



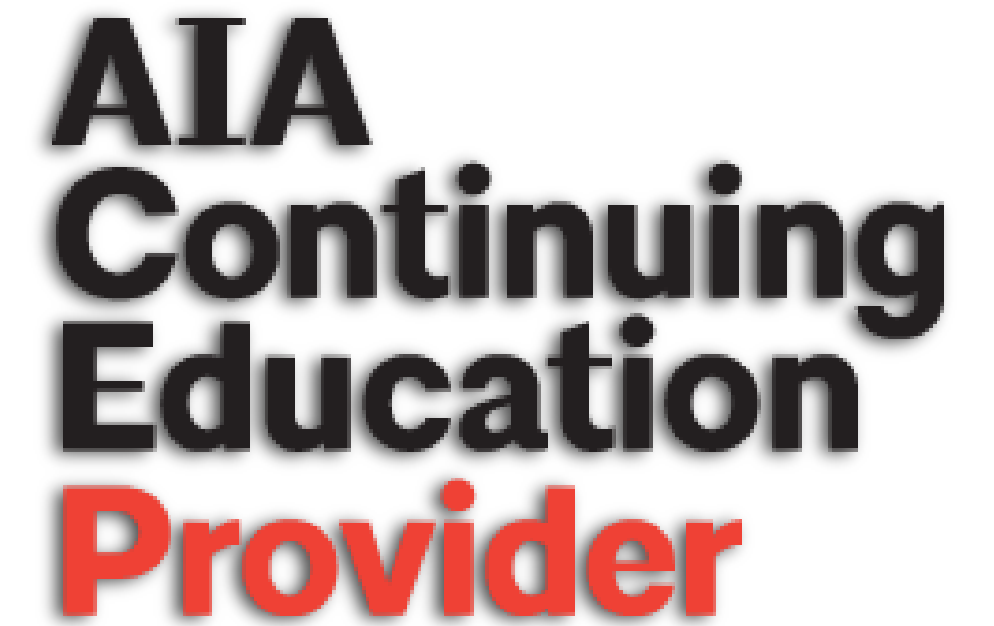
The EntreArchitect™ Community ANNUAL MEETING

The Business Conference for Small Firm Entrepreneur Architects

Nashville, Tennessee • October 23 - 25, 2024

Gaylord Opryland Resort & Convention Center

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Sell And Price Like The Expert You Are

Win Without Pitching

Overview

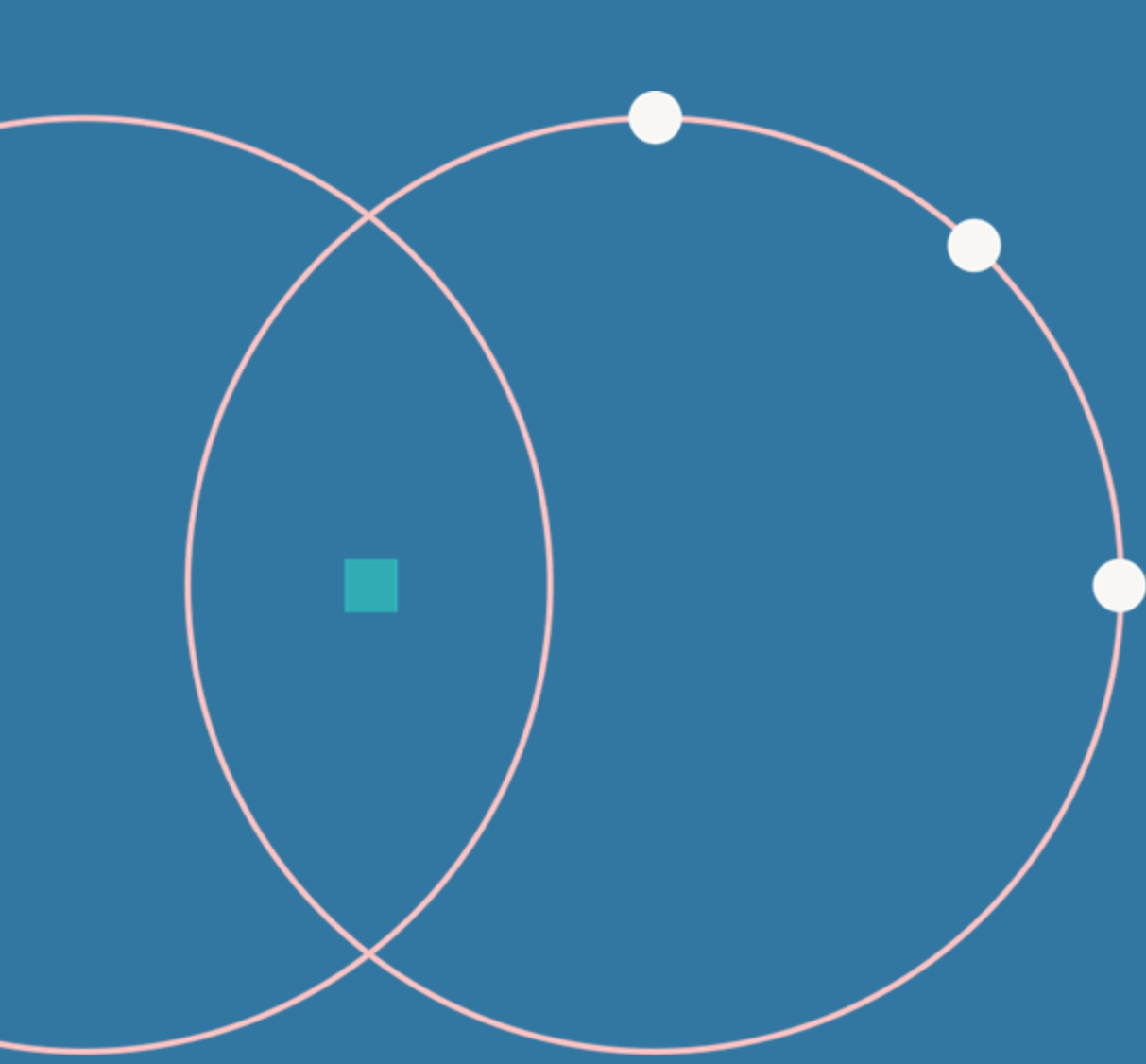
- Actionable skills and ideas for your next sales conversation
-

- Modeling language, find your own voice
-

- Positioning check in

Why It Matters

- As an expert advisor, you have two jobs
 - Deliver your expertise
 - Sell your expertise
-
- You need to bring expert you, not salesperson you. It's possible.



Expert You Vs. Salesperson You

Who Do You Want To Be?

✓ Expert You Is...

- Discerning
- Advising
- Collaborating
- Curious
- Fully present
- Adept at leveraging frameworks and tools
- Highly paid
- In demand
- Client-centric

✓ Salesperson You Is...

