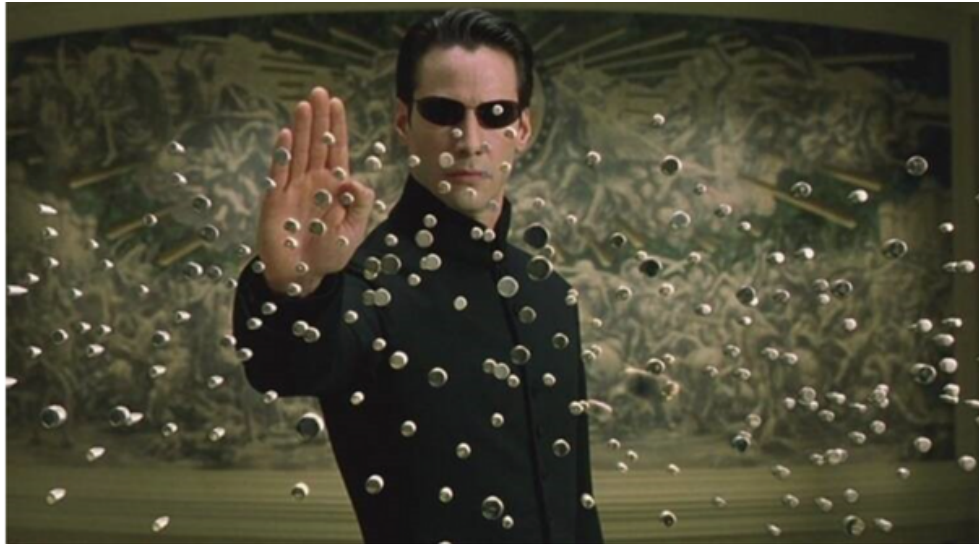




**WORLD BIOGAS
ASSOCIATION**

Module 2

The Sales Secret Sauce



There is no such thing as reality – merely 7.5 billion perceptions of it around the world

Your reality and the reality of your prospect/client is created through a filter of memories and experiences, and all are individual.

The key to being a top seller is learning how to learn about and have control over the reality people perceive.

You MUST conduct discovery of your prospect's world, challenges, fears and desires 'before' you deliver your solutions – if not, you're whistling into the wind

Image 1.

Do you see a young lady?

Do you see an old lady?

Both?

Image 2.

Shout out the first thing you see!

Now let's change your reality!

Are you listening or waiting for your turn to speak?

- Obviously, you should listen, but it's about making someone feel listened to.
- How do you feel when you're not listened to?
- How do you feel when someone is only keen to talk about their agenda?
- How do you feel when the advice given isn't relevant to your problem?
- How do you feel when you've been talked 'at'?
- How willing to open up/offer more information are you when you sense you're not being listened to?
- How much do you trust the person who obviously hasn't listened to you?

BEHAVIOURS	GUILTY	I'M A SUSPECT	NOT GUILTY
I say, "yes but" and generally interrupt			
I lack concentration and am stuck if the person speaking asks me a question			
I stare out of the window, around the room and at the ceiling			
I finish the speakers sentences			
I change the subject by focusing on a thought I have had so the conversation shifts to me			
I leave my mobile switched on or on vibrate			
I don't bother making notes when being given important information			
I am not responsive, and I don't make agreement noises or say yes			
I make my point before the speaker has finished			
I don't summarise or check for understanding			
My mind drifts to other subjects such as what I need to do next or what is for lunch?			
I focus on what I want rather than what they are telling me			

Shut up

You may have a lot to say and be excited about your great product but calm down. If you talk all the time, it's impossible to be listening to your customer. Nobody needs a gob on a stick in a sales situation. You can't learn anything you don't already know when you're talking.

Repeat back

You demonstrate you've been deeply listening and taking interest in what they've said
You check that you understood and heard them correctly. They check they meant what they said.

