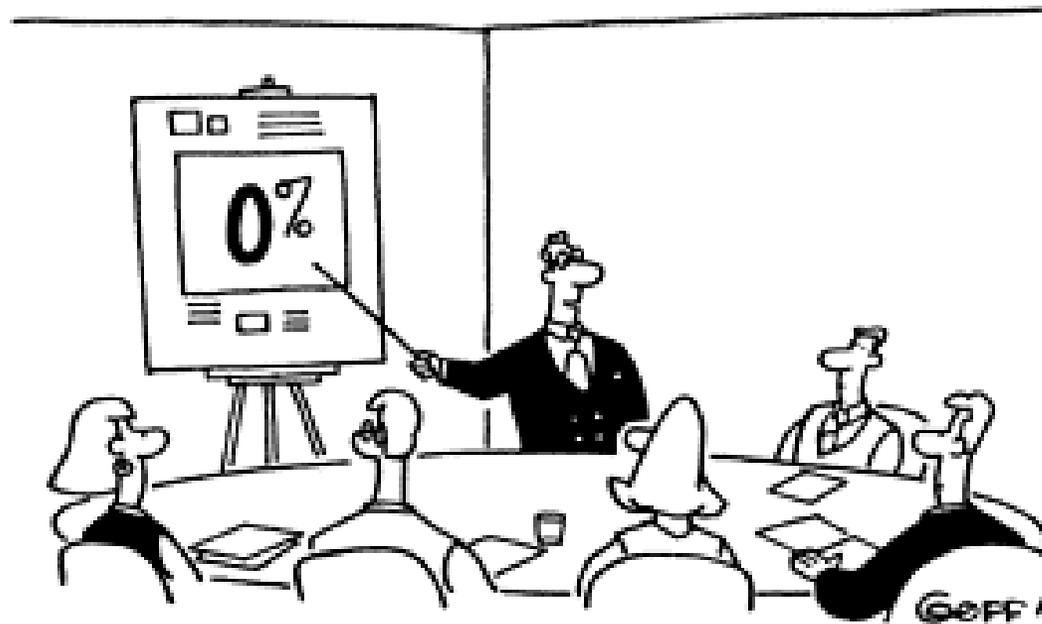


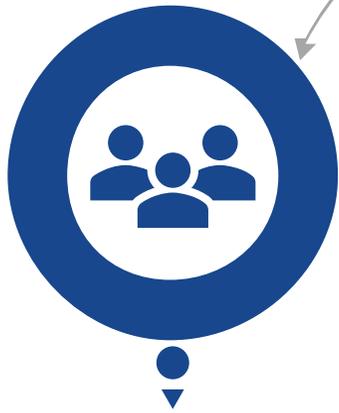
# *Getting your prospects attention in times of uncertainty*

© 1999 Ted Goff tedgoff@tedgoff.com <http://www.tedgoff.com>



"Our study concludes that this is the percentage of our customers who will buy from us without any effort whatsoever on our part."

# Bonding & Rapport Is Important Because...



People tend to like people who are like themselves.