- Enthusiastic
- Pitching
- Convincing
- Answers-oriented
- Presenting
- Winging it
- Working for free
- Operating at a high cost
- Self-centric

The Four Conversations



the probative
conversation



the qualifying
conversation



the value
conversation



the closing
conversation

- 1. Which conversation is this?*
- 2. What is my objective?*
- 3. What framework do I use?*

The Probative Conversation



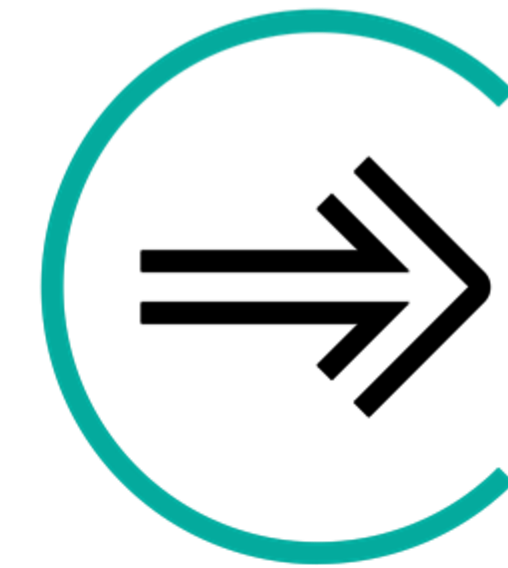
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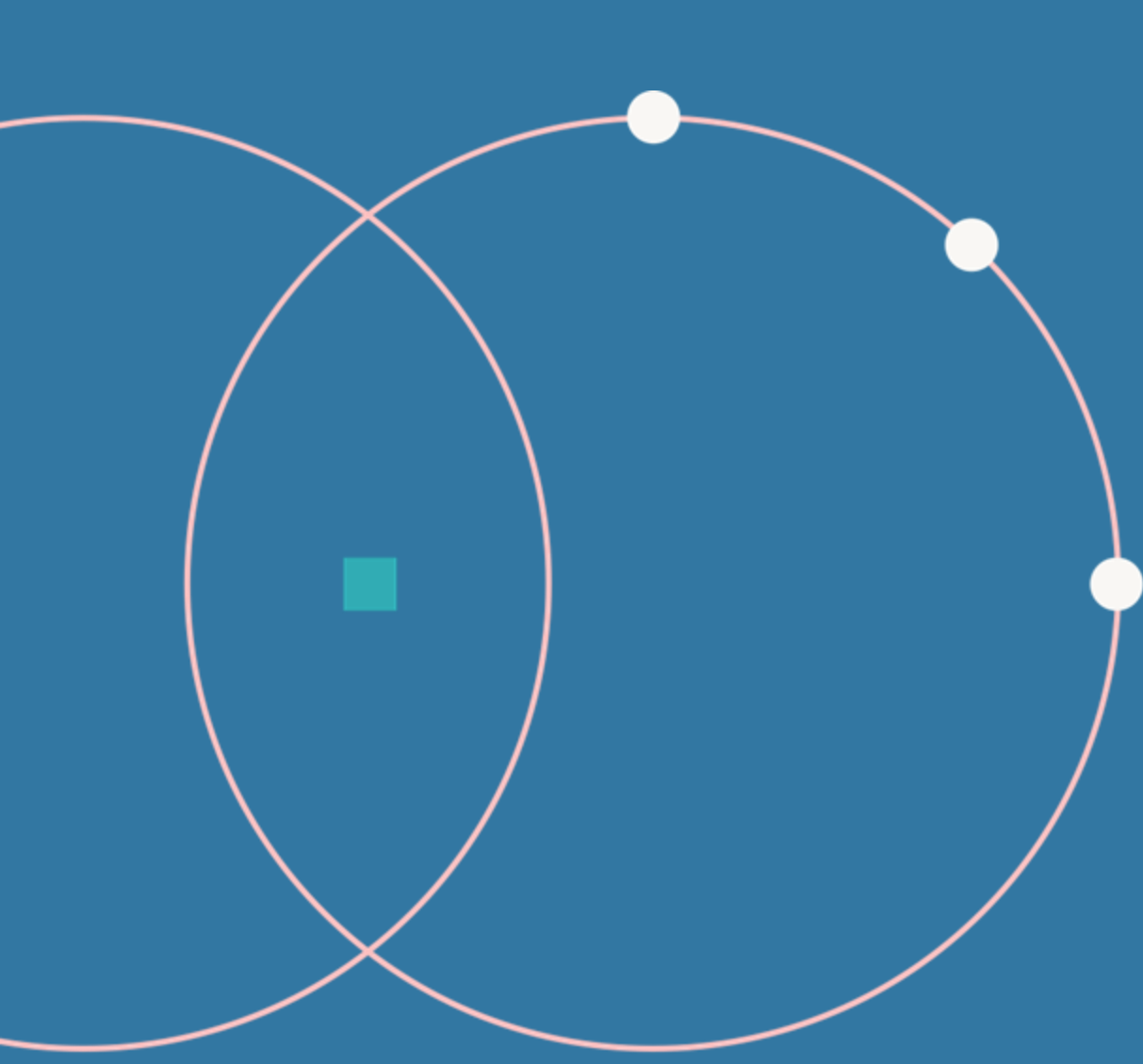


the closing
conversation

Objective

To *prove* your expertise to the client and move, in their mind, from vendor to expert



