

BELIEFS

WEEK 1: HOW DO YOU EXPERIENCE YOURSELF AS A SALES PROFESSIONAL?

What are your skills, beliefs, outcomes, and success indicators? What is personally stopping you from getting all of the sales you deserve?

WEEK 2: HOW WOULD YOU SEE YOURSELF DIFFERENTLY AS A BUYING FACILITATOR?

What new skills, beliefs, outcomes, and success possibilities would you need in order to facilitate buying decisions rather than sell product? How will you go about managing any belief/ego issues when considering shifting current behaviors and expectations?

WEEK 3: WHAT ARE THE COMPONENTS OF A SUCCESSFUL SALE? (TOP AND BOTTOM FUNNELS)

What is the difference between the buying process and the selling process? How does the buying end influence the selling and how have you managed this difference until now?

WEEK 4: WHO IS THE BUYER? WHAT IS A NEED?

What are the beliefs, skills, outcomes, and success indicators of a buyer? How does this differ from what/how you are selling or what you perceive to be the Identified Problem?

SKILLS - SYSTEMS

WEEK 5: WHAT IS A SYSTEM? WHAT DO SYSTEMS HAVE TO DO WITH SALES?

Understand the full range of issues that make up a system. Understand how and why systems get ready to change – and how this effects the buyer's decisions and the part this plays in sales.

WEEK 6: WHAT IS CHANGE?

Understand the components of change, and how change effects systems – and vice versa.

WEEK 7: WHAT ARE THE COMPONENTS OF A BUYER'S BUYING DECISIONS?

Understand the full range of systems issues that define the buyer's status quo and need to be managed before they would face change.

WEEK 8: DESIGN A BUYER'S SYSTEM

Create a simulated buyer that represents your buyers.

SKILLS – BUYING FACILITATION

WEEK 9: THE BUYING DECISION FUNNEL

What are the stages buyers must go through in order to be ready and willing to change?

WEEK 10: CONTENT VS. STRUCTURE:

Understand the difference between the story and the message.

WEEK 11: WHAT IS LISTENING?

Learn the 7 stage process of listening. Recognize the systems buyers communicate in.

WEEK 12: WHAT TO LISTEN FOR WHEN LISTENING TO A PROSPECT?

Learn to use and change listening filters. Learn to listen for structure (not content). Recognize the difference between hearing structure and hearing content.

WEEK 13: LISTENING PRACTICE

Study guides to use for listening practice. Listening for systems is baseline requirement for formulating Facilitative Questions

WEEK 14: FACILITATIVE QUESTIONS

What are they? How are they different from conventional questions?

WEEK 15: FORMULATING FACILITATIVE QUESTIONS

Practice different situations, using the right words, listening for systems.

WEEK 16: PRESUMPTIVE SUMMARIES

What are they? What do they do? When do you use them? Why are they necessary?

WEEK 17: THE BUYING FACILITATION METHOD®

Use the Listening, the Facilitative Questions, the Buying Decision Funnel, and your understanding of systems, to use Buying Decision. Integrate the Buying Decision model with your sales skills.

WEEK 18: INTEGRATION: WHAT CHANGES ARE YOU EXPERIENCING? WHAT IS HAPPENING IN YOUR DAILY SALES ROUTINES?

Catch up: make sure you are using the new skills with your current sales skills and managing any confusion. Recognize areas that need practice. E-mail Sharon Drew with questions/problems.

BEHAVIORS

WEEK 19: THE BUYER: DIFFERENCES BETWEEN WORKING WITH INDIVIDUAL BUYERS OR BUYING DECISION TEAMS

Knowing how to work with, influence, and get decisions from, each different buying environment.

WEEK 20: PROSPECTING AND QUALIFYING

Who to call? When? How? What to say? What to expect?

WEEK 21: GATEKEEPERS

How to get to the right people, with integrity.

WEEK 22: WHEN/HOW/WHAT TO PITCH

Recognizing when buyers have made sense of their internal issues and are ready to hear what you need to tell them.

WEEK 23: PRESENTATIONS

How to get the right people into the room, and decide to choose you.

WEEK 24: MONEY

When to discuss prices, how to avoid objections, and how to position cost within the buying decision.

WEEK 25: FOLLOW UP CALLS

How to continue supporting the decision making process through the life cycle of the sale.

WEEK 26: COMPLETION

Where are you? What's missing? How can you fix it yourself? What else do you need to help you learn? E-mail Sharon Drew with questions/problems.

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