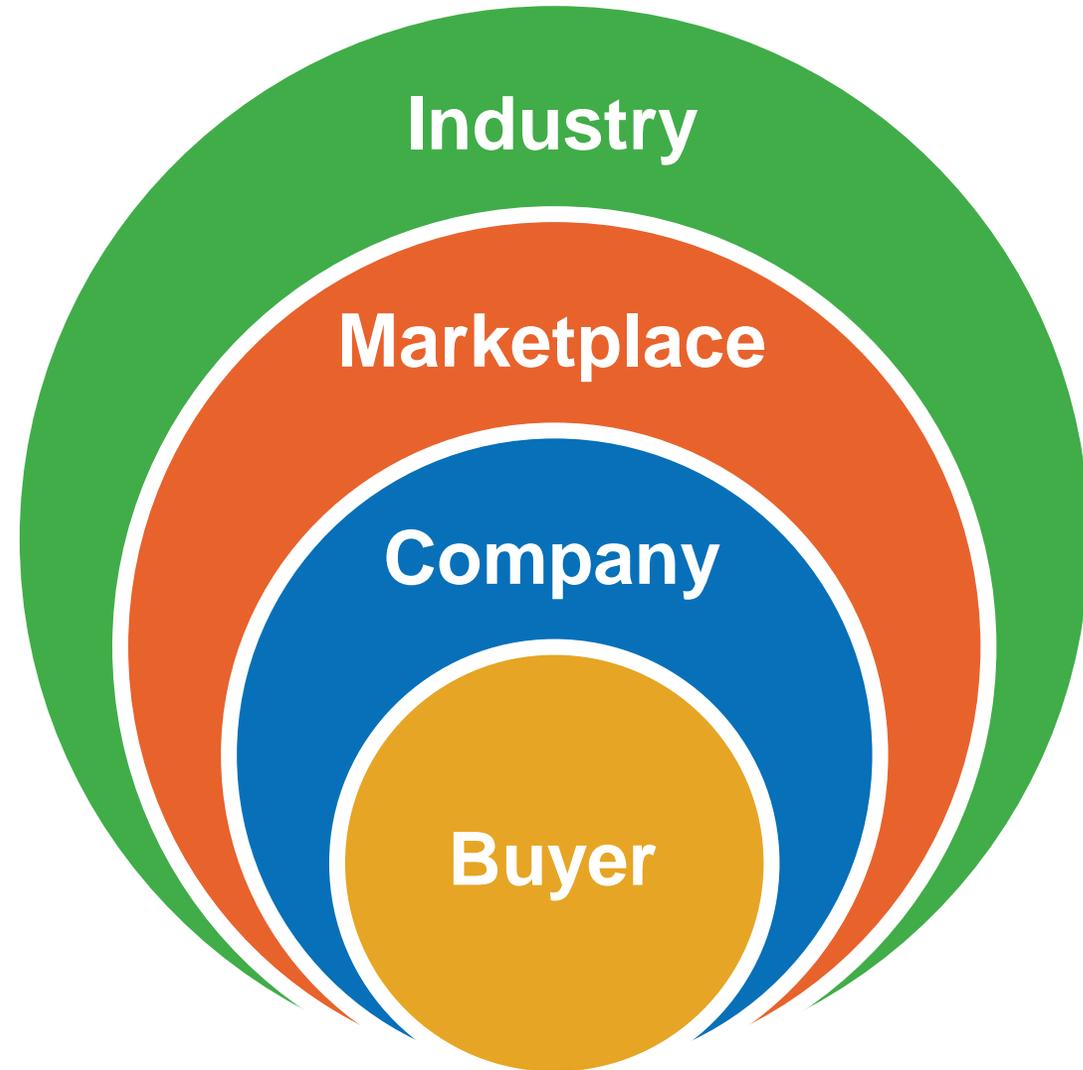


People tend to trust people who they like.



People tend to do business with people they trust!

# Build Rapport Through **Connect Questions**



# Connect Question Examples

## **Buyer:**

“How did you get started in the industry?”

