

“Sales Mastery: New Approaches”

Philip Atkinson

Realities

4%

Rehearse

Facilitate

Structure

1. Buying & Sales Cycle
2. Explore Behaviour Change
3. Sales ID – be, do and have
4. Handle 'T' & 'P' Objections
5. Facilitate Progress

1. Buying & Sales Cycle

■ Traditional Sales Model

- Assumptions
- Closure
- Sales Tracks
- 'You really do not know?'
- 4%+

■ Buying Facilitation Model

- Neutral
- Long Cycle
- Ignorance
- Discovery review & questions
- Partnership & Selje

2. Explore Behaviour Change

- F + E + A
- Unconscious mind reading - default
- Map of the world'
- You cannot, NOT...communicate
- Master objections...what could be achieved?

3. Identity.... to Skills

- Identity...be, do and have...
- Beliefs
- Values
- Behaviours
- Skills

Four Dominant Types

Regulator

Visionary

Analyst

Facilitator

5. Handle Objections

- Do you really know what happens?
 - Decision Team
 - Stakeholders agenda
 - Client Culture
 - Politics
 - Processes
- Technical mastery
 - Be 'water tight' & Inoculate
- 'Know self'
 - 'Hot' and 'cold' buttons
 - Flexible delivery

Summary

- Buying & Sales Cycle
- Research in Behaviour Change
 - Clear F+E+A
 - Start with the end...
 - Rehearse & practise
- Identity – be, do and have
 - Clarity of Beliefs
 - Solid core values
- Personality Objections
 - Look in the mirror
 - Sell benefits to RVFA
 - Rehearse
- Handle Objections
 - Decision tree
 - Stakeholders
 - Politics and policies

Facilitated Buying

4 - 40 %

Facilitated Buying

■ ISSUES

- Change management solutions
- Understand Buying process
- Focus on Stakeholders
- Power & Decision Team
- Competing priorities

■ SKILLS

- Commit personal coaching
- Apply neutral listening and empathy
- Facilitated Questions
- Culture Diagnosis
- Achieving systemic buy in

Philip Atkinson

Learning Strategies Ltd
The Coach House, PO Box 17181
Edinburgh EH11 1XN Tel 0131-346-1276 Mob: 07779-799286
Website www.philipatkinson.com
Email: AtkinsonConsult@aol.com

www.philipatkinson.com