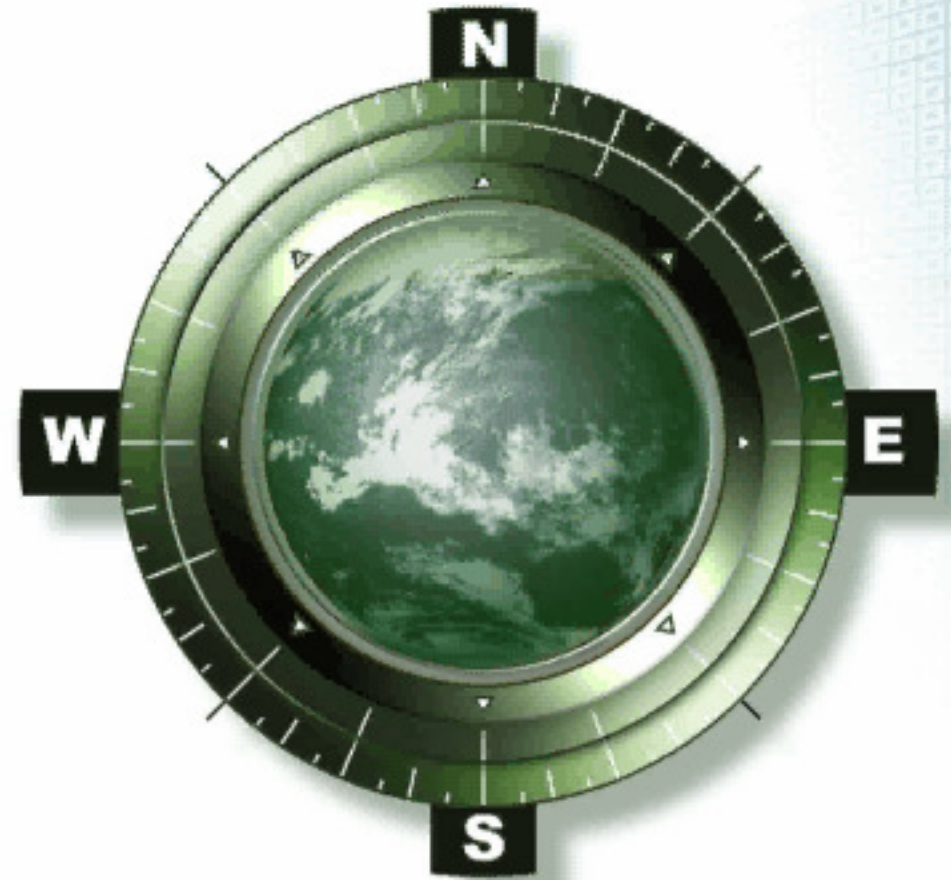
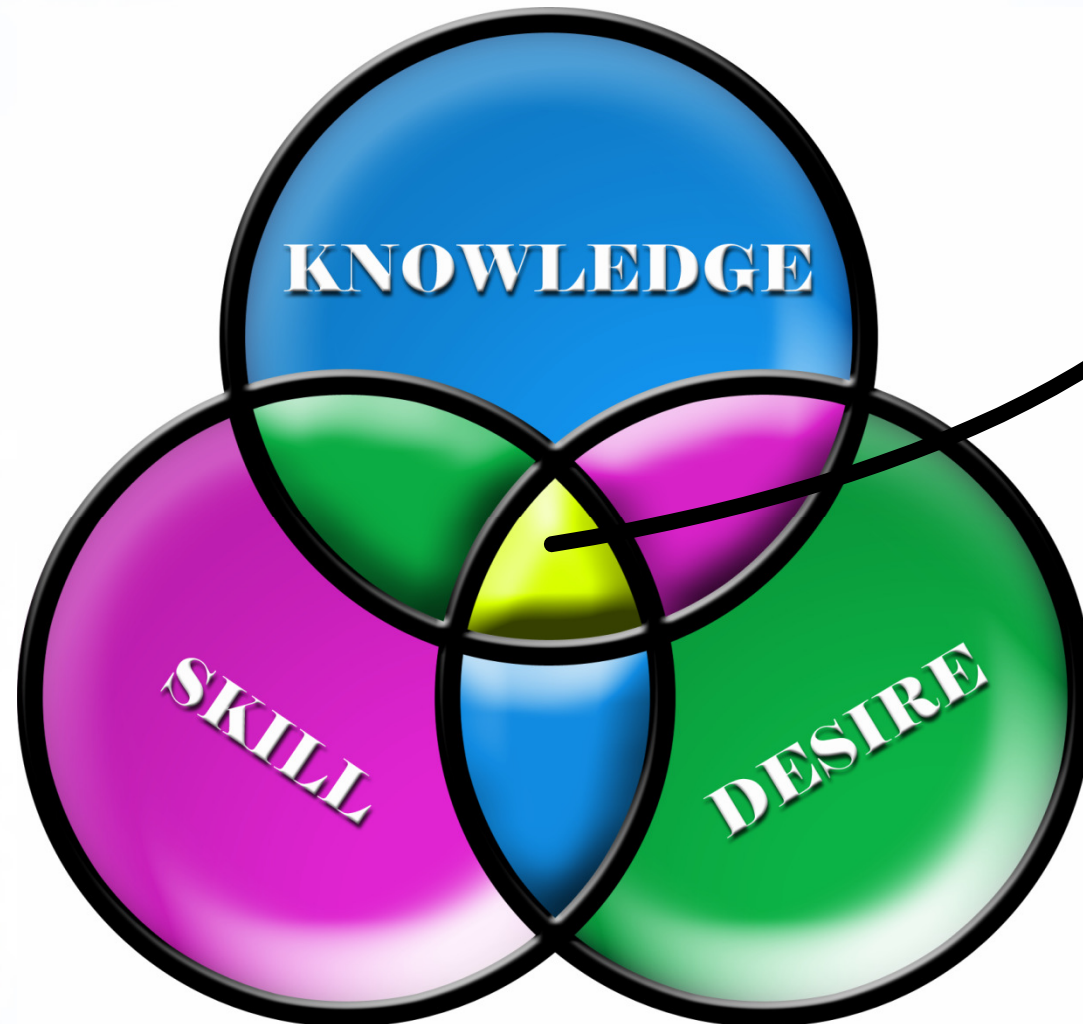