Don't talk over

It does not matter how important what you have to say is – do NOT talk over people.

How do you feel when you are talked over?

Will you help the conversation by talking over people?

Will you create friction talking over someone?

Stop talking immediately

You both start speaking at the same time, keen to get your point across.

So, what should you do in this situation? – immediately shut up! When they talk, you stop, even if they're talking over you.

Leave a gap between speakers

If you're too eager to respond you'll get caught talking over your prospect, damage your credibility and lose your power. Being too eager to respond regularly leads to you delivering an emotionally lead response rather than a considered reply. Practise leaving a pause before replying to ensure the prospect has finished speaking, then you can give a considered response.

Ask a great question related to their answer

If you need to discover three important pieces of information from a prospect to find out if you are a fit for them, you cannot do it in just three questions. You need to investigate, not interrogate.

After a pause, ask a question that is directly relevant to what they have just said.

Take notes

Nobody has a good enough memory to recall all the important information a prospect gives them – take notes!

Put your mobile away and on silent

For someone to feel truly listened to you must give them 100% of your attention. Do not just put your phone on silent, in your pocket. Simply feeling a buzz in your pocket will divert your attention for enough time to lose rapport and be noticed by your prospect. Turn it off or in your bag.

Have eye contact.

On virtual meetings, you can demonstrate eye contact and focus by looking directly at your camera. (Some people tape a face or a photo to their camera to hold their attention). If not the camera, keep still and be head and shoulders on screen looking at the screen itself. Movement = lack of confidence.

What did they actually say?

Listen between the lines to what is being said and dig down if necessary.

People answer questions

When the brain hears a question, it automatically sets to work on answering it.
Do NOT think of the answers to these questions

- Who sang Thriller?
- What colour submarine did the Beatles sing about?
- What country would you find the great Pyramids?

It is impossible to not think of answers. You may not recall the answer straight away, but your unconscious mind continues to work on it.

Have you ever been unable to think of the answer to a question and then two days later BINGO! It pops in your head when you were not even thinking about it?

This is because your unconscious brain keeps working on a solution when your conscious brain is attending to other things. It is this same part of your brain that emotions live in.

Ask a great question and you'll make people feel an emotion – and people make their buying decisions based on emotions.



OPEN

Open questions elicit a longer more detailed response and cannot be answered with a simple yes or no:

WHAT...?
WHEN...?
WHERE...?
WHO...?
WHY...?
HOW...?

CLOSED

Closed questions are great when you want a closed answer or to shorten a conversation. Used at the wrong time they will shut you out.

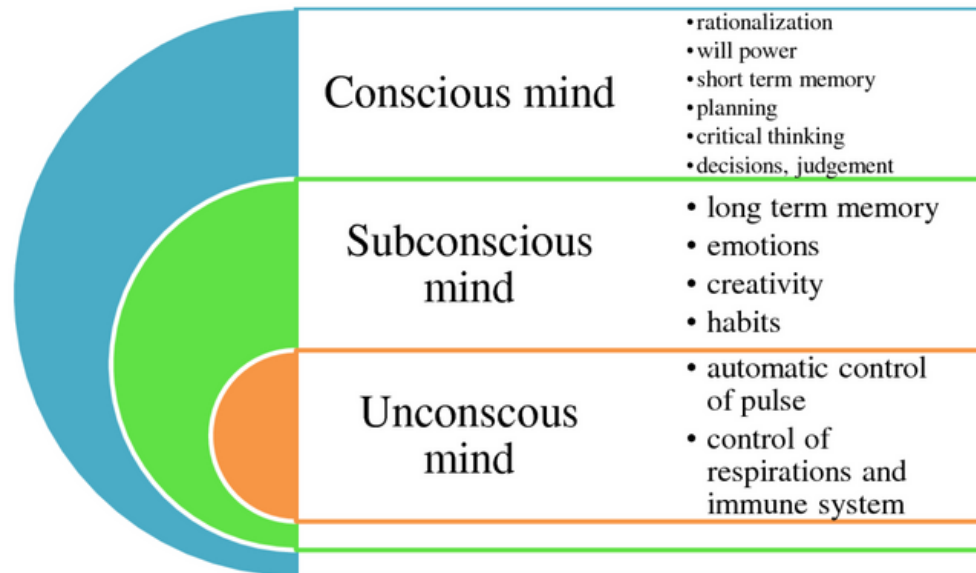
DO...?
CAN...?
WILL...?
DOES...?
IS IT...?
WAS...?

