




# The Best One



**Think of the best salesperson you know.**

- What do they do that makes them the best?
- What is one behavior or action they do that you could adopt to make you better at selling?



“What makes a good salesperson? Let me be clear that it’s not the person who can talk someone into anything. It’s not the hustler who is a smooth talker. The best salespeople are the ones who put themselves in their customer’s shoes and provide a solution that makes the customer happy.”

Mark Cuban

How to Win at the Sport of Business: If I Can Do It, You Can Do It

- Define their value
- Discover what customers value
- Position themselves to be noticed
- Manage resistance
- Effectively plan sales calls





DEFINE THEIR VALUE



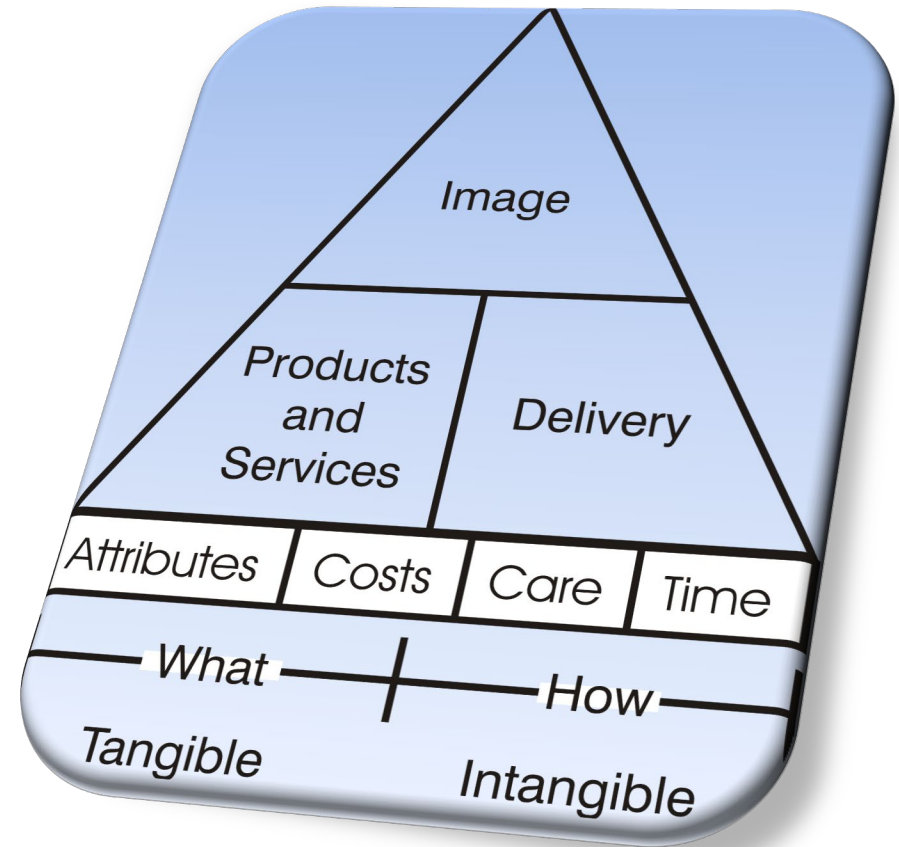
## What's It Worth To You?



**You are leaving on a family vacation or business trip and need to choose a hotel. Review the services listed and determine what they are worth to you.**

Hotel Services	Dollar Value
Clean hotel room with king bed	
Newspaper outside door	
Full-sized ironing board and iron in room	
Coffee maker in room	
Exercise facilities	
Pool	
Wi-fi	
Continental breakfast	
Rapid check-out	
Business Center	
Shuttle service	
Valet parking	

- Directly or indirectly defined by the customer
- Interpreted, refined, and delivered by the seller



$$\begin{array}{rcl} & \text{Product} & \\ +/ - & \text{Service} & \\ +/ - & \text{Attitude/Image} & \\ - & \text{Price} & \\ \hline = & \text{Value} & \end{array}$$





What Value Do  
You Provide?



**How would you describe to a  
customer the value you/your  
organization brings to a business  
relationship?**



DISCOVER WHAT CUSTOMERS VALUE

## Who Am I?





**On your back will be placed the name of a famous person.**

- Your goal will be to wander around the room and ask questions of others to help you identify who you are.