## **Company:**

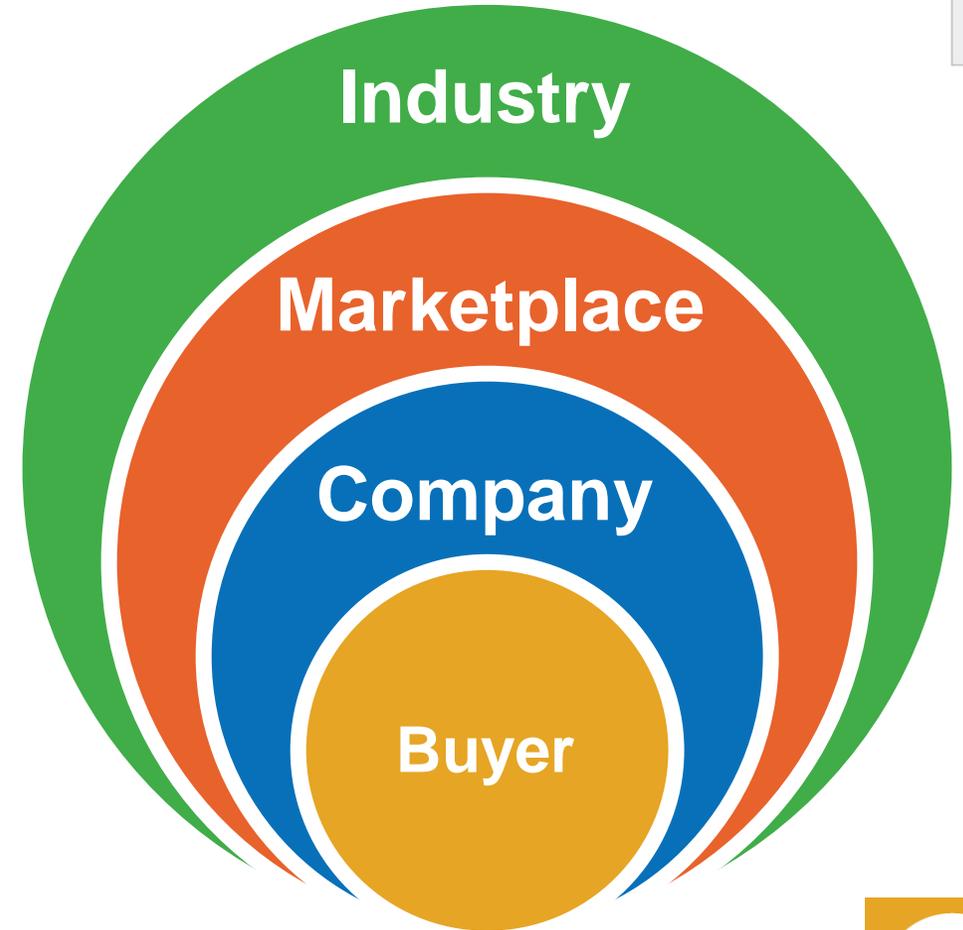
“Where does your company operate?”

## **Marketplace:**

“What’s happening in your marketplace?”

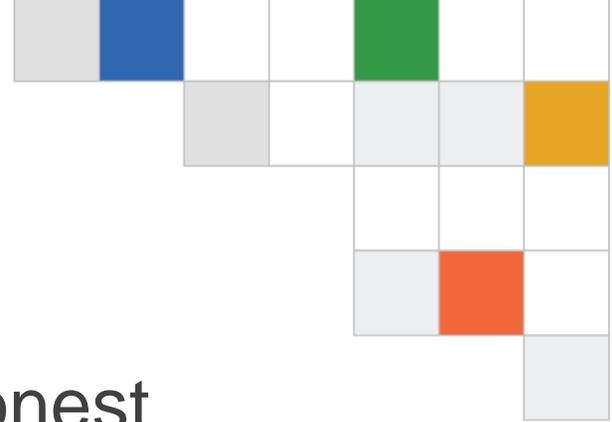
## **Industry:**

“What trends are affecting your industry?”



# Equal Business Stature

Seeing yourself as an equal in the relationship, and professionally asserting your right to have open and honest communication.



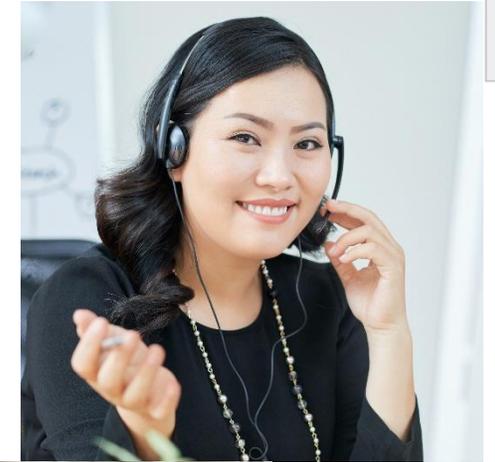
# Vendor vs. Advisor

## How are we perceived?

### EXERCISE:

Create a list of how you are **perceived** and **treated** in each of these roles.

