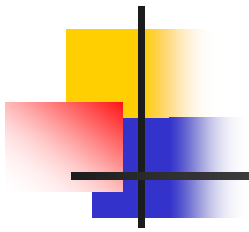




'New Sales Paradigm: Selling Brand You'

Philip Atkinson



4 - 7%



Structure

1. Default style
2. Research in Behaviour Change
3. Identity – be, do and have
4. Buying & Sales Cycle: Handle Objections
5. Personality Objections



1. Default Style: Influencing Skills

- Make your role easier
- Convert more 'hard sells' to partners
- Impact on results – objection handling



2. Research in Behaviour Change

- F + E + A
- Unconscious mind reading – ‘map of the world’
- You cannot, NOT...communicate
- If you could read and master objections...what could be achieved?



3. Identity.... to Skills

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



4. Objection Handling

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



4 Dominant Processes

Energy

Perception

Decisions

Life Style



Energy

- **Extrovert**

- People & Things
- Many relationships
- Speak then reflect
- Socially skilled
- Short attention

- **Introvert**

- Concepts and Ideas
- Selective relationships
- Reflect then speak
- Introspective
- Long attention



Perception

- **Sensing**

- Five senses
- Concrete & Tangible
- Objective
- Sequential & Method
- Present
- Small chunks

- **iNtuition**

- 'Gut'
- Imaginative
- Subjective
- Random patterns
- Future
- Big chunks



Decisions

- **Thinking**

- Impersonal
- Logical
- Task priority
- People 'out'
- IQ

- **Feeling**

- Personal
- Values
- People priority
- People 'in'
- EQ



Life Style

- **Judging**

- Closure
- Ordered
- Impatient
- Bottom Line
- Speed
- Lists and targets

- **Perceiving**

- Open
- Spontaneous
- Patient
- Holistic
- Flexible
- Casual



4 Dominant Processes

Energy E=52.5%, I=47.5%	Perception S=76.5%, N=23.5%
T=49.5%, F= 50.5% Decisions	J=58.3, P= 41.7% Life Style



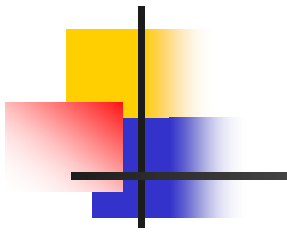
Stimuli: Selling You

- Objections & Benefits
- Focused on OTHER
- Contrast
- Tangible
- Beginning & End
- Visual



Stimuli: Selling You

- Objections & Benefits
- Focused on OTHER
- Contrast
- Tangible
- Beginning & End
- Visual
- Emotion



Objectives & Benefits	Prewrite – create critical objections, rehearse
Focused on Other	Self centred WIIFM
Contrast	Before after, this month, next month, gap analysis
Tangible	Proven gains vs. competition
Beginning & End	Staged, sequenced building commitment
Visual	Stimuli, pictures of before and after, imagination
Emotional	Live it, breath it, use VAKD



Summary

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