**There will be two rounds of questioning (five minutes each) with a break between each round to discuss the experience.**

- If you guessed your identity during the first round, act as an observer for the second round and be prepared to share what you saw.

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- In this round, you can only ask questions that can be answered with a “yes” or a “no.”
  - For example:
    - Am I alive?
    - Am I a real person?
  - You can only ask two questions of each person, then move on to someone else.

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- In this round, you can only ask open-ended questions that provide details about where, when, who, what, how or why. For example:
    - What kind of work do I do?
    - Where would I live?
  - You can only ask two questions of each person, then move on to someone else.
  - When responding, just answer the question directly and avoid giving additional hints or commentary.

## Hip Pocket Questions




**Smart sellers have a list of “go-to” questions that they use to start a conversation and gain a better understanding of a customer’s needs and what they value.**

- What’s your list?





Feel-Seeking	Share with Me	Magic Wand	Best Case/ Worst Case	Alternative	Implication
How do you feel about...	Please share an example of how you addressed this in the past.	If you could change anything about your current situation, what would you change?	What is the best case? Worst case?	Of these two options, which one do you think will work best?	What would happen if...?



“A value proposition is a short statement that **clearly communicates the benefits** that your potential client gets by using your product, service or idea. It ‘boils down’ all the complexity of your sales pitch into **something that your client can easily grasp and remember.**”

“A benefit or set of benefits that meaningfully and favorably distinguishes you from your competitors.”

– Philip Kotler



- Best quality
- Best service
- Best value
- Best people
- Most customizable
- Most convenient
- Most advanced technology



## Why Me?



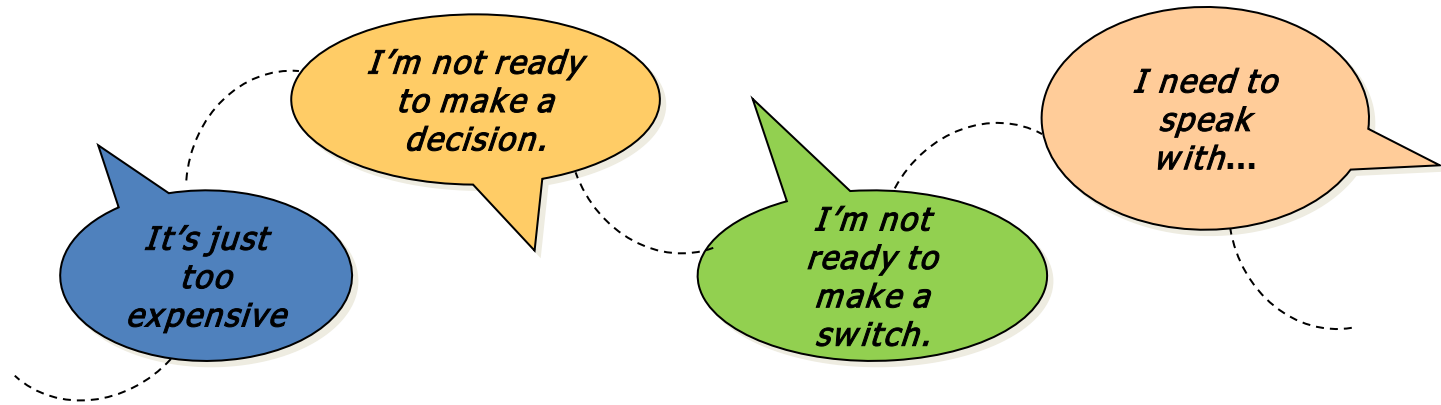
**Create a bumper sticker slogan that clearly communicates the benefits of doing business with your organization.**

- Be creative – there is no wrong response.