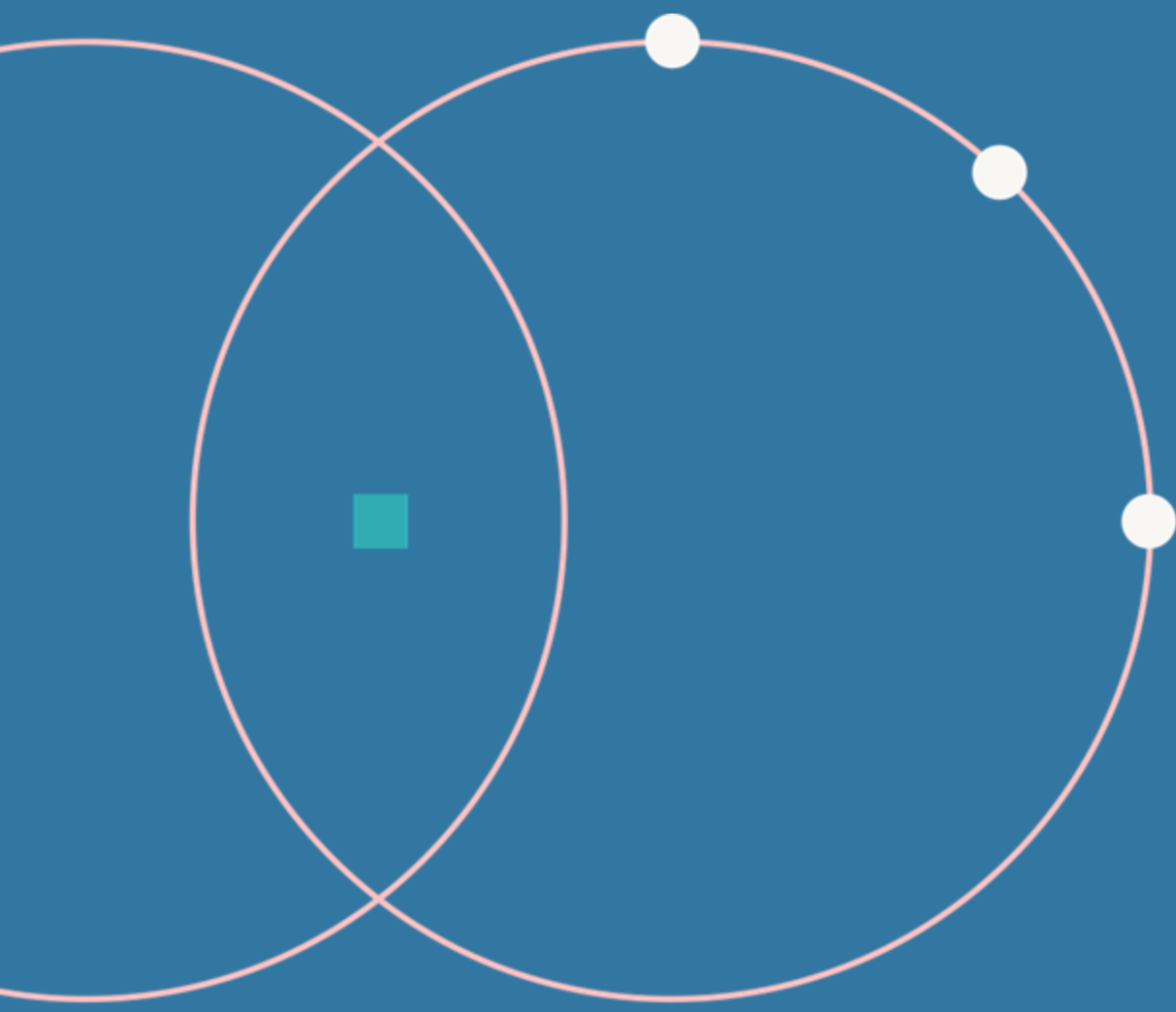


Are You Meaningfully Different?

Exercise: Outbound Introduction

- Think of your most highly coveted prospective client—someone with whom you do not have a direct or referred relationship
- Note the person you want to reach
- You get one phone call
- What do you say in that phone call?
- Specifically:
 - Introduce you/the firm
 - Explain why you're calling (your ask)
- (You have 3 minutes)





Gain Power Through Positioning

Elements of Positioning

► Focus (Discipline + Market)

- ⌚ Sales training for expert advisors and practitioners

► Positioning and Reassurance Statements

- ⌚ Win Without Pitching is the sales training and coaching program for experts. We help advisors and practitioners across numerous disciplines to sell and price like the experts they are.