“Successful people ask better questions, and as a result, they get better answers.”
- Tony Robbins



Asking questions is 3 times more persuasive than presenting information. Work on your questioning skills and you will drive your results.

Questions hi-jack your brain



When you hear a question, you literally cannot think of anything else.

When you hear a low-quality question that is simple to answer, little thought is needed as the answers are easily at hand in your conscious mind.

When you hear a quality question you must look back into your memory bank and deeper subconscious to find the answer – quality questions make you think AND feel!

If you ask GREAT questions, they can help people have new thoughts, new ideas and look at new possibilities.

How do you feel when someone asks you a great question?

What is 'on hold' in your life that shouldn't be?

What is the one thing you would regret if you never did anything about it?

If you only had 6 months to live (and all in good health) what would you do differently with your time?

If you could do anything with a guarantee that you would succeed, what would you do?
What is the earliest holiday memory you have?

What sort of person do you know you're capable of being that you wouldn't want to be?

Three levels of questioning

- Level 1 challenge - Getting Technical.

These are the surface problems of a business, the headline level discussions. Not enough of this, want more of that, I've been tasked to do this etc.

- Level 2 challenge - The Business-Financial Impact.

What is the current impact on the business? What would the business lose if it did nothing? What costs are they currently incurring? How short of quota are they? Where does this sit as a priority to the company? Who else cares about this?

- Level 3 challenge - Personal Interest

Sales people rarely dive down here, but this is where the emotions live and that is where sales are made, and relationships are formed. How is this affecting them? What impact is it having on their team? What will it mean for their future? What do they talk about to their partner when they get home? What keeps them up at night?

What do you need to discover?

1

2

3

4

5

6

7

8

Opening questions

To set the scene and stop you from jumping into solution mode, start with a 'chunked up' question to get the prospect opening up and make sure you're on the right track.

"Last time we spoke you explained that XYZ were the most pressing issues to you currently, is that still the case?"

"Explain to me what made you keen to meet today?"