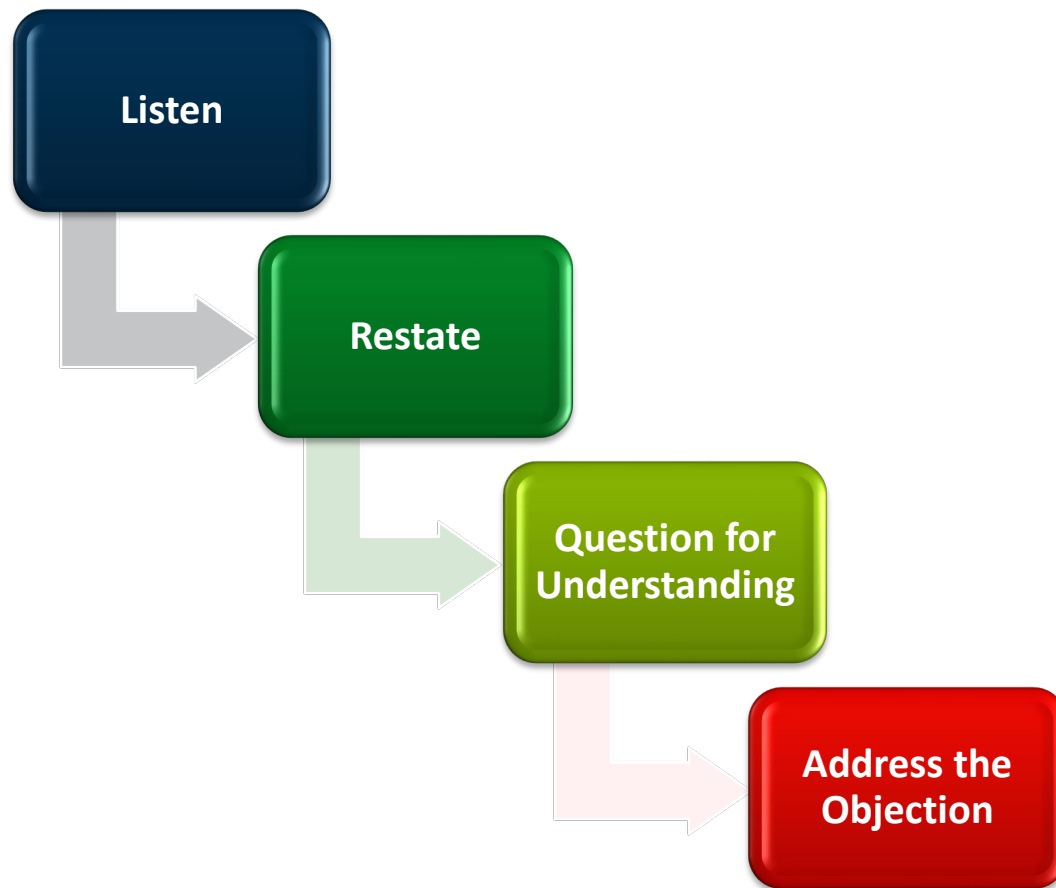


## MANAGE RESISTANCE





- Objections are a normal part of the sales process.
- Often, what you hear is not really an objection - it's a question or an excuse.
- Your job is to sort through what you hear and determine the best course of action.

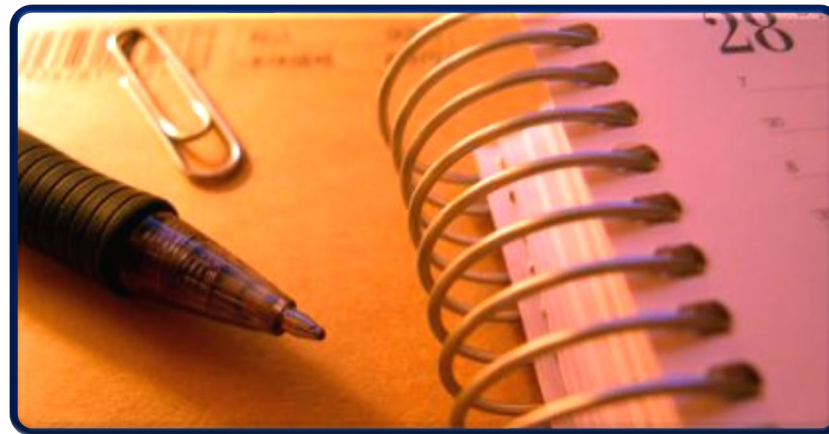


What Might We Hear?



**What kind of objections can we anticipate?**

**How should we respond?**



## EFFECTIVELY PLAN SALES CALLS

- Customer name and contact information
- Key influencers for this customer
- Objective for the call
- Questions to ask
- Selling points to make
- Anticipated objections
- Follow-up required





FINAL THOUGHTS





1. Adopt new and useful technology.
2. Create and follow a business plan.
3. Set goals.
4. Protect their investment for the legacy generation.
5. Build business relationships.
6. Keep learning.
7. Share what they've learned.