► Perspective

- ⌚ You can and should win without pitching

► Hero Piece

- ⌚ *The Win Without Pitching Manifesto*

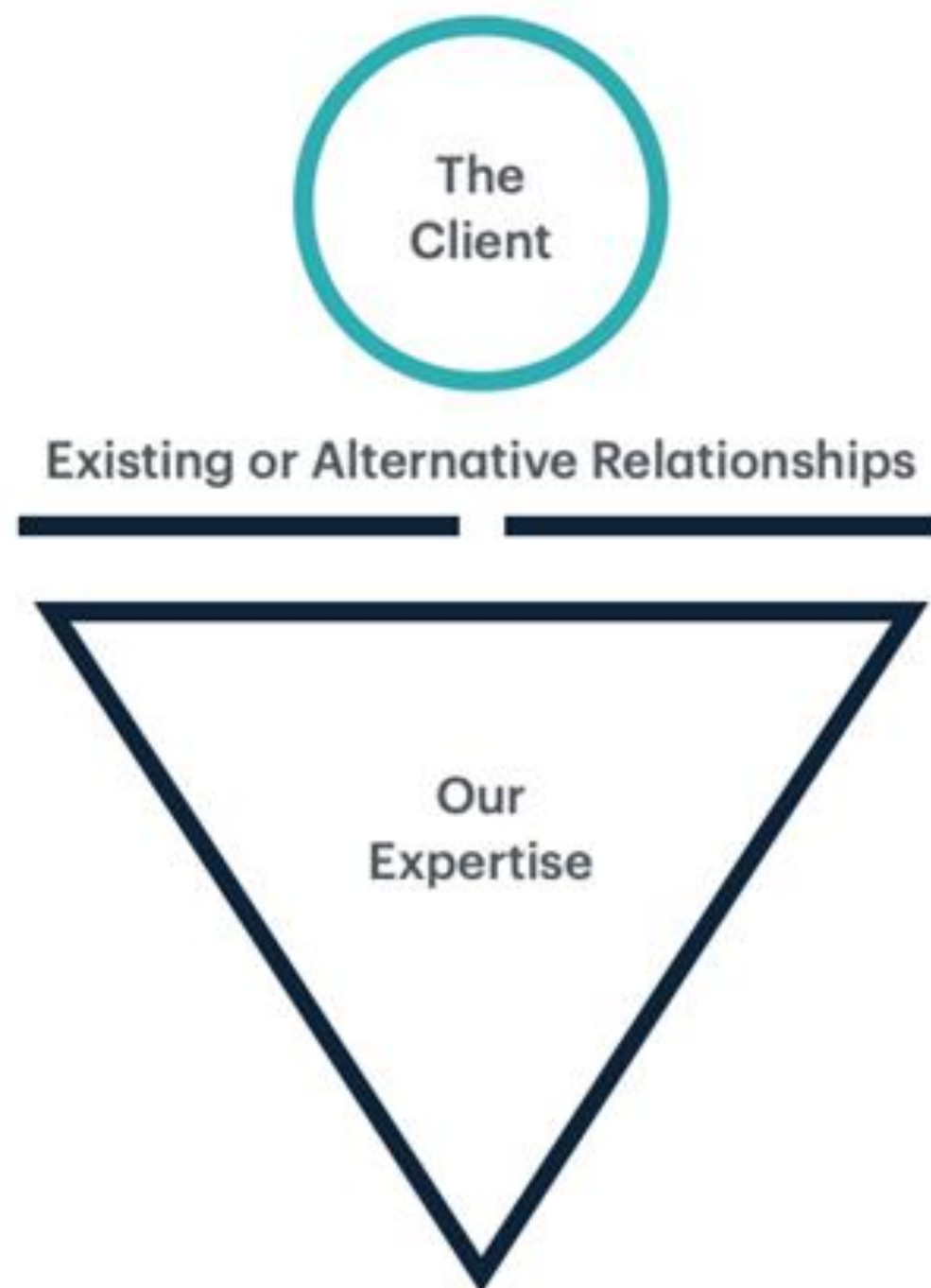
► Content Map

- ⌚ Books, blog, podcast & speeches



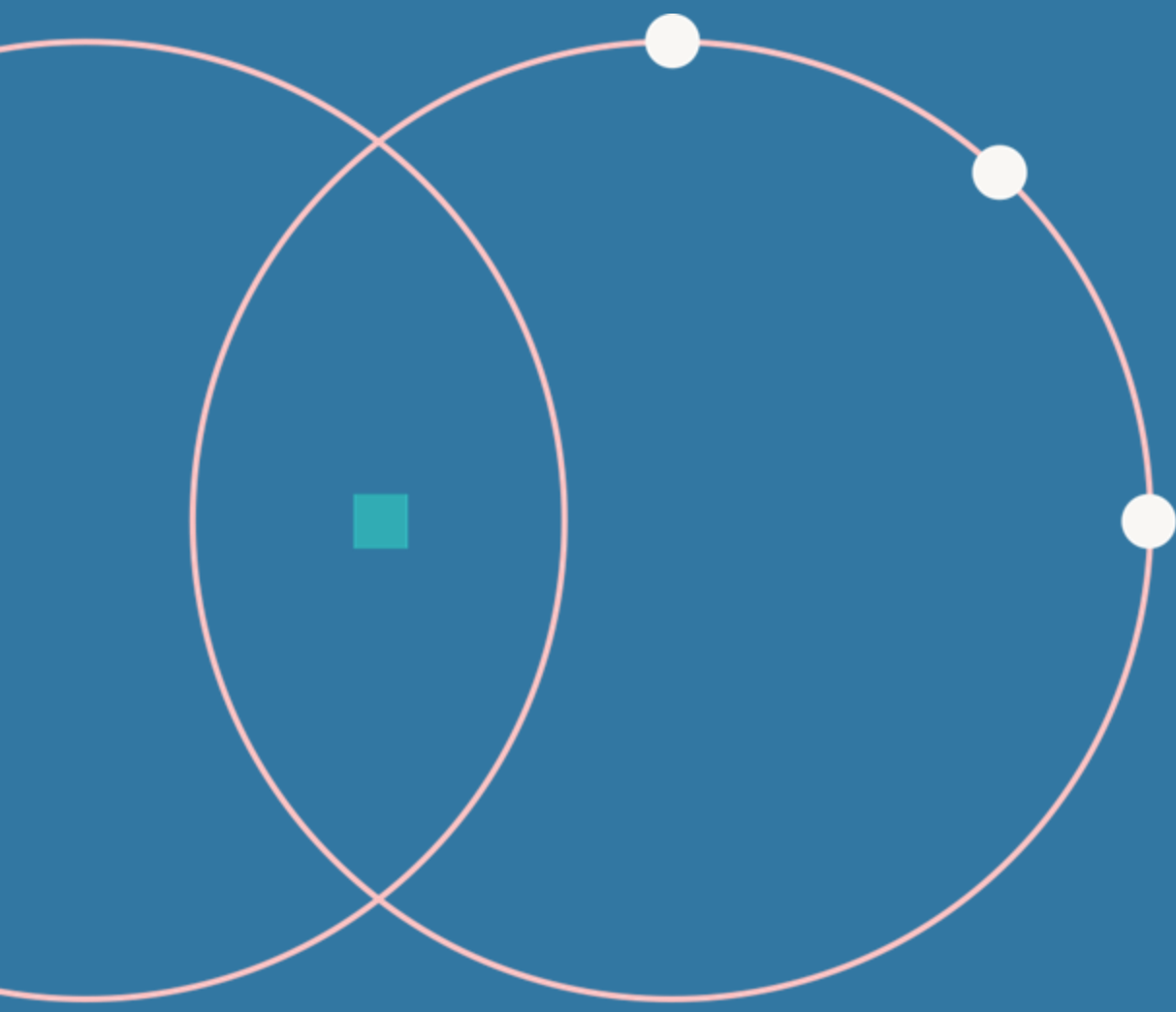
The Armour-Piercing Introduction

The Battering Ram Approach
to Outbound Lead Generation



The Armour-Piercing Approach
to Outbound Lead Generation





A Peek At The Qualifying Conversation

The Qualifying Conversation



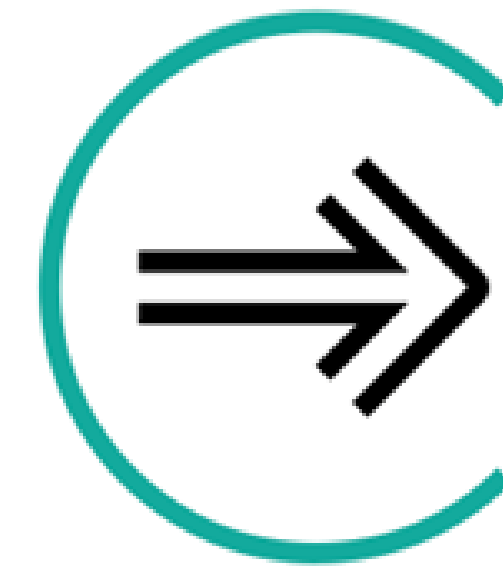
the probative
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the closing
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Objective

To vet the lead to see if an opportunity exists, and determine the next steps, while maintaining the expert position



Rules To Live By

- Don't convince, it's not your job
- It's just a conversation
- You're not trying to sell anything
- Be yourself
- Enjoy, learn, decide

