

# How to be a Sales



Paul O'Grady

Love buying

Hate being sold

# HIGHLY COLLABORATIVE



## Definitions of selling

The job or skill of persuading people to buy things





Analysis

\$\$\$



Process



Management



Marketing



Vision



Organization



strategy



Development

Solution



- Situation
- Problems
- Evidence
- Consequences
- Implications



- Future
- Implications
- Constraints
- Summarize



# Mutually Explore



# Sales Consulting Ladder



Source: AchieveGlobal

# The Business Opportunity... Ask for the SPECIFICS

**Situation**

Contents and facts

**Problems**

What is the problem?

**Evidence**

How specifically is it a problem?

**Consequences**

How bad is the problem?

**Implications**

Who or what else does it affect?

**Future**

What do you want?

**Implications**

Rewards?

**Constraints**

What has stopped you? Will stop you?

**Summarise**

Get it right? Leave anything out?

## The Rule of Three

Getting to the Heart of The Matter

Develop your **‘Stimulate and Collaborate’** approach





**Selling is About Buying!**

# What Do Buyers Really Want?

- Reduced risk
- Demonstrated understanding of their business and ability to define the problem in meaningful terms
- Demonstrated competency and recognition of limits

**S**safety, **V**alue and **A**uthenticity

Mindset?

*Source: Harvard Business Review - How to Buy/Sell Professional Services, Warren Wittreich*

COACHiNG



**The Mindset of  
Curiosity and Learning**

# The Mindset Difference Between Average and Outstanding

## Average People in Selling Roles:

- Focus on the company
- Have a plan
- Want to be successful
- Think product, then customer
- Like their jobs



# The Mindset Difference Between Average and Outstanding

## Successful Top-Performing People in Selling Roles:

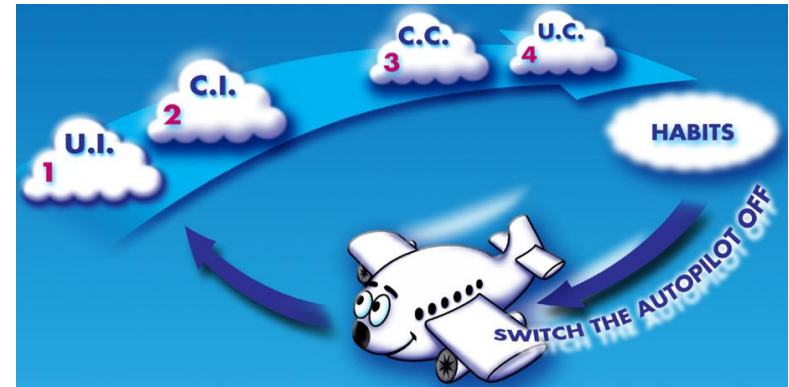
- Focus on the company and the customer
- Have a plan and remain flexible
- Want success for everyone
- Think customer, then product
- Love their jobs

What does success look like?

\* Lisa Earle McLeod, *Selling with Noble Purpose*

Success

Performance = Potential - Interferences



what people think  
it looks like

# Internal Dialogue



10

Inside out motivational  
psychology



Check  
out your  
ID



Think/Feel



Act




Performance  
/Result

1

Outside in motivational  
psychology



# Linking Insights Solutions to Business Issues (business development)

- Increasing Team Effectiveness
  - Accelerating Leadership Development
  - Managing Change
  - Increasing Employee Engagement
  - Developing and Retaining Talent
  - Improving Customer Experience
  - Increasing Profitability
- 

# Example: Linking Insights Solutions to Business Issues

**Issue:** Managing Change

**Positioning Statement:** Insights Discovery helps individuals and teams understand their own and others' attitudes and preferences towards change thereby increasing the likelihood of adapting to change more quickly.

# Example: Linking Insights Solutions to Business Issues

**Issue:** Increasing Profitability

**Positioning Statement:** Insights Discovery helps individuals and teams communicate more effectively which can eliminate errors, miscues, and misunderstandings, which often lead to rework, waste, redundancies, and poor morale.

# Top Ten Summary

Change your operating paradigm, selling is about **'Helping your Clients Succeed'**

Mutually explore with your client by **Asking for the SPECIFICS**

Use **'The Rule of Three'**

Develop your **'Stimulate and Collaborate'** approach

Clients want **Safety, Value and Authenticity**

They **Love Buying** but **Hate Being Sold to**

Develop a **Mindset of Curiosity and Learning**

Switch **Off** your **Autopilot**

Check your **Internal Dialogue**, is it reducing your potential?

Talk about your products and services in terms of the **Problems** they solve.  
**Results** they address.





**Thank You**