*How to Use
“Selling Skills” in
Everyday Life!*



*The Essential Ingredient in Any
Entrepreneurial Venture!*

PROFESSIONAL HABITS



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*THE
PSYCHOLOGY
OF
SOLUTIONS
COUNSELLING*

How We Sound Makes a Difference!



40%

**Of A Person's Decision
To Buy Is Based**

NOT ON WHAT WE SAY

But

**HOW WE SOUND
WHEN WE SAY IT!**



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What Is Motivation?

**Motivation is Rooted in
Two Words**

- *Motive*
- *Action*

**People's Motives For Action
Are Based On
Their DESIRE!!**

HOW ARE THESE ATTITUDES FORMED?



THOUGHTS



FEELINGS



ACTIONS

Describe
SALESPERSON
*the first words
that come
to mind...*

Peoples Decisions to Buy are based on

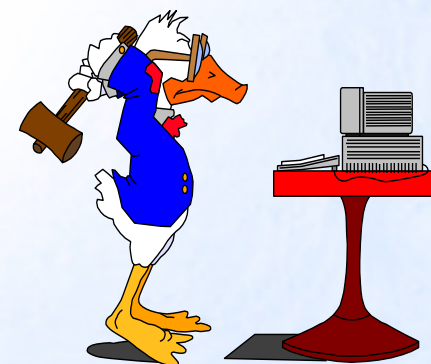
EMOTION

Never On

TECHNICAL DATA!

They will use Technical Data

To DISQUALIFY You!



YOUR OBJECTIVES SHOULD BE TO--

- ***ASK ENOUGH QUESTIONS TO CLARIFY THE NEED.***
- ***SOLVE THOSE NEEDS WITH VALUE STATEMENTS ABOUT YOUR PRODUCT OR SERVICE.***
- ***GAIN COMMITMENT THROUGH - OUT THE CALL BY IMPLYING -**
“IF I CAN DO WHAT I SAY I CAN DO, WILL THAT BE ENOUGH FOR YOU TO DO BUSINESS WITH ME?”*

*What Do You Spend
Your Time Talking To The Customer
About?*

FEATURES = CHARACTERISTICS

BENEFITS = FUNCTION

VALUE

TRANSLATES

FEATURES + BENEFITS

INTO

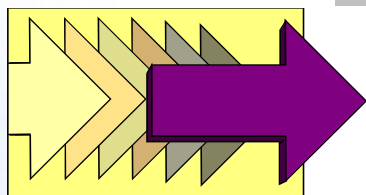
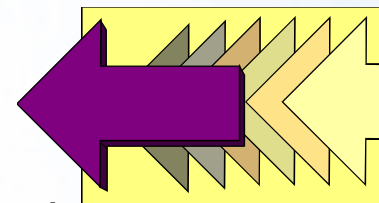
EMOTION!!