# Vendor



# Advisor





# Sandler Rule:

## No Free Consulting.



# The Buyer/Seller Dance

Express Interest



Act Motivated



Obtain Information



Avoid Commitment



Disappear



Needs Analysis



Present / Proposal



Close  
*(or attempt to)*



Handle Objections



Follow-Up

**EDUCATED BUYER**

**FRUSTRATED SALESPERSON**



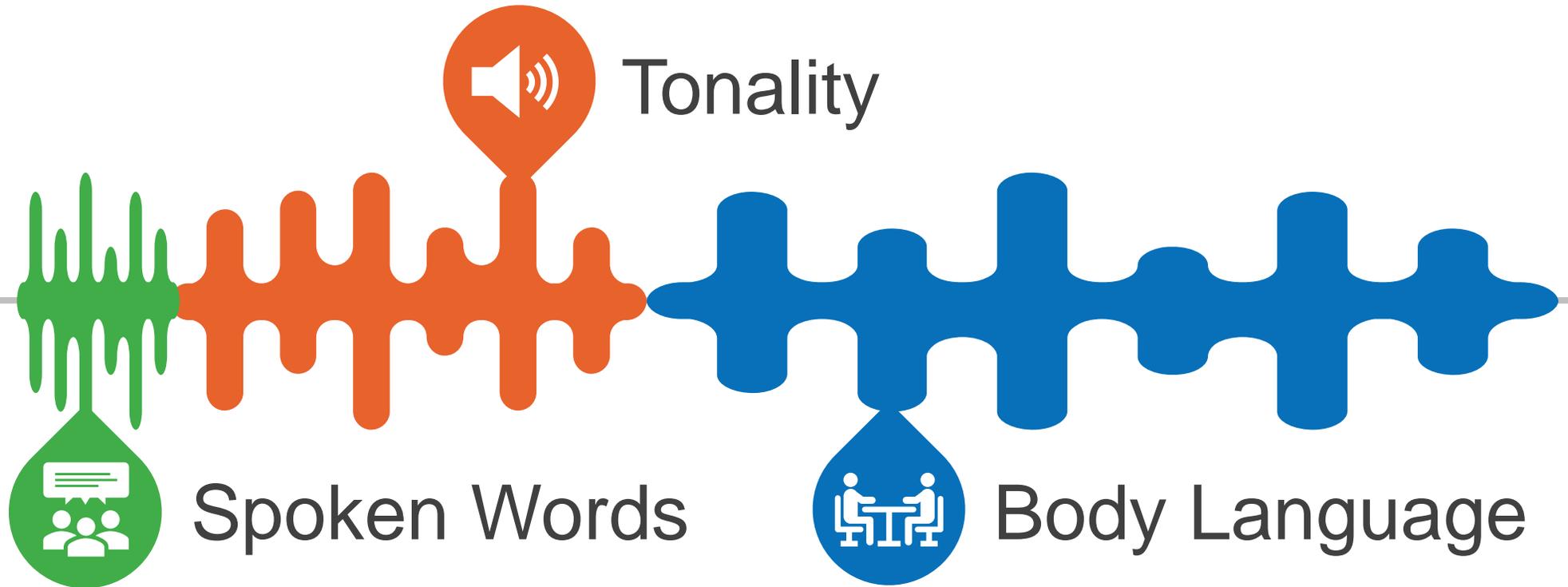


# Sandler Rule:

Hard selling is good  
for one thing...  
hard pushback.



