability* which helps us in our management process
3. All human behavior can be categorized in three dimensions:
  - a. ASSERTIVENESS ("Discussion Approach")
  - b. RESPONSIVENESS ("Emotional Content")
  - c. ADAPTABILITY ("Flexibility Tendency")

The combination of these three behaviors determines one's "behavioral style"



## B. Adaptability and relationship skills

1. Adaptability defined: an effort to please more people while keeping your own OBJECTIVES intact. Being RESOURCEFUL in adapting your methods to be acceptable and understood. Balanced concern for self, task, others with a willingness to step out of your own COMFORT ZONE.
2. Synonyms for Adaptability
  - a. FLEXIBILITY
  - b. VERSATILITY



3. Adaptability is a LEARNABLE SKILL
4. Components of Adaptability:
  - a. IMAGE
  - b. PRESENTATION
  - c. Breadth of COMPETENCE
  - d. Giving and Receiving FEEDBACK
5. The “Platinum Rule”  
*Do unto others as they LIKE TO BE DONE unto*

**B. Critical Lessons to Learn From the Behavioral Style Model**

1. It is important that we demonstrate ADAPTABILITY in all relationships. This means we will respect the dignity and style of others even though they are DIFFERENT from us
2. Remember that the behavior you observe in another person is more representative of their behavioral style than how they feel toward you PERSONALLY

**C. "Shorthand Descriptions" of the Strengths and Weaknesses of Each Style**

<b>Analytical</b>		<b>Driver</b>	
(+)	(-)	(+)	(-)
Industrious Persistent Serious Orderly	Critical Indecisive Stuffy Exacting	Decisive Determined Efficient Practical	Pushy Severe Tough-Minded Dominating
(+)	(-)	(+)	(-)
Supportive Respectful Dependable Agreeable	Conforming Retiring Dependent Pliable	Personable Stimulating Enthusiastic Dramatic	Reacting Excitable Undisciplined Manipulative
<b>Amiable</b>		<b>Expressive</b>	

# V. Differentiation

Another Big Question: "What do decision makers in our market VALUE?"

## A. Understanding commodities

1. Defining a commodity: Products without discernable Differences available from MULTIPLE sources
2. While customers are busy commoditizing we must be busy DIFFERENTIATING!

## B. Differentiation

1. PRODUCT

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2. EXPERIENTIAL

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3. RELATIONSHIP

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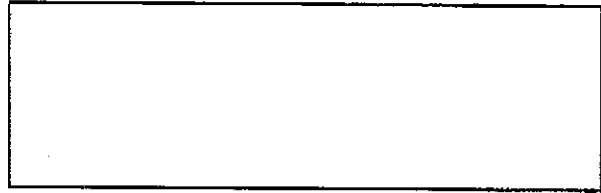
4. PROCESS

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5. TECHNOLOGICAL

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6. MARKETING



7. PRICE



## VII. Selling Value

"To protect margin, it must be about value, not just price."

*Don Hutson*

### A. What is Value?

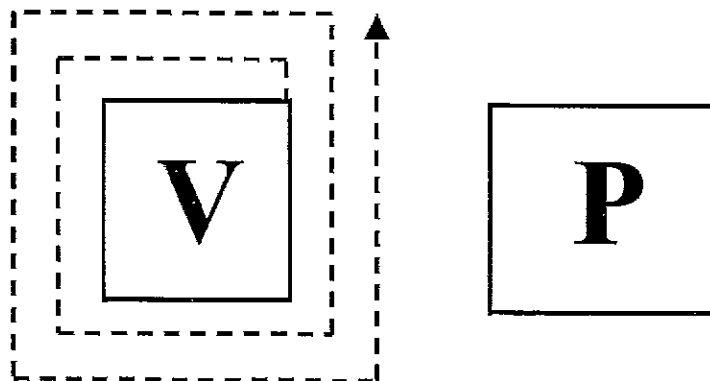
1. (Webster): A fair return or equivalent in goods, services or money for something exchanged;
2. *Perceived* value is what matters and it is very SUBJECTIVE
3. Your value proposition is: the COMPLETE compelling value your offering is perceived as having to a prospective buyer. It traditionally includes multiple ELEMENTS
4. If you don't know how your value proposition is being PERCEIVED, you really won't know how to price or market it!
5. To build perceived value in the customer's mind, talk benefits. There are three types:
  - a. WANTS - based benefits (subjective)
  - b. NEEDS - based benefits (subjective)

- c. GENERIC benefits (objective)

(The only way to “talk benefits” is to precede the effort with in-depth needs-analysis questions)

## B. Building Value

1. Anything you can do for your customers which compels them to see you as a VALUABLE and exceptional RESOURCE tends to gain you business and loyalty
2. Remember that your prospect's *perception* of the value is REALITY to them!
3. Benefit Elaborations:
  - a. Identify and Acknowledge their WANTS and how your offering fulfills them
  - b. Identify their NEEDS and articulate how your offering responds to them
  - c. Expand on the GENERIC benefits your offering provides and how they will help them
  - d. DEMONSTRATE value in an energized and compelling manner!
4. The Value-Price Perspective



# ACTION SHEET

Date:

Event:

<b>Step 2: Take Home</b> (Within 24 hours, read the notes and record key learnings and actions to be taken in this column.)	<b>Step 1: Capture</b> (Take notes in this column.)

**Step 3: Teach or Share** (Schedule a meeting within a week to share key learnings. Use this area for key words or phrases, which become the outline for the meeting.)

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