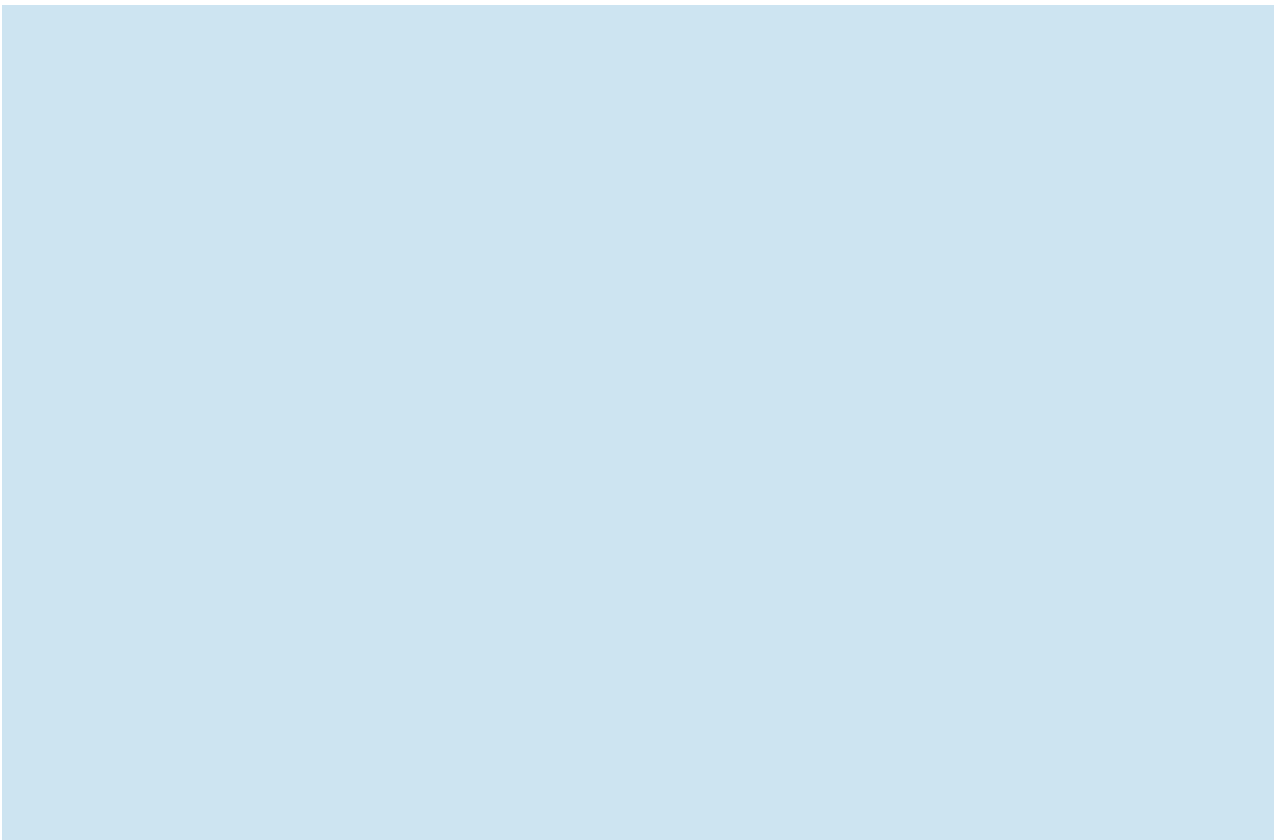
"What would be a good outcome of today's meeting for you?"

"From our last conversation I've made some assumptions, can I explain these to you and check I'm on the right track?"

"What's most important to you that you get from today?"

Discovery questions

List eight questions you're going to ask to discover the most relevant, important and engaging needs of the client.



Be curious about your prospect's world



1. What would you like to achieve from our meeting?
2. What would be a great outcome of today for you?
3. How do you currently.....?
4. What did you originally get XYZ to achieve?
5. If what you use now could achieve anything else for you what would you want it to do?
6. Who else is this important to at your company?
7. Who else is tasked with solving this problem?
8. Tell me more about that.
9. So how does that work?
10. If this could achieve anything for you – what would it be?
11. How important is this right now?
12. What would be an ideal new customer for you?
13. What are you trying to achieve?
14. How often do you look at this?
15. On a scale of 1 -10 how much of a priority is this to you?

16. Let's say you had a solution in place for six months, what would it have to have done by then?
17. Would it be crazy for us to book in twenty minutes to investigate this further?
18. What else have you tried?
19. Can I ask an awkward question?
20. Would you be comfortable with that?
21. Who else would be excited about this?
22. Tell me about your current situation.
23. How often is this discussed?
24. What would be a perfect solution for you?
25. Would you be open to exploring this a bit further?
26. Would you be kind enough?
27. Where could you see this having the biggest impact?
28. What are you thinking?
29. Have you learnt enough today to feel you'd be happy to have a deeper dive?
30. Other than XYZ, what else could you see getting in the way of this?
31. What would you like to see happen next?
32. Tell me about your usual process on decisions like this.
33. How familiar does this sound to you?
34. How would you measure the success of this?
35. What else?
36. Tell me about that?

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