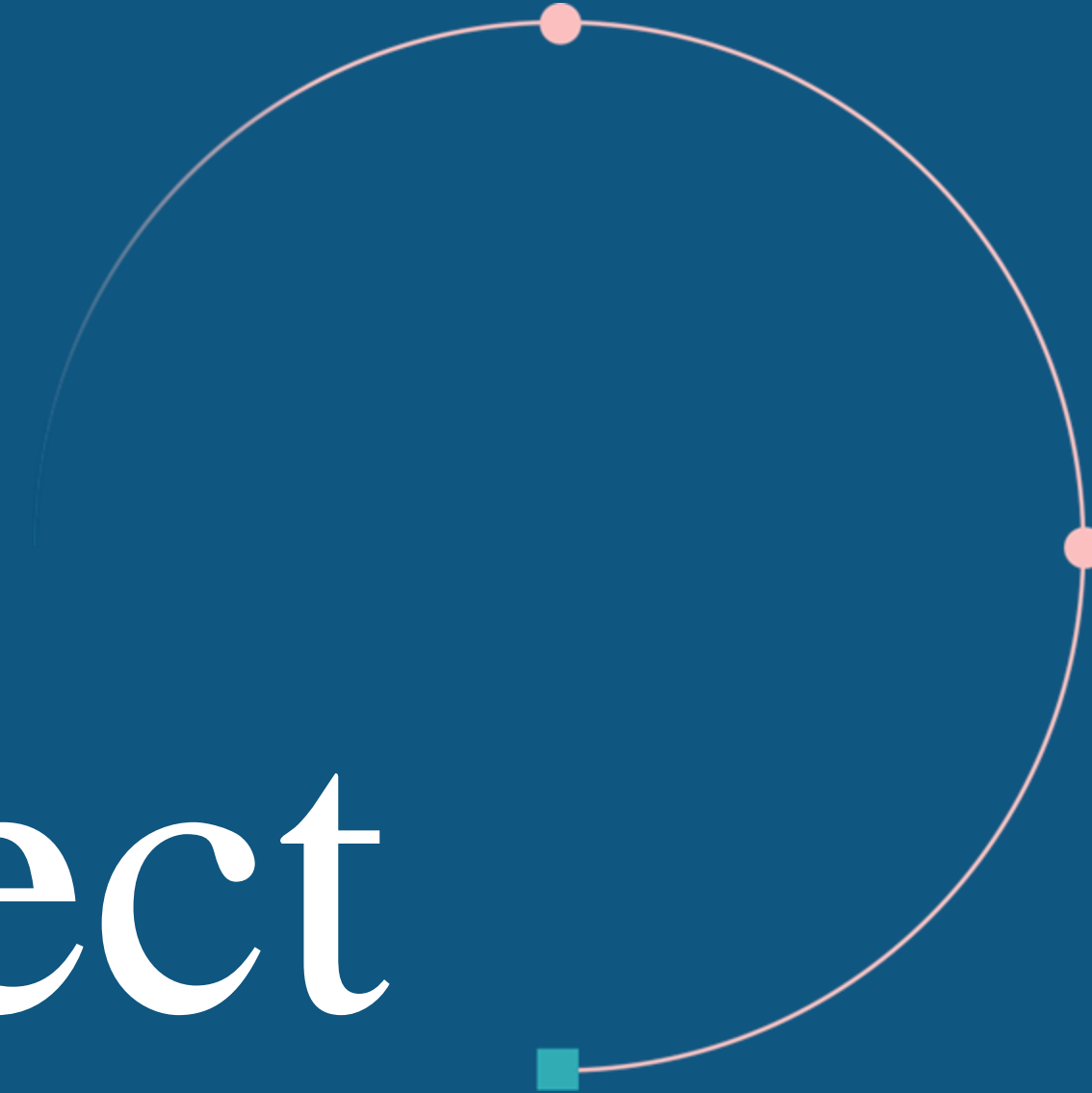


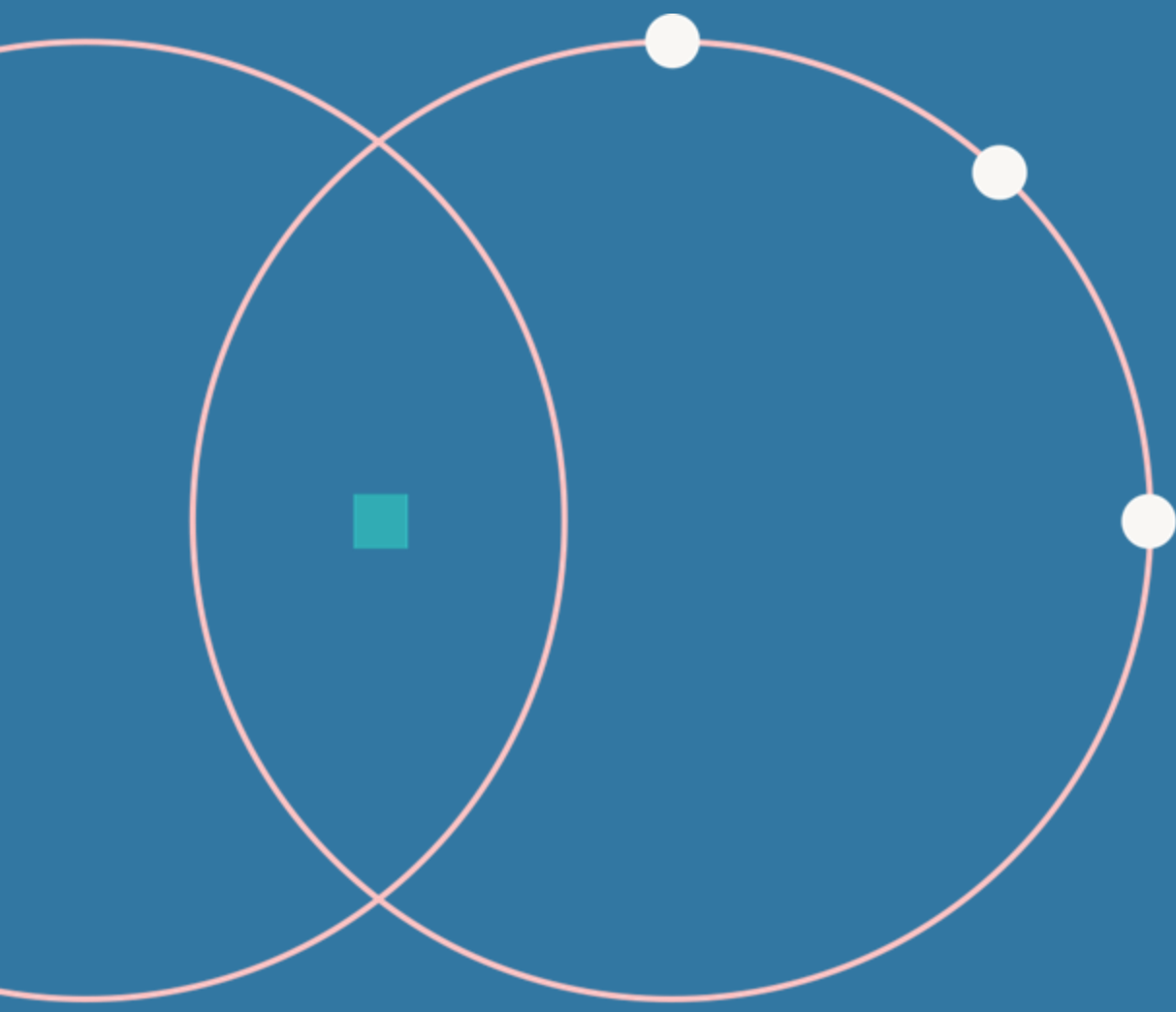
The Framework

- Context, Why Us?
- Desired Future State (DFS)
- Decision Maker and Process
- Financial Fit
- Timeframe
- Next Steps



Reflect





A Peek At The Value Conversation

The Value Conversation



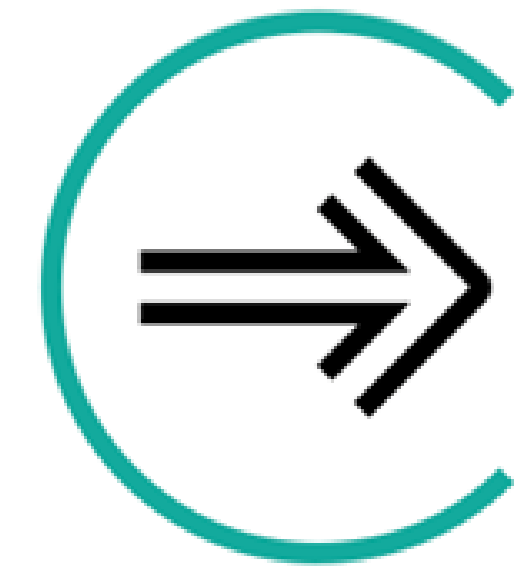
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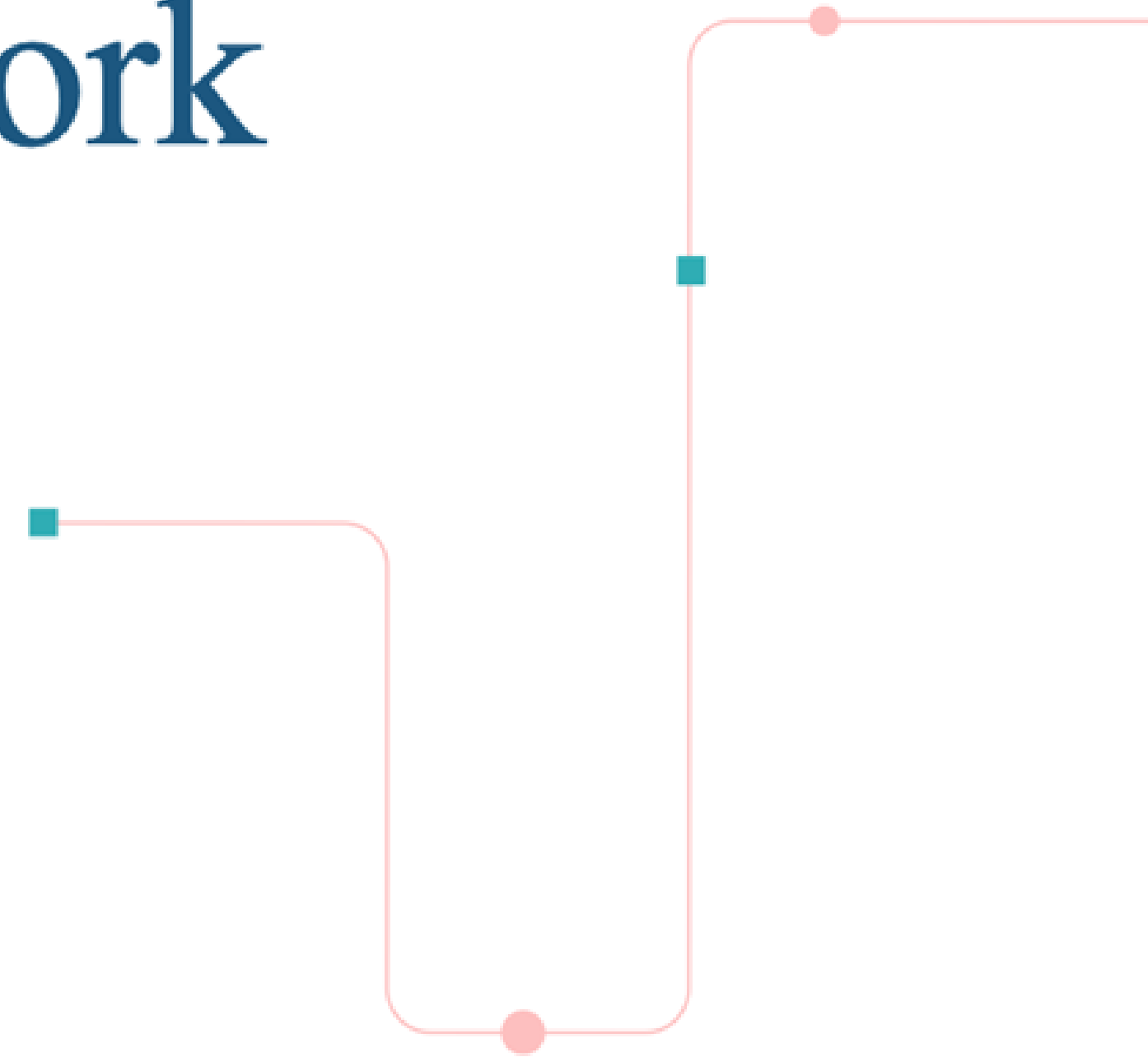
Objective

