



Sharon Drew Morgen
Author NYT Bestseller
Selling With Integrity
Creator Buying Facilitation®

Presents

**Buying
Facilitation®**

Learn to Help Buyers Buy with this Pre-Sales Acceleration Model

Ask Yourself:

- Do you seek new skills? Are you ready to add new skills to enable buyers through their off-line decisions?
- Do you seek new skills to influence the complete buyer's journey? Are you seeking new sales skills to help influence the buyer's decision making?
- Do your current sales skills include facilitating buyers through their internal change and consensus?
- How would your results change if you were part of the Buying Decision Team?
- Do you seek to work with an ethical, values-based selling model that will automatically differentiate you?

Learn How To:

CLOSE the buyer-seller gap; help buyers take the necessary steps to get buy-in and consensus to buy.

DIFFERENTIATE you from your competitors with true consulting skills that enable buyers to manage hidden internal decisions and include all decision factors separate from selling product.

MANAGE the hidden side of the sales equation - the buyer's internal change decisions that aren't available for influence with sales.

COLLABORATE immediately with all internal decision makers and become part of the buying decision team on the first call.

SUPPORT CURRENT SKILLS by adding a new form of questions and listening to enable Buyer Readiness and find only those prospects who CAN buy.

Buyers aren't seeking to buy – they merely want to fix a problem and find excellence, only making a purchase when they can't find another fix. With Buying Facilitation® we can help them facilitate their change and decision making, to discover their path to purchase. And then we can sell.

TAKE AWAYS: Buying Facilitation® is an add-on to sales that enters as a consulting tool to first facilitate buyers through their 13 step Pre-Sales decision path – off-line steps that are change- and consensus driven, and outside the purview of sales.

1. Learn Buying Facilitation® with the inventor, Sharon Drew Morgen, and add skills to first help buyers manage their internal change process prior to being ready to purchase.
2. Learn how to find and ethically facilitate buyers who WILL buy on first call; facilitate Buyer Readiness and congruent change management before selling.
3. Experience a new form of training that enables real learning, and facilitates Learner Readiness (models the Buying Facilitation® change steps) and enables permanent change and learning.
4. Learn new skills unique to Buying Facilitation®: Formulating Facilitative Questions and Presumptive Summaries, Listening for Systems, Managing Change as per buying decision sequence.
5. Learn to understand a buyer's time frame/ability to change, different from sales seeking the low-hanging fruit.
6. Learn to facilitate Buyer Readiness: teach buyers how to close in half the time by expediting consensus; find prospects who WILL buy (rather than seek those who SHOULD buy) on first call; become a Servant Leader to help buyers get the buy-in necessary to make a purchase.

Buying Facilitation® Syllabus

DESCRIPTION:

OVERVIEW: Buyers merely want to resolve a problem, not buy anything. They buy only when they cannot fix a problem themselves and the cost of a purchase is less than the price of their internal disruption: the time this takes is the length of the sales cycle. Sales is solution-placement focused and only finds those who have completed this journey - the low hanging fruit. Buying Facilitation® adds a new capability: facilitating buyers through their private decision- and change steps (the 13 step buyer's journey) that the sales model doesn't address. Includes assembling the full Buying Decision Team, trialing work-arounds, managing change, getting consensus. This course teaches the skills of Buying Facilitation® (listening for systems, formulating Facilitative Questions and Presumptive Summaries, understanding the buying decision sequence) and how to add this to sales, enabling sellers to become a part of the Buying Decision Team. Participants walk away with new skills, a new understanding of the buyer's decision path and how to enter and collapse the buy cycle, a way to find the right buyers, close sales much quicker, and differentiate themselves from competitors. This is a Servant Leader model that makes sellers true consultants.

Day 1:

The Learner as Buyer: Modeling the Buyer's Decision

RECOGNIZING WHAT NEEDS TO CHANGE: How do you sell now? What's working and what's not? What internal beliefs created your current actions? And what are you willing to do differently to be more successful?

LEARN: Become the Learner/Buyer and begin to learn Buying Facilitation® by modeling your own sales skills.

Model the same elements that buyers need to address before make a buying decision. Consciously monitor your underlying beliefs and behaviors that made you adopt your current skill set. Parallel this activity with a buyer's current environment, decisions, and behaviors and their ability or resistance to change as you learn the skills to shift the status quo.

SKILLS: Recognize personal sales skills • What works, what doesn't • Understand questions and how to best use them • Formulate Facilitative Questions; • Learn to hear what's said without bias • Recognize differences between how sellers sell vs how buyers buy • Understand the sequence of how buyers buy

Day 2:

Skills Training

RECOGNIZING WHAT NEEDS TO CHANGE: What's the difference between the steps buyers must take to organize all elements and be ready to buy? How can they be sure they have assembled the full set of decision makers and influencers, and how can you help them? How do you listen and influence differently to become part of their Buying Decision Team? When are buyers ready to buy? When is it time to sell? What are the right questions to pose to help buyers traverse their buying journey? How can sellers help buyers design a solution that addresses all internal buying criteria without getting caught in the trap of trying to push their own solution?

