

How to Use the Delta Points of Sales Excellence™

Delta Point's unique approach to developing sales expertise gives you and/or your sales team the ability to learn about the philosophies, approaches and elements that make a difference in sales results: by focusing on the Delta Point tenets of 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.

Although the lessons do build upon each other, they are also powerful tools when used individually. Designed for optimum flexibility, you can educate your team via a teleconference or webinar (without having to travel to an off-site meeting) or choose to use the PowerPoint slides and present the lesson as a classroom program.

Each lesson includes multiple versions:

- ▶ **The PowerPoint Presentation**
- ▶ **The Leader's Version (including a Coaching Guide)**
- ▶ **The Participant's Version**

**Our goal is to work with you,
the client, to determine
which option will best
fit your needs.**

Jerry Acuff, CEO

Lesson Topics:

- Defining Selling—Building a Foundation for Success
- Pure Intent Creates Sales Excellence
- KMR—the Trifecta of Sales Excellence
- Engaging Sales Conversations with Meaningful Dialogue
- Torture Your Words to Sell More
- Positioning Your Product
- Selling through Questioning
- Crafting Language to Increase Sales
- The Power of Stories in Selling
- Differentiating Yourself and Your Product in Selling
- Closing Begins with Your Mindset
- Transitioning Topics in Sales Conversation
- Grab Your Customer's Attention with Your Opening
- Mindset Matters: the Power of Your Thoughts
- Welcome Objections as Sales Opportunities
- Achieve Incredible Things by Setting Goals
- The Relationship Edge: How to Develop Relationships
- Changing Habits: A Selling Strategy



18 Focused Skill-Builder Modules



Defining Selling—Building a Foundation for Success

To be successful in selling, sales professionals need to have clarity in their minds as to how selling is defined. This lesson provides a working and relevant definition of selling and explains why and how an organization benefits from defining selling for its sales teams. Because beliefs drive behavior what sales people believe selling to be will impact how they sell. The true definition of selling discussed in this lesson can and will drive sales people to be more effective because it is rooted in customer centricity. This lesson is guaranteed to make your sales people think.

Pure Intent Creates Sales Excellence

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 make them more effective. Discover how the right intent affects the way sales people approach selling: what they say and do in front of their prospects/customers may become the deciding factor that tips the scale toward success.

KMR—the Trifecta of Sales Excellence

The effectiveness of sales representatives 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 were 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 prospects and customers. Gain a thorough understanding of how success in selling is built upon mastering the foundations of these three key elements which will enable you to reach your goals.

Engaging Sales Conversations with Meaningful Dialogue

Unless a sales person can effectively engage the customer in meaningful dialogue, it is virtually impossible for selling to occur. This lesson addresses this powerful concept which is only likely to happen consistently when your knowledge is expansive and your relationship with the customer is 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 serve as a guide to creating impactful dialogues.

Torture Your Words to Sell More

When you consistently say the right thing...at the right time...in the right way you are more persuasive, you sell more, and you are more effective. So what is the right thing? How do you get to the point where your words have the effect you 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 provides a guide on how to recognize the power of words—how they transmit your intent and how they will likely be received. Learn how to achieve the goal of creating compelling messages to change behavior, resulting in greater sales success.

Positioning Your Product

This lesson begins by defining unassailable positioning and leads you on a journey to learn where defining positioning is most important. Learn the steps that are necessary to create and communicate your product's position by employing the power of questions which is more impactful than stating facts or features about your product. This lesson will not only make you think but will change the thinking of your customers!

Selling through Questioning

Most people have a fairly short attention span. They are not likely to listen very long unless you actively engage them. Good questions, however, can grasp and hold a customer's interest. This lesson defines the three purposes of questions in a selling situation and offers an understanding of how to create questions that foster a conversation. It stresses the importance of asking questions that make the customer feel comfortable. The real reasons for asking questions are revealed in this lesson. Through the use of effective questioning, your customers will view you differently than other sales people and, as a result, think about your products differently. A win-win for sales!



Crafting Language to Increase Sales

The words that you use in selling determine how well you communicate. This lesson examines the two significant components of the selling language: the content and the condition by defining these attributes and teaching how they are essential to the customer's receptivity of your message. You will gain an understanding of how to elicit information from the customer in a way that makes that person want to share feedback. This lesson will provide the questions that need to be answered to prepare the content of your questions and the three important points to consider when creating the condition. Undoubtedly, this lesson will be reviewed several times after the initial introduction because the learnings are essential in order to craft the exact language you want to use to create the optimal content and condition for your call. Applying these concepts will undoubtedly increase your effectiveness as a sales person.