*Foundational
Solutions
Counselling
Principles*



Key Objectives ←
In Selling, If Not
Done Properly, Will
→ *Lead To Failure!*



The Professional Solutions

Counselling Model

“It Never Changes!”

- **PROBE:** ***TO GATHER INFORMATION AND UNCOVER CUSTOMERS NEEDS.***
- **SOLVE:** ***TO SATISFY CUSTOMERS NEEDS WITH VALUE.***
- **COMMIT:** ***TO GAIN CUSTOMER COMMITMENT.***

The Professional Solutions Counselling Model

QUESTIONS are the KEY!

**Jesus asked a question 82 times!
WHY??--THE ONLY REASON IS..**

**TO CONTROL THE
CONVERSATION**

Professional Solutions Counselling



***QUESTIONS are
the ANSWER!***

- **Questions Keep Control of the Conversation**
 - **Keeps Calls Timely**
 - **Builds Trust**
 - **Builds Rapport**

QUESTIONS are the ANSWER!

- **It's not just any question....**
It's the Right Question!
- **How do you know if a question is the right question?**
–It's one that works!

Greatest Questions of All Time!

- **“If I could show you a way that you could...(fulfill the need)... would that be of interest to you...?”**
- **“Obviously you have a reason for saying that, may I ask what it is?”**
- **“Fair enough?”**

THE
PSYCHOLOGY
OF
SOLUTIONS
COUNSELLING

PROBING --TWO KINDS

Open Probes

Open Probes are used when you want to encourage the customer to respond freely.

5 “W” Brothers and 2 Step-Sisters -

- ***Who***
- ***What***
- ***When***
- ***Where***
- ***Why***
- ***How***
- ***Tell Me***

OPEN PROBES ARE USED TO:

Follow Jesus example....

UNCOVER CUSTOMERS NEEDS!

- **“Who then is a faithful and wise servant, whom his lord has made ruler over his household, to give them meat in due season?”**
- **“For what is a man profited, if he shall gain the whole world, and lose his own soul?...”**

OPEN PROBES ARE USED TO:

Follow Jesus example.....

UNCOVER CUSTOMERS NEEDS!

- **“When the lord therefore of the vineyard comes, what will he do unto those husband men?”**
- **Where are those thine accusers?**
- **“Why behold the mote that is in your brother’s eye, but consider not the beam that is in your own eye?”**

OPEN PROBES ARE USED TO:

Follow Jesus example.....

UNCOVER CUSTOMERS NEEDS!

- **“How much more shall your Father which is in heaven give good things to them that ask him?”**
- **“Wherefore (Tell Me) think you evil in your hearts?”**

PROBING --TWO KINDS

Closed Probes

Closed Probes are used when you want to limit the range of the customers response to a Yes or a No, OR to a choice among alternatives that YOU supply.

- **DO**
- **ARE**
- **WHICH**
- **DOES**
- **HAVE**
- **OR**
- **IS**
- **HAS**

CLOSED PROBES ARE USED TO:

Confirm the need.....

Follow Jesus example.....

CONFIRM CUSTOMERS NEEDS!

- “Do men gather grapes of thorns, or figs of thistles?”
- “Are you also yet without understanding?”
- “Which of you by taking thought can add 25 inches unto his stature?”

CLOSED PROBES ARE USED TO:

Confirm the need.....

Follow Jesus example.....

CONFIRM CUSTOMERS NEEDS!

- “Does he not leave the ninety and nine, and goes into the mountains, and seeks that which is gone astray?”
- “Have you understood all these things?...”

CLOSED PROBES ARE USED TO:

Confirm the need.....

Follow Jesus example.....

CONFIRM CUSTOMERS NEEDS!

- “You fools and blind: for whether is greater, the gift, or the altar that sanctifies the gift?”
- “Is not the life more than meat, and the body than raiment?”