To determine the value you might create and the share you might command, while maintaining the expert position



The Value Conversation Framework

1. What do you want? (Recap DFS)
2. What will we measure? (Metrics)
3. What is the value of this? (Value)
4. What would you pay? (Pricing Guidance)



Revolution

1. The fastest way to raise prices...quit tethering your prices to your costs, set price as a function of the value to be created
2. Set price based on value creation, before ever discussing solutions.
3. Price on value, focus on value, create a culture of value.
4. Everything changes in that moment.



You Reversed the Value Chain

➤ From...

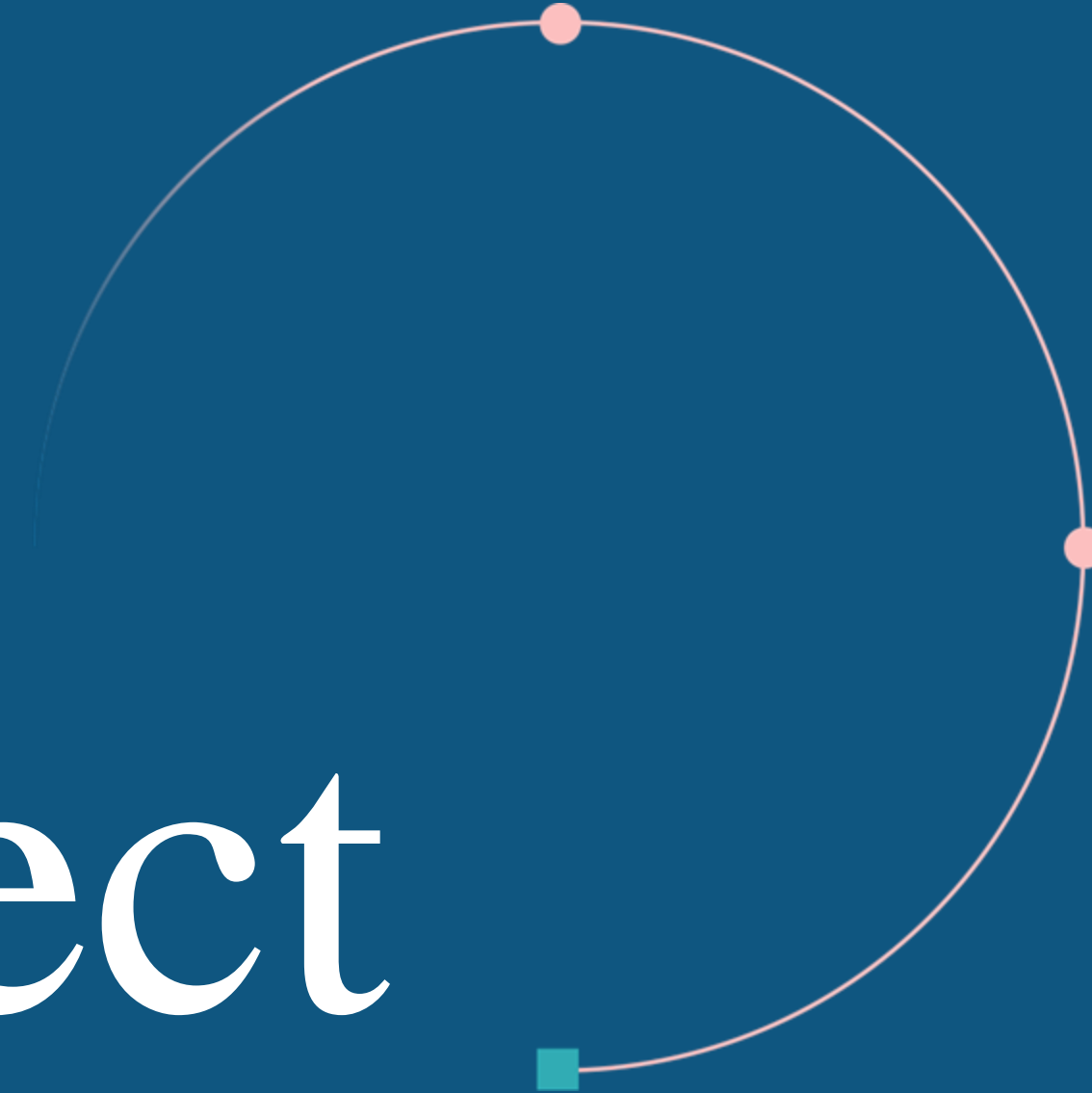
➤ Us -> Solution -> Cost -> Price -> Value? -> Client