# Elements of Communication





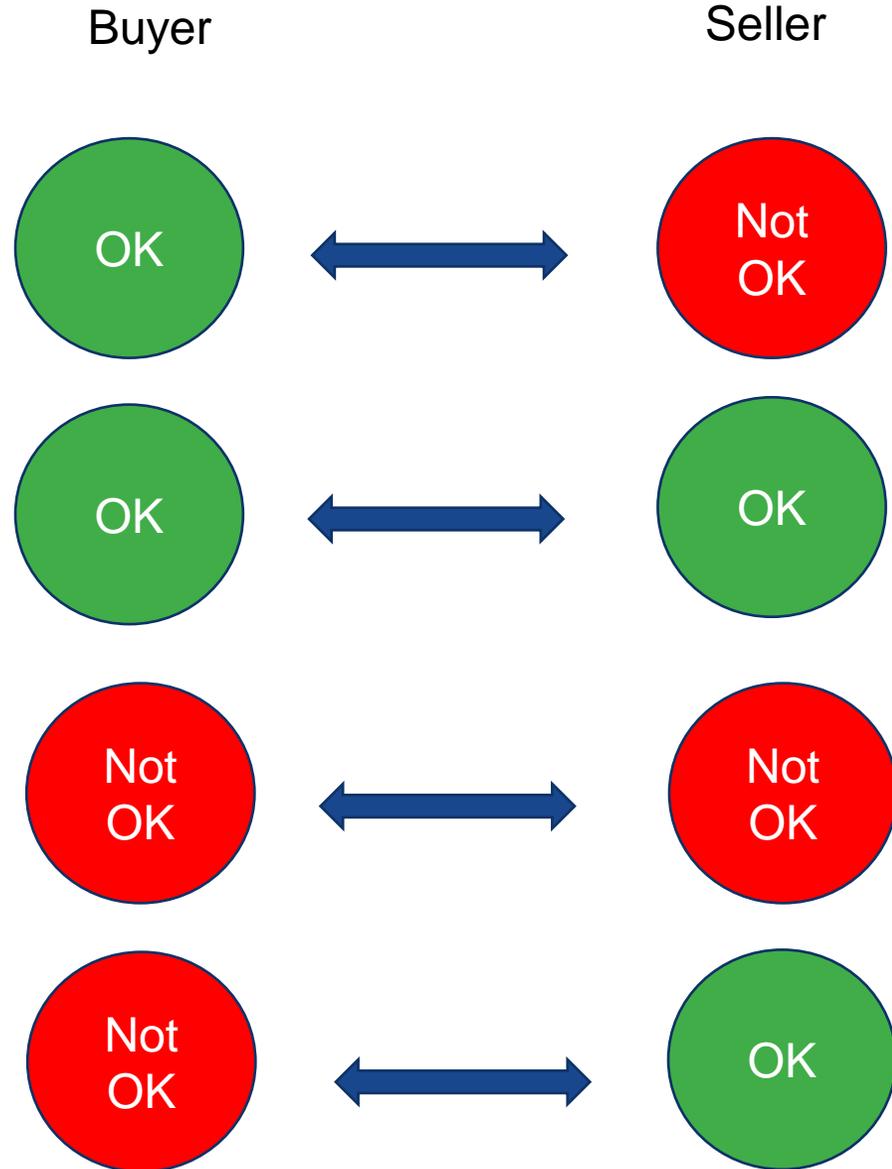
# Sandler Rule:

Selling is not for  
getting your needs met.



# If asked 75% of people will say they are "NOT OK"

Do things to make your Prospects feel "OK"



Don't do anything to make them feel More "NOT OK"



# Sandler Rule:

Stop selling features  
and benefits.



# 30 Second Commercial

Business owners, CEO's and Sales Executives come to us for a variety of reasons, Typically they are:  
Frustrated by a lack of sales, Concerned with how much they are spending on acquiring new business  
Upset by lack of top line growth, or are Struggling with a sales force they know have talent but  
can't seem to deliver

I don't suppose you have any of these issues?



