

The DELTA POINTS of Sales Excellence



DELTA POINT, Inc.

Overview Brochure

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HOW TO USE THE DELTA POINTS OF SALES EXCELLENCE™

Welcome to the *DELTA POINTS of Sales Excellence™* Series. This unique approach to developing sales expertise gives you and/or your sales team the opportunity and ability to learn about those philosophies, approaches and elements that will make a difference in building knowledge, messaging and relationships. We believe that these lessons will differentiate you and/or your organization as one truly focused on sales excellence and customer-centric selling.

These lessons have been designed for optimum flexibility. Although the lessons do build upon each other, they can also be powerful when used individually. If you are sharing these lessons with others, you can educate your team via a teleconference without having to travel to an off-site meeting or you can choose to use the PowerPoint slides and present the lesson as a classroom program.

Our goal is to work with you, the client, to determine which options will best fit your needs. Each lesson has multiple versions:

- The PowerPoint Presentation
- The Manager's Version which includes a Coaching Guide
- The Participant's Version

Here are some options to consider:

- Do you want to use the lesson in its current state ('off the shelf') or do you want these lessons customized for you or your team?
- Which lessons do you want to select? You can choose all of them or the ones that you feel will provide the most benefit. We can also provide guidance in which ones to select to fit your needs. What timeframes do you want to select for introducing new lessons? For reinforcement of lessons learned?
 - Do you want to include the CDs to supplement the learnings? To date, there are 3 CDs that Jerry Acuff, CEO of DELTA POINT, Inc. has recorded:
 - The Relationship Edge
 - Stretch Goal Setting
 - Stop acting like a seller and Start Thinking Like a Buyer
- Do you want the lessons to be designed as a self study course with self assessment questions?

- If you are interested in becoming a better sales person, you can select these lessons for you to use as an individual. We recommend that you choose the manager's version to get the full complement of advice and materials.
- Do you want DELTA POINT, Inc. to provide the training to your associates or do you want us to provide training to the trainers?
- After training on a particular lesson, what type of learning reinforcement do you want? Among the options are podcasts and/or emails, or follow-up Question and Answer sessions with guidance from DELTA POINT, Inc. associates.

The following section provides a brief synopsis of the learnings of each lesson – with just enough information to peak your interest! Although they are numbered here to indicate the order in which they were designed to be used, the numbers are not reflected on the individual lessons to allow for ultimate flexibility.

1: What Is Selling?

This lesson quickly gets at a very crucial question for any sales person in any sales organization: **What is selling?** Why might we need to agree on the definition of selling in our organization or even have clarity about it in our own minds? The answer is simple....because our beliefs drive our behavior! So what we “believe” selling to be will impact how we sell. This lesson helps the participant sort out what selling is in their mind and may help them to see selling in a light that they have not have seen it before. The definition of selling offered and discussed here can and will drive us to be more effective because it is rooted in customer centricity. This lesson is guaranteed to make your salespeople think.

2: INTENT IS EVERYTHING

What differentiates great sales people from good ones? This lesson provides an answer to that question by walking the participant through a series of discussions about intent and how it drives the course of the sales interaction. We discuss what typical sales people do when their results are not what they would like them to be and offer alternatives to change this: how to be different than other sales people in the eyes and minds of your customers. Through this process the participant discovers how the right intent affects how salespeople approach selling: what they say and do in front of their prospects/customers then becomes the deciding factor that tips the scale toward success.

3: KMR = KNOWLEDGE + MESSAGING + RELATIONSHIPS

Sales representative effectiveness in face-to-face situations is a function of three things: knowledge, messaging, and relationships. Most companies and individuals focus on only one or two of these elements as if they are stand-alone issues. The truth is, *knowledge, messaging, and relationships* are truly interwoven, and any one impacts the other two. Any sales interaction that is not giving you the sales results you desire can probably be traced back to a problem with one of these categories. This lesson provides guidance in how to use KMR as a diagnostic tool for analyzing progress with clients. The participant will receive a thorough understanding of how success in selling is built upon mastering the foundations of these 3 key elements with insight as to how to accomplish this.

4: MEANINGFUL DIALOGUE

Without meaningful dialogue there is no selling. We define meaningful dialogue as “an adult discussion rooted in the truth” or “a free flow of meaning.” This lesson addresses this powerful concept which is only likely to happen consistently when our knowledge is expansive and our relationship with the customer solid. Although the concept sounds easy, it takes practice to accomplish. How do you get people to want to listen to you? This lesson describes the six basic rules of engagement which enable the participant to grow through practice to become a master of meaningful dialogue.

5: WORDS MATTER

When we consistently say the right thing...at the right time...in the right way we are more persuasive, we sell more, and we are more effective. So what *is* the right thing? How do we get to the point where our words have the effect we want on a more consistent basis?

When it comes to sales messages, the right thing is driven by a combination of the *right intent* and the *right content*. This lesson steers the participants towards thinking about how your words transmit your intent and how the words you choose will be received. The participant learns how to achieve the goal of creating compelling messages for those are the ones that are likely to change behavior, which results in greater sales success.

6: UNASSAILABLE POSITIONING

This lesson begins by defining unassailable positioning and leads the participant on the journey to learn where this aspect is most important. The participant will learn the steps that are necessary to create and communicate your product’s unassailable position through the use of questions. You’ll learn how to employ the power of questions rather than statements or facts about your product. This lesson will make not only the participants think but will change the thinking of your customers!