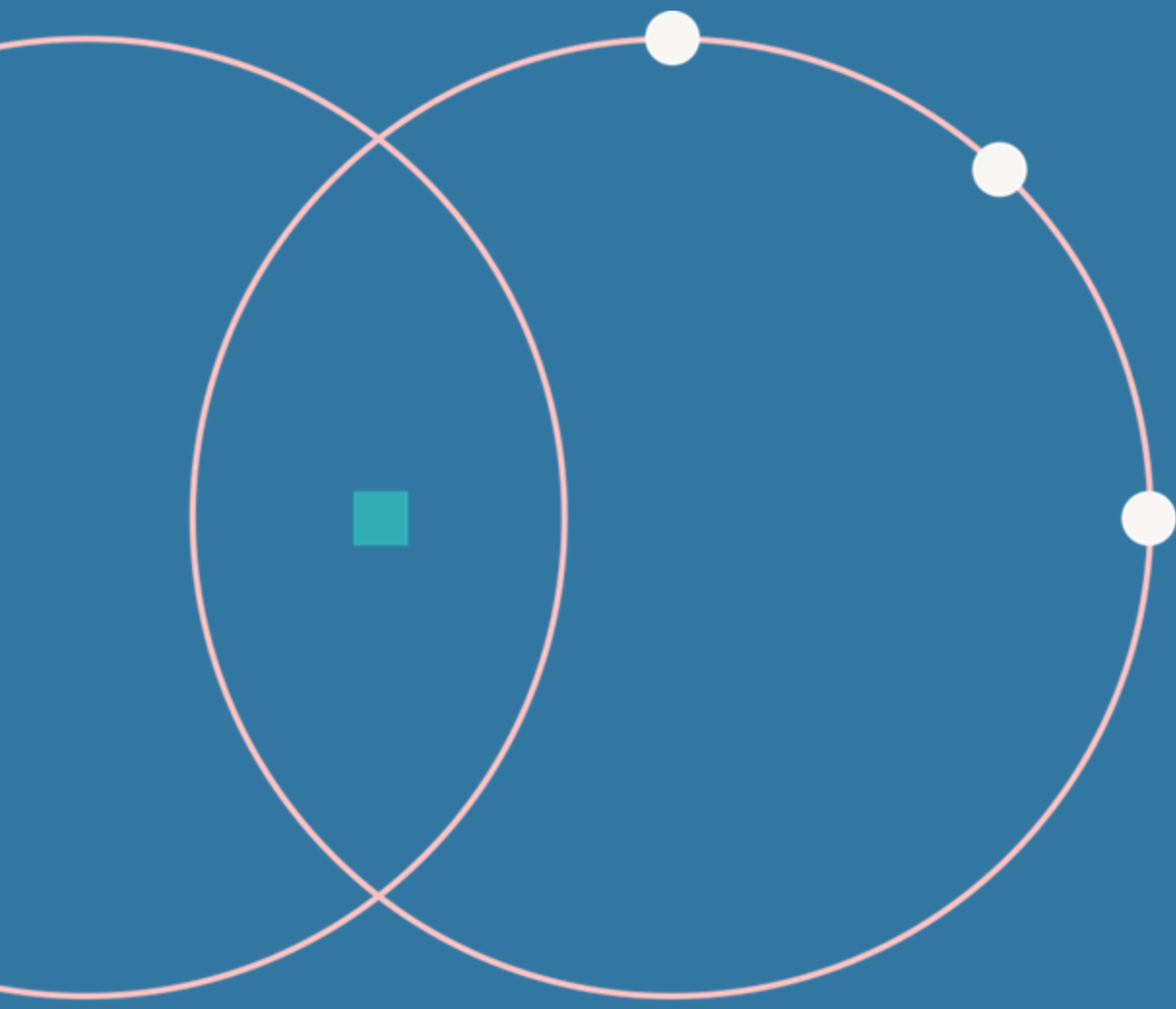
➤ To...

➤ Client -> Value -> Price -> Cost -> Solutions -> Us



Reflect





The Three-Option Proposal

The Four Conversations



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the closing
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The Gap Between The Value and Closing Conversations

Pricing and proposal development



1 Keep it to one page

2 Name based on what the client is buying

3 Show what you can do (profitably) for the client's budget

Show what the client gives up in the cheap option by including it elsewhere



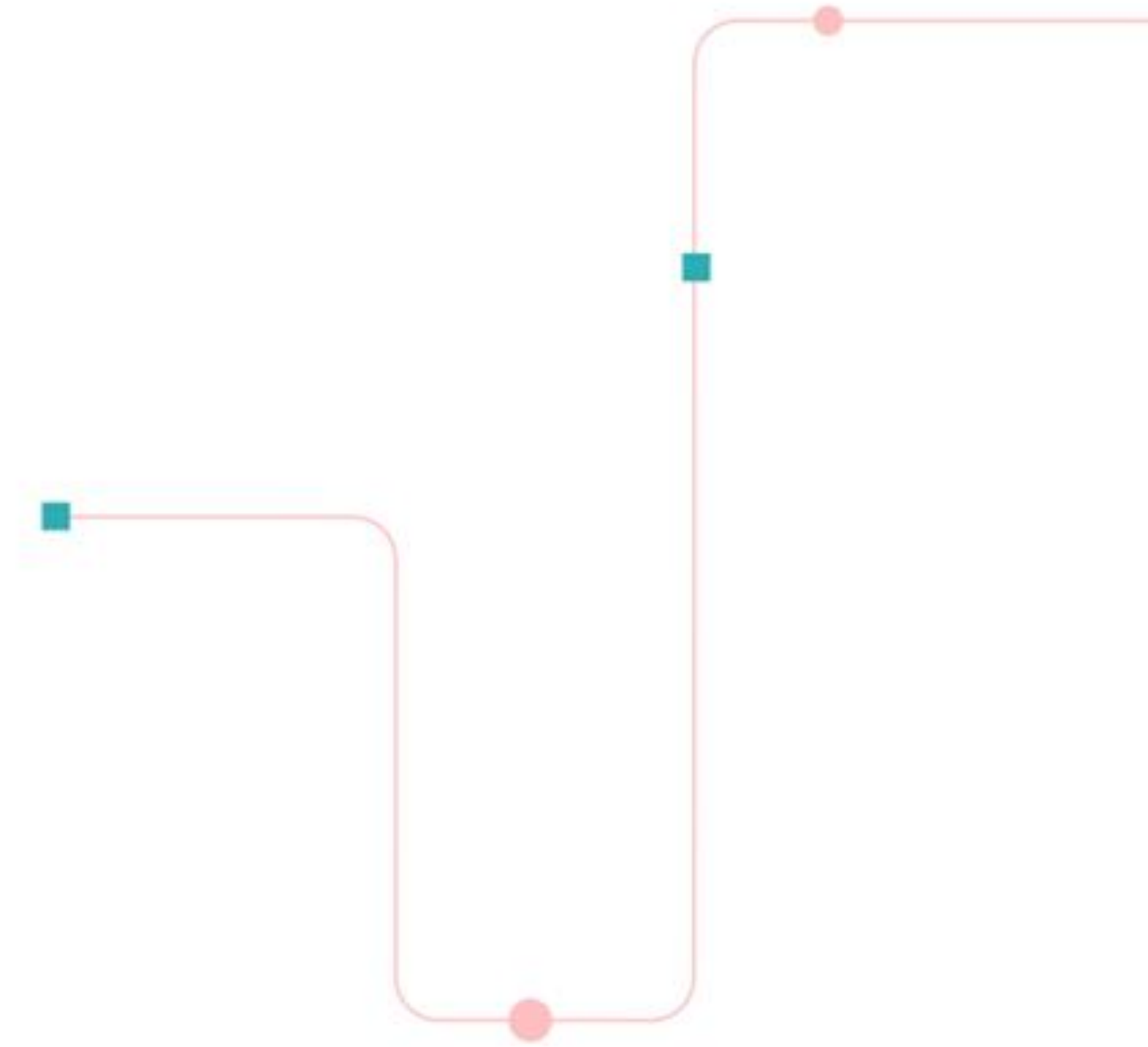
Win Without Pitching proposal for Lee Family