# Building a 30 Second Commercial

Your 30 second commercial is  
**NOT** About you



# 30 Second Commercial

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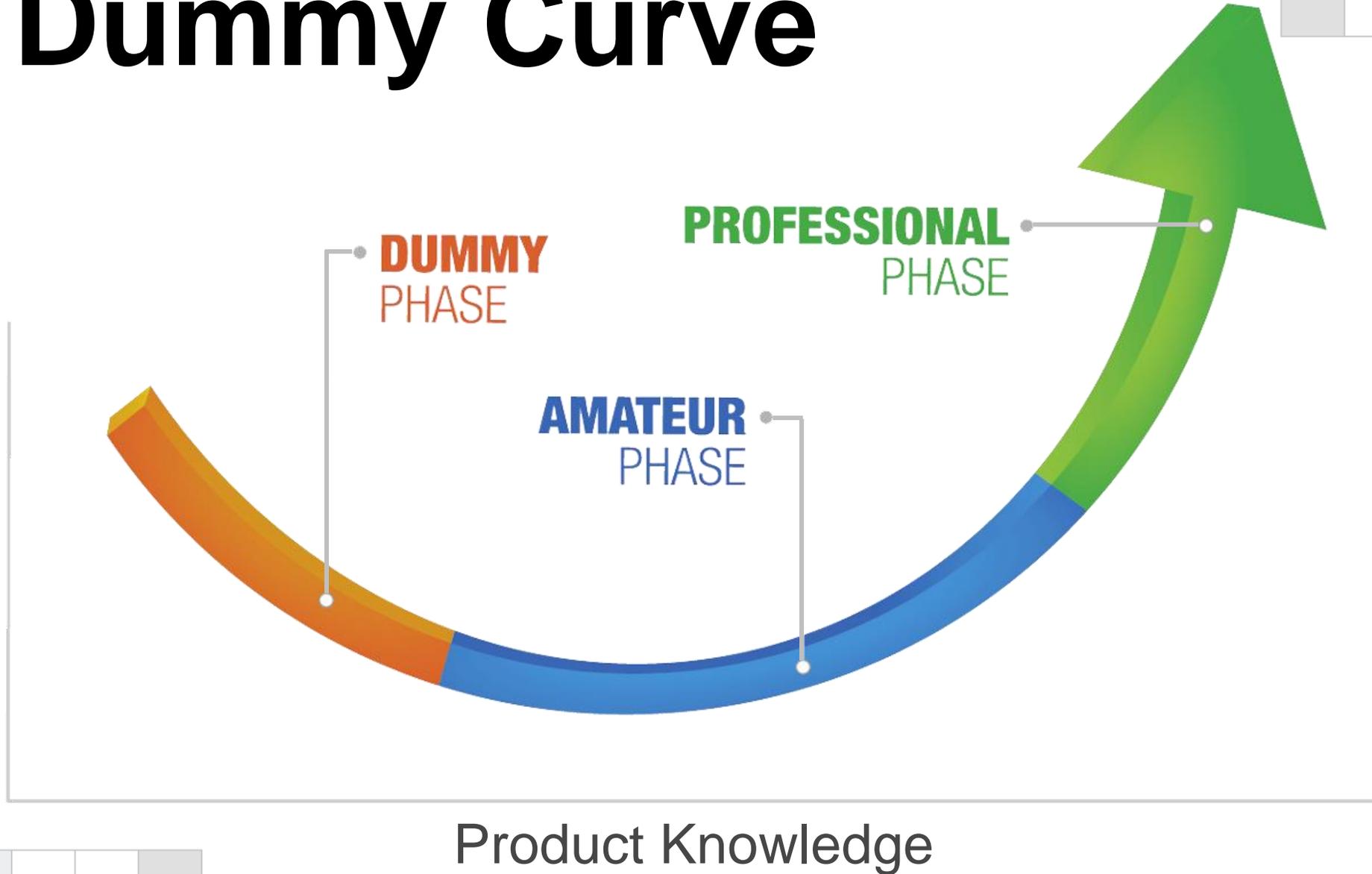
# Sandler Rule:

Answer Every Question  
With A Question



# The Dummy Curve

Sales



# Dummy Phrases

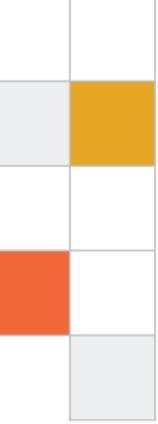


## Examples

- Tell me more about that...
- I'm confused...
- Help me learn why...
- I don't remember when you said you wanted to begin...



# Reversing is Answering a Question with a Question.



# Softening Statements

are compliments before you reverse.



## Examples

- Good question.
- I'm glad you asked.
- Interesting question.
- I appreciate that question.
- A lot of people ask that.
- It sounds like that's important to you.





# Sandler Rule:

Begin all reverses with a softening statement.



# Reverses combine softening statements and questions.

**Good question,** I am curious why did you ask?

**Good question,** but just so I'm clear, when you say \_\_\_\_\_, can you elaborate on that?

**That's an interesting question,** and the reason you asked is...?

**A lot of people ask that.** Can you tell me why you asked that just now?

**That sounds important.** If we could provide that feature, what would be the next step?





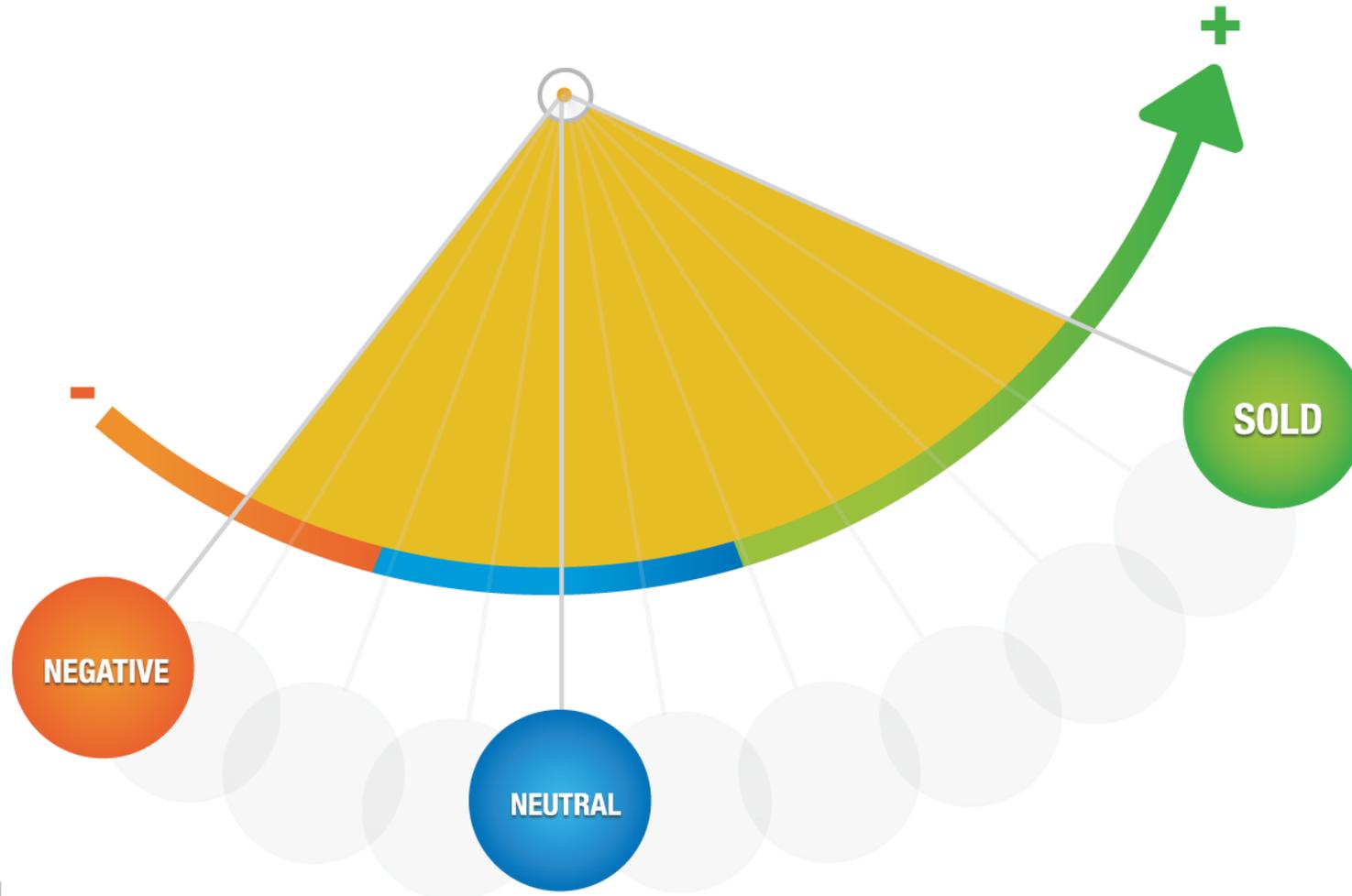
# Sandler Rules:

Never get between  
the buyer and where  
you want them to go.

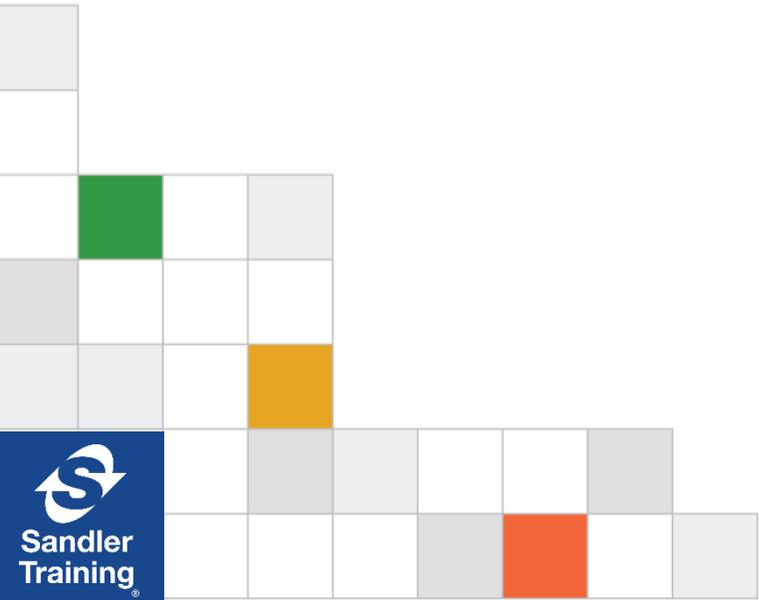
You can't sell anybody  
anything, until they  
discover they want it.



# The Pendulum Theory



# Stripping Line



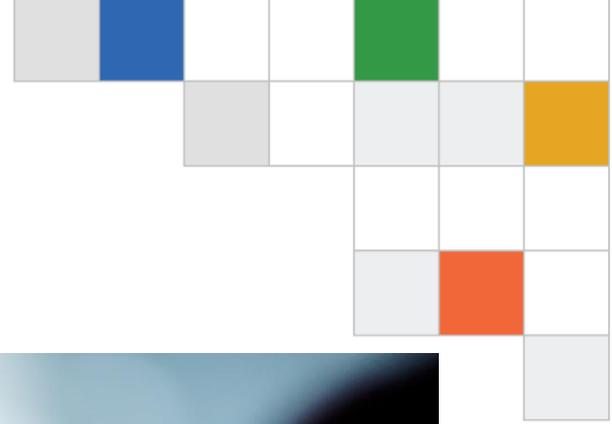