7: THE QUALITY OF OUR QUESTIONS

Most people have a fairly short attention span so they are not likely to listen very long unless we somehow engage them. Good questions, however, can grasp and hold a prospect's interest. This lesson defines the three purposes of questions in a selling situation. It guides the participant in understanding how to create questions that foster a conversation and steers them away from asking questions that may make the customer feel uncomfortable. The real reasons for asking questions are revealed in this lesson. The learnings from this lesson will most likely make your customers view you more different than other sales people and they will think about your products differently. A win-win for sales!

8: MANAGE THE CONTENT AND CONDITION

If we are going to enhance and make the sales interaction successful—and indeed be seen as different from all other salespeople—we need to be prepared in two ways- in the content **and** the condition of the call. This lesson provides the definitions of content and condition and how they are essential to the receptivity of your questions by your customer. This lesson provides the questions you need to ask to prepare the content of your questions and the 3 important points to consider when creating the condition.

After learning this lesson, the participant will understand how to elicit information from the customer in a way that the customer wants to share that information. Undoubtedly, this lesson will be reviewed many times by the participant after the initial learning because it may take a long time to craft the exact language you should use to create optimal content and condition for your call, but the result will be an increase in your effectiveness as a salesperson.

9: WHAT IS YOUR STORY?

This lesson builds upon the concept of 'Words Matter'. It teaches the participant how to craft a story that connects with the client in such a way that the customer sees you and your product as truly different. This lesson includes the essential steps that are necessary to craft a story that is compelling, logical and visual. It steers the learner to explore the use of analogies, anecdotes and testimonials.

The participant will be challenged to keep the story simple, to be powerful. This lesson provides the directions that enable the participant to learn how to create a story that is well-prepared and so well thought-out that the customer says (or thinks), "Wow! I never thought of it that way!" Ideally, it engenders thinking. This lesson is one that the participant most likely will review numerous times to master the learnings.

10: WHAT ARE THE DIFFERENCES?

In many sales situations, the customer views the products as virtually the same. This lesson addresses how to differentiate yourself and your product. The concept of PICK is introduced – an acronym that the learner can apply to the characteristics of how to be different.

If you want to be seen as different you need to be different. But being different is never enough. You need to be able to clearly explain the differences to your prospects or customers why your company is different, your product or service is different and how you are different in a compelling way that matters to them. When you can do that on a routine basis you will be different and you will indeed sell more!

11: THE QUALITY OF THE CLOSE

Is anything more important to a sales call than the close? Has any sales topic been written about more? Closing, after all, is the one skill most sales managers feel their salespeople need to work on to be more effective. This lesson looks at the close in a different way: Closing begins with your mindset, with the first words you utter. From participating in this lesson, the participant will learn that the customer can view the 'close' as a natural part of the conversation.

The participant will learn the different types of closes and that the customer not only expects to hear a 'close' but will be disappointed if one is not provided. You'll learn how to ask questions that your customer feels comfortable answering honestly. You'll learn the right to ask for a commitment. This revolutionary way of viewing the close as a process is a lesson that the learner will want to review again and again.

12: BRIDGING OR TRANSITION STATEMENTS

Transitional statements can be an incredibly important part of any sales conversation because if you want to talk about more than one topic, product, or service, you need to be able to move from one subject to a different one without losing the customer's or prospect's attention. This lesson provides the key to bridging statements and recommendations on how to find something common between your products, services or initial chit-chat so that the conversation flows naturally from one segment to another. You'll learn how to form bridges between business topics to make them relevant and interesting to customers.

If you do prepare carefully and if you are able to find a common link, it increases the odds that you will create effective transitions. And effective transitions maintain interest and will give you more time to spend with virtually every customer or prospect...a necessary ingredient to have them listen to you!

13: INTERESTING OPENINGS CREATE BUYER INTEREST

You create a prospect's interest in—or resistance to—what you have to say in the first 20 seconds of your meeting. This lesson delineates how you can make the most of those 20 seconds. The participant will learn how to develop an inventory of interesting openings to use with different kinds of customers, because customers and prospects have different situations. Through the use of interesting openers, you will provoke customer interest which leads to positive, productive sales conversations.

14: MINDSET MATTERS

Mind-set is the established set of attitudes and beliefs someone holds. Clearly, our mind-set—our attitudes and beliefs—drive our behaviors. If you don't have the right mind-set, the likelihood that you will be an effective salesperson is not very good. This lesson combines the 3 critical components of mindset - (1) the right definition of selling, (2) the concept of intent and (3) sales success based on Knowledge, Messaging and Relationships. Building upon Carol Dweck's research from her book *Mindset*, this lesson shows how an individual can adopt a growth mindset to increase the likelihood of becoming an extremely effective sales person.

15: HANDLING OBJECTIONS

Handling objections or effectively dealing with them is one of the more crucial times in any sales interaction. This lesson provides an objection handling model employing two different techniques as well as the four main reasons customers raise objections. The participant will learn the most important part of handling an objection - what to do before responding. Handling the objection well moves us closer to a buying decision.

Few things are more powerful than dealing with the objection before it comes up. This lesson will help the participant anticipate those objections and the best way to respond when they are raised by the customer...a key to success in any sales situation!