CLOSED PROBES ARE USED TO:

CONFIRM THE NEED

and

CREATE A “YES”

MOMENTUM!

Do you have to make many repairs?

Does that happen frequently

Are you concerned about turnover?

Who else will be involved in this decision?

Which would you prefer, red or blue?

SOLVING THE NEED

YOU SOLVE WHEN:

- **You have uncovered a customer NEED!**
and
 - **You feel you have a CLEAR UNDERSTANDING OF THE NEED!**

HOW TO SOLVE

- **Acknowledge CUSTOMERS NEED! Assure the customer that they have made the right choice!**
 - I Agree
 - You're absolutely right about.....
 - I can see how that could be a problem!
- **Introduce THE APPROPRIATE FEATURE OR BENEFIT WITH A VALUE STATEMENT THAT WILL SATISFY THE NEED!**

**Watch to make sure that the customer ACCEPTED the
VALUE statement!**

IF NOT, YOU PROBE!!!

HOW TO SOLVE – JESUS WAY!



- And they watched him, and sent forth spies, which should feign themselves just men, that they might take hold of his words, that so they might deliver him unto the power and authority of the governor.
- And they asked him, saying, Master, we know that thou sayest and teachest rightly, neither acceptest thou the person of any, but teachest the way of God truly:
- Is it lawful for us to give tribute unto Caesar, or no?

HOW TO SOLVE – JESUS WAY!



- But he perceived their craftiness, and said unto them, Why tempt ye me?
- Shew me a penny. Whose image and superscription hath it? They answered and said, Caesar's.
- And he said unto them, Render therefore unto Caesar the things which be Caesar's, and unto God the things which be God's.
- And they could not take hold of his words before the people: and they marvelled at his answer, and held their peace.

Three “F” Words

- **Feel**
- **Felt**
- **Found**

- “Ms. Prospect, I can understand how you feel..
- in fact, many of our long time clients have felt the same way...
- and may I share with you what they have found?
- End the Value statement with a Tie Down