LEARN: Recognize the 13 steps buyers must take prior to buying, how to interact, facilitate, and serve, and how to help buyers manage their internal change to a solution you're part of. Recognize when it's time to sell, and the most effective approach for that buying situation.

SKILLS: Understand the steps to how change occurs and decisions get made • Learn to listen without bias • Learn difference between how you sell and how buyers buy • Learn how to adjust thinking as a change facilitator first • Learn how and when to enter the Buying Decision Path

Buying Facilitation® Syllabus

Day 3:

Integration Phase: Put it all together

RECOGNIZING WHAT NEEDS TO CHANGE: Before buyers recognize they have a need for your solution, they must have completed their 13 step Pre-Sales process. Can you notice when they're ready? Can you know when it's time to sell – and how? Can you add new listening, new thinking, new identification skills, to know how to first enable Buyer Readiness before you sell? Changing pitch and presentation.

LEARN: Learn how to lead buyers through the sequence of internal decisions that need to be made in order to be ready and willing to make a purchase. Use Facilitative Questions to help buyers expand thinking, recognize new possibilities and make quick decisions that have the normal sales cycle and double their ability to choose new solution.

SKILLS: Integrate listening without bias • Practice Facilitative Questions, Presumptive Summaries, sequencing • Learn how and when to design a pitch and presentation that matches the buying journey • Putting it all together • Follow up practice and peer coaching.

BIO: Sharon Drew Morgen

Sharon Drew Morgen is a visionary, consultant, entrepreneur, speaker, and author of several books including NYTimes Business Bestseller *Selling with Integrity* and Amazon bestsellers *Dirty Little Secrets* and *What? Did you really say what I think I heard?* She is the inventor of Buying Facilitation®, the decision facilitation model that offers an additional skills set to sales to enable sellers to enter the 13-step Pre-Sales decision- and change-management process buyers go through before being ready or able to buy. Sharon Drew has taught this model to over 100,000 sales professionals for 35 years, to global corporations such as Bose, KPMG, Procter and Gamble, IBM, DuPont, Clinique. Her blog www.sharondrewmorgen.com is regularly chosen as one of the top 10 blogs for her content-rich essays on decision making, change management, influencing, and how buyers buy. She has coined the terms Buy Cycle, Buy Path, Buyer's Journey, Buying Patterns, and is the visionary behind adding the buying decision capability to sales.

www.didihearyou.com

www.dirtylittlesecretsbook.com

Clients

KLM, KPMG, HP, IBM, GEIS, Morgan Stanley, Whirlpool, Procter and Gambol, Clinique, Barclay's, FedEX, Bose, DuPont, Intuit, Boston Scientific, Wachovia Bank, Kaiser Permanente, Unisys, California Closets, DEC, First Security Bank of Nevada, Bethlehem Steel

Books:

What? Did you really say what I think I heard? www.didihearyou.com

Dirty Little Secrets: Why buyers can't buy and sellers can't sell and what you can do about it.

Buying Facilitation®: The new way to sell that influences and expands decisions.

Selling with Integrity: Reinventing sales through collaboration, respect and serving.

TESTIMONIALS:

“Selling with integrity describes the first new paradigm in sales. It offers a model for how to bring soul into sales, and teaches the hands-on skills to do it.”

- **Jack Canfield, coauthor of *Chicken Soup for the Soul***

“Finally, a sales paradigm which supports our spiritual values and lays the foundation for the paradigm shifts occurring in business today.”

- **Ken Blanchard, coauthor of *The One Minute Manager***

“Sharon Drew Morgen takes Rackham’s approach a step further. she holds that the salesperson’s job is to help prospects efficiently arrive at whether their needs can be satisfied by the seller’s company. The whole approach centers on meeting the customer’s interests, not the seller’s.”

- **Pillip Kotler, *Captials of Kellogg School, Marketing Guru, author of *Marketing Management****

Case Studies

Problem: One of the Big 4 accounting firms had a 3 year sales cycle on an international, multi-site, multi-million dollar tax solution.

Solution: Partners used Buying Facilitations® with the Tax Directors who immediately brought the 'C' level execs into discussions. The sales cycle was reduced to 4 months rather than years.

Problem: A major medial supply organization faced stiff competition on undifferentiated products.

Solution: The group that learned Buying Facilitation® experienced a 53% increase in revenue over the control group.

Problem: A major health care provider needed to save time on face-to-face visits.

Solution: Buying Facilitation® made it possible for sellers to reduce 110 visits and 18 closed sales to 27 visits and 25 closed sales, increasing sales by 600%. Sellers increased interest by 50% and then only visited those prospects ready to buy.

Problem: A well-known major financial services institution was having trouble increasing sales in a bad market.

Solution: Following Buying Facilitation® training, trained group showed 8% increase while the control group showed a 22% decrease, for an overall 30% difference.