

7 Ways to Create Demand for Your Services



Sandler Training

SM

My biggest sales
challenge is..



Buyer/Seller Dance



Seller's System



Seller's System

I. Qualify

Seller's System

1. Qualify

2. Present

Seller's System

1. Qualify
2. Present
3. Close

Seller's System

1. Qualify
2. Present
3. Close
4. Chase

Buyer's System



Buyer's System



Buyer's System

1. Mislead

Buyer's System

1. Mislead

2. Unpaid Consulting

Buyer's System

1. Mislead

2. Unpaid Consulting

3. Mislead

Buyer's System

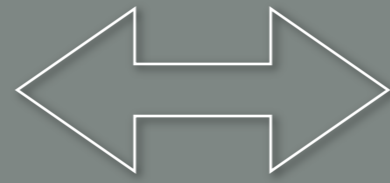
1. Mislead

2. Unpaid Consulting

3. Mislead

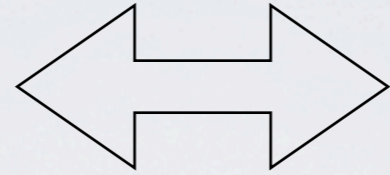
4. Hide

Seller's System



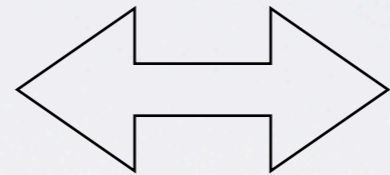
Buyer's System

Qualify



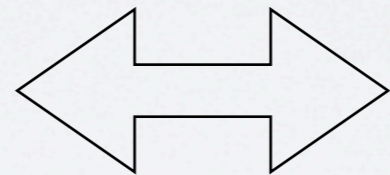
Mislead

Present



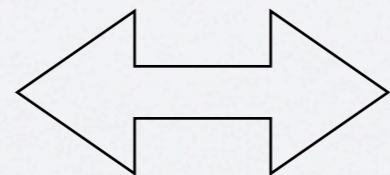
Unpaid Consulting

Close



Mislead

Chase



Hide

- Pattern Interrupt



- Pattern Interrupt
- **Set Ground Rules**



- Pattern Interrupt
- Set Ground Rules
- Personal, Compelling, Emotional Reason to Do Business



- Pattern Interrupt
- Set Ground Rules
- Personal, Compelling, Emotional Reason to do business
- **Investment**



- Pattern Interrupt
- Set Ground Rules
- Personal, Compelling, Emotional Reason to do business
- Investment
- **Decision**



- Pattern Interrupt
- Set Ground Rules
- Personal, Compelling, Emotional Reason to do business
- Investment
- Decision
- **Fulfillment**



WIMP JUNCTION



Break the Rules

Shift Your Selling Paradigm



OLD WAY

NEW WAY

Convince Prospect

Prospect Convinces You

Sales Pressure

Mutual Comfort

Always Be Closing

Closing is Natural
outcome of following a successful
process

Think It Over = Hope

Go for the NO

Best Features Win Deals

Relationship, Comfort and Ability to
Cure Pain wins deals.