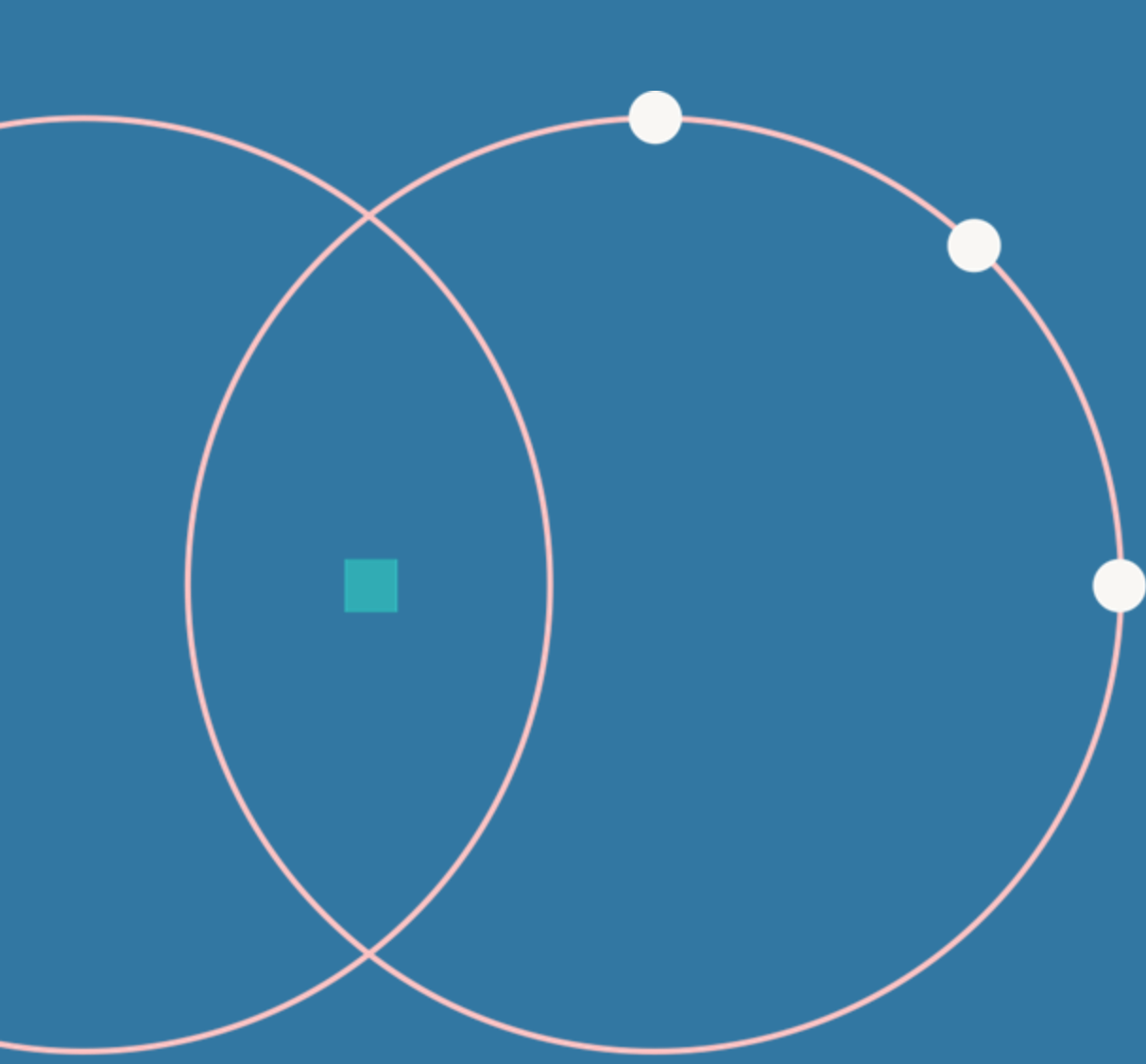
Creative Concepts	Specified To A "T"	Welcome Home
<ul style="list-style-type: none">• 2-3 conceptual floor plans with indicative placement of furniture and joinery• Mood board to demonstrate the design direction• Assessment of benefits/disadvantages of each option <p><i>Choose this option if your home isn't working for the way you want to live, but you aren't sure where to start or how to optimize the space to meet your needs</i></p>	<ul style="list-style-type: none">• Selected finishings, fixtures and appliances• Samples of finishes where available• Detailed specification documents for your trades <p><i>Choose this option if you have design & trades sorted but want assistance to select the perfect finishes, fixtures and furnishings that will make your home sing</i></p>	<ul style="list-style-type: none">• Detailed plans, elevations and reflected ceiling plans• 3D image of your new design with samples of finishes and materials• Detailed budget and timeline for completion of the project <p><i>Choose this option if you want your home to be a true reflection of you and your family with the ease and peace of mind of having it professionally designed, down to every last detail</i></p>
\$	\$\$	\$\$\$

5 When pricing value, sell outcomes, not deliverables

What's Missing?

- About us
- About you
- Persuasion
- Proprietary process
- Ranking or judgement of options
- Ts + Cs
- A place to sign





Closing Is Facilitating

The Closing Conversation



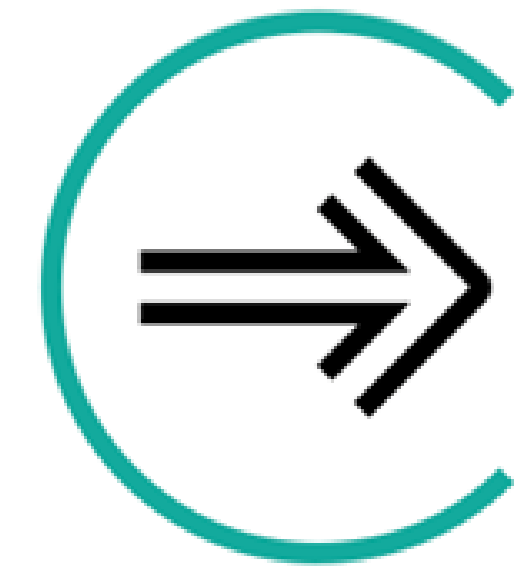
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Objective


To transition seamlessly from the sale to the engagement, while maintaining the expert position



Framework: Closing Conversation

Agenda

- Roll call
- Time check
- State purpose
- Quickly recap:
 - DFS, metrics, value, pricing guidance
- Share options (high to low)
- Facilitate choice (ask)
- Retreat to complete contract for signature



Win Without Pitching proposal for Acme LLC

Website	Website & Campaign	5K New MQLs
• Deliverable	• Deliverable	• Outcome
• Deliverable	• Deliverable	• Outcome
• Deliverable	• Deliverable	• Key Deliverable
• Deliverable	• Deliverable	• Key Deliverable
	• Deliverable	• Payment Terms
	• Deliverable	
	• Payment Terms	
\$	\$\$	\$\$\$



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Additional Resources

- Pre-order Blair's new book
 - <https://www.winwithoutpitching.com/book/the-four-conversations-a-new-model-for-selling-expertise/>
- Subscribe to our thought leadership
 - <https://www.winwithoutpitching.com/insights/>
- Listen to 2Bobs
 - <https://2bobs.com/>
- Subscribe to our YouTube Channel
 - <https://www.youtube.com/@WinWithoutPitching/videos>
- Attend a training workshop
 - <https://www.winwithoutpitching.com/workshops-wwp/>
- Check out the other books
 - <https://www.winwithoutpitching.com/books/>