The Power of Stories in Selling

Telling stories that resonate with your customer is one of the more powerful tools available to sales people. This lesson builds upon the concept of "Words Matter" and teaches how to craft a story that connects with the client. You will learn the essential steps that are required to develop a story that is compelling, logical and visual. The use of analogies, anecdotes and testimonials to keep the story simple yet powerful will be explored. This lesson provides the direction to create a story that is well-prepared and so well conceived that the customer says (or thinks), "Wow! I never thought of it that way!" Ideally, it engenders thinking. This lesson is so compelling that it may need to be reviewed numerous times to master the teachings.

Differentiating Yourself and Your Product in Selling

In many sales situations, the customer views competing products as virtually the same. Therefore it becomes even more important to differentiate yourself and your product. This lesson addresses how to accomplish this effectively and introduces the concept of PICK—an acronym that describes the characteristics of how to be different. But being different is never enough. You need to be able to clearly explain the differences to your prospects or customers not only why you, your company, and your product or service is different but why this matters to them. When you can do this in a compelling manner on a routine basis you will be different and you will indeed sell more!

Closing Begins with Your Mindset

The close of a sales conversation is one of the more important parts of selling—it can mean the difference between getting and losing a sale. This lesson looks at the close in a different way: closing begins with your mindset, with the first words you utter. You will learn how the customer can view the close as a natural part of the conversation. Learn the 4 different components of a great sales close and how to position the close so that your customer will feel comfortable answering. You will learn how to earn the right to ask for a commitment. This revolutionary way of viewing the close as a process is a lesson that will drive your sales engagements to be more effective in gaining commitments that will ultimately lead to better sales results.

Transitioning Topics in Sales Conversations

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 includes recommendations on how to find something in common between your products, services or initial chit-chat so that the conversation flows naturally from one segment to another. You will learn how to form bridges between business topics making them relevant and interesting to customers. By preparing carefully and finding a common link, you increase the odds of creating 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!

Grab Your Customer's Attention with Your Opening

You create interest in — or resistance to — what you have to say in the first 20 seconds of your sales meeting. This lesson delineates how you can make the most of those 20 seconds. You'll learn how to develop an inventory of interesting openings to use with different kinds of customers and how to target your opening to get optimum engagement. Through the use of captivating openers, you will provoke customer interest which leads to positive, productive sales conversations.

Mindset Matters: the Power of Your Thoughts

Mindset is the established set of attitudes and beliefs someone holds. Clearly, your mindset—your attitudes and beliefs—drive your behaviors. If you do not have the right mindset, the likelihood that you will be an effective sales person is not very good. This lesson combines the three critical components of mindset: (1) the right definition of selling, (2) the concept of intent and (3) sales success based on KMR (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.



Welcome Objections as Sales Opportunities

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 for the four main reasons customers raise objections. Learn the most important part of handling an objection — what to do before responding. Handling the objection well moves the customer closer to a buying decision. Few things are more powerful than dealing with the objection before it arises. This lesson teaches how to anticipate objections and uncovers the best way to respond when objections are raised by the customer...a key to success in any sales situation!

Achieve Incredible Things by Setting Goals

It is hard to understate the power of goals. You can achieve dramatically more in life if you have clearly defined goals than if you do not. Lots of people set goals...yet many fail to realize how to achieve them. This lesson explains what is lacking when most people set goals: how to define them to get the desired results. You will learn the six rules that provide the secrets to ensuring you attain your goals. After reading this lesson, participants will become believers in the old adage, "If you fail to plan, you plan to fail."

The Relationship Edge: How to Develop Relationships

It has been said that business success is based 85% on people knowledge and 15% on technical knowledge. The ability to quickly and efficiently build valued business relationships with key internal and external customers — especially with whom we do not naturally connect — is critical and universal in its application across industries. This lesson shows how building business relationships is a skill virtually anyone can learn. Through a conscious, systematic and routine approach, learn how to build substantive business relationships through concise lessons that explain the three keys to developing business relationships and relationship mapping. Perhaps most importantly, it also addresses the challenge of how to build relationships with individuals with whom you may not naturally connect. After reading this lesson, you will be able to create a plan to develop relationships with those people who can help you succeed.

Changing Habits: A Selling Strategy

Studies have shown that 90% of our normal behavior is based on habits. This includes making buying decisions by a customer. Quite often habit is an unspoken (and often unrealized) reason as to why customers buy what they do. The challenge is how to make your customer aware of this habit in order to change it. Because a habit is something that you do without thinking, how do you make yourself (or someone else) think about a habit in order to change it? This lesson provides an answer: how to change a habit using three basic steps. It also provides a realistic approach to getting customers to change their habits. This lesson is one that readers will want to read again and again to apply the learnings to their lives and their customers' decision making process.



The Delta Points of Sales Excellence™

- ▶ More meaningful dialogue
- ▶ More effective sales interactions
- ▶ More focused coaching between sales associate and manager
- ▶ Creating and enhancing customer relationships
- ▶ Enhancing the skill sets of both sales associate and manager

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Making a Point of Sales Excellence