COMMIT



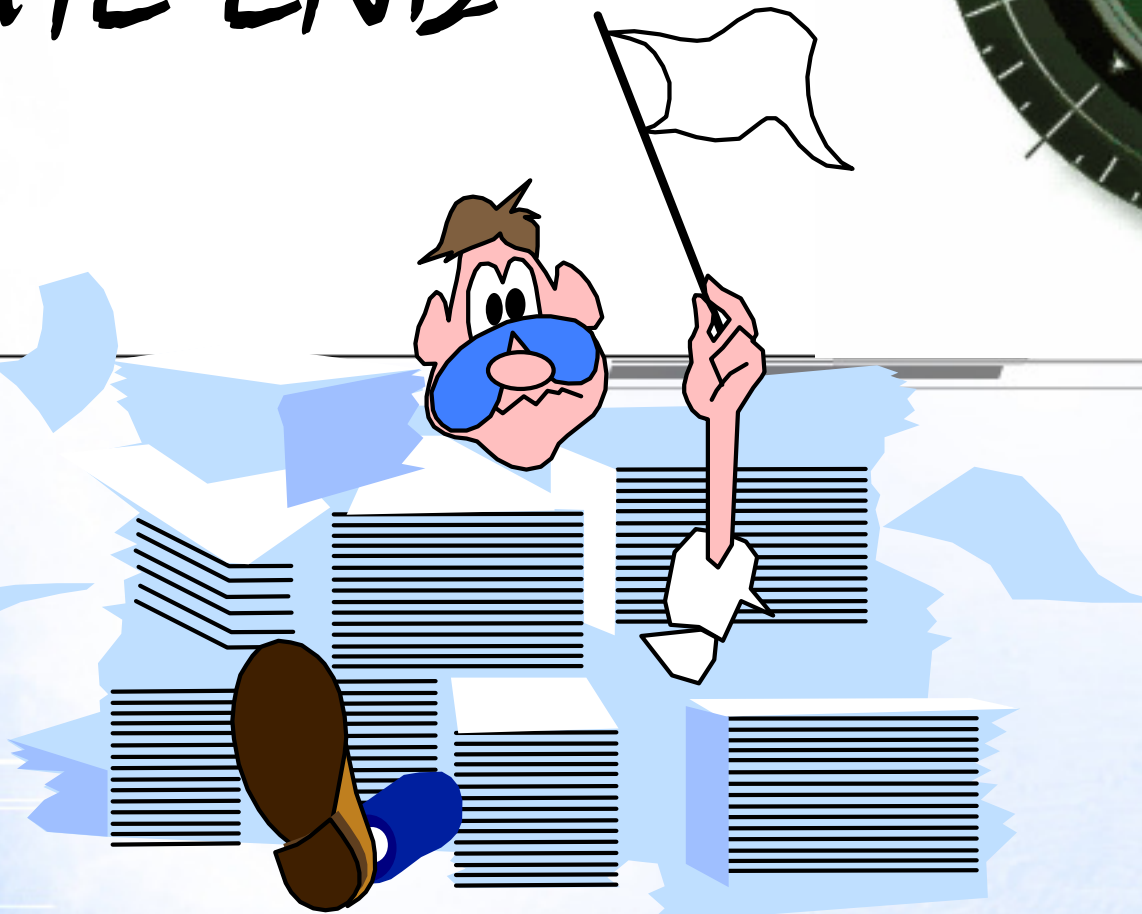
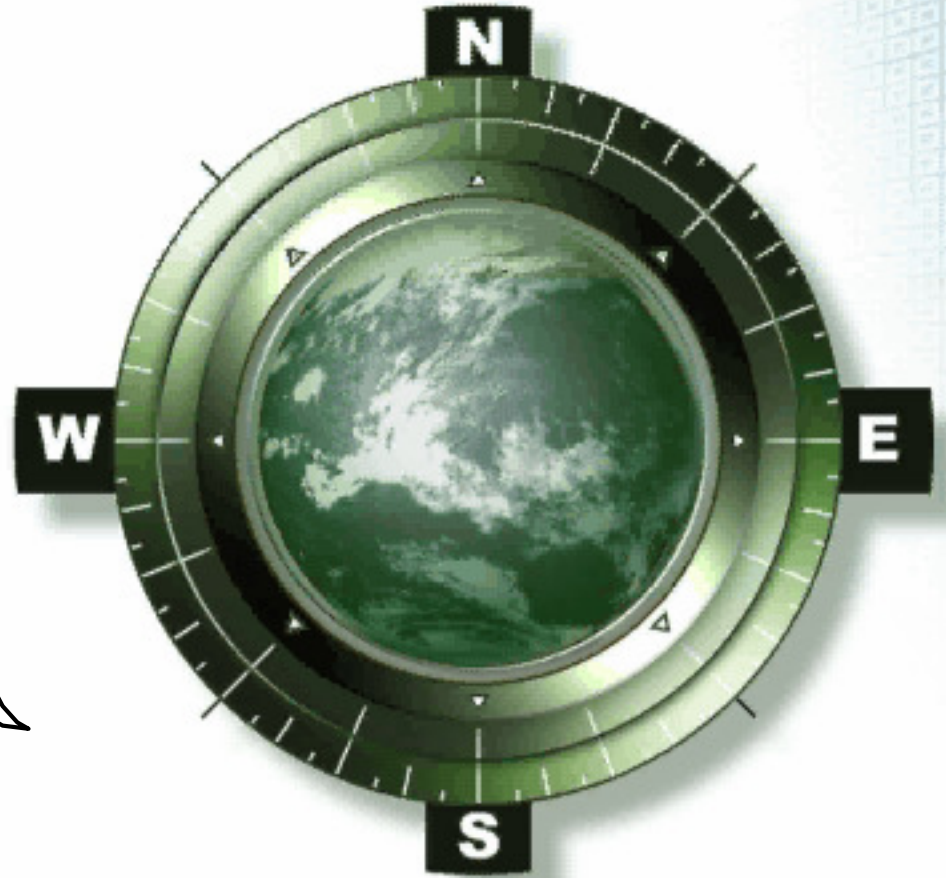
**YOU GET A COMMITMENT WHEN-----
THE CUSTOMER GIVES YOU A
*CLEAR BUYING SIGNAL!***

COMMIT

--How To Get a Commitment

- **SUMMARIZE THE BENEFITS/VALUE THAT THE CUSTOMER ACCEPTED DURING THE CALL**
- **FORMULATE AN ACTION PLAN REQUIRING CUSTOMER COMMITMENT!**
- **Let's review what we've agreed upon.....**
- **We've agreed that...**
- **Let's summarize**
- **Let's go over what we've talked about.....**
- **You've agreed**

THE END



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