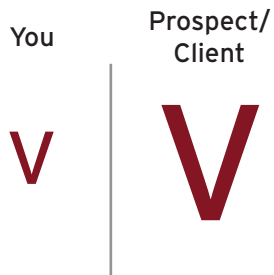


Understanding Value - Overview

Exercise: Visualizing our Value

Positioning Ourselves within the Conversation



One Down

Concept

Selling from weakness—a position of less than, “I’m just happy that someone is talking to me and asking for a bid. Glad to just get a meeting.”

Language

Excitement, needless, “Please call me back.” “What do I need to do to get your business.”

Thinking

I’m not worthy. Defaulting to their process. Calling at the lowest levels. Little belief in personal value



One Up

Concept

Selling from features and benefits. Talk 75% listen 25%

Language

“We can really help you.”

Thinking

Cockiness, you need me, you’re screwed up, no care for actual situation or person. It’s all about selling, I can help everybody.



All Even

Concept

Selling from equality, believe in your personal value, company value and fit in the marketplace. Talk 25%, listen 75%.

Language

“No is ok.” “I’m not sure if I can help you.” “What I have found works best...”

Thinking

Can’t help everybody, only those open to and that want help. Position of high-intent—not about closing the deal, it’s about finding the appropriate fit your their needs. Take a client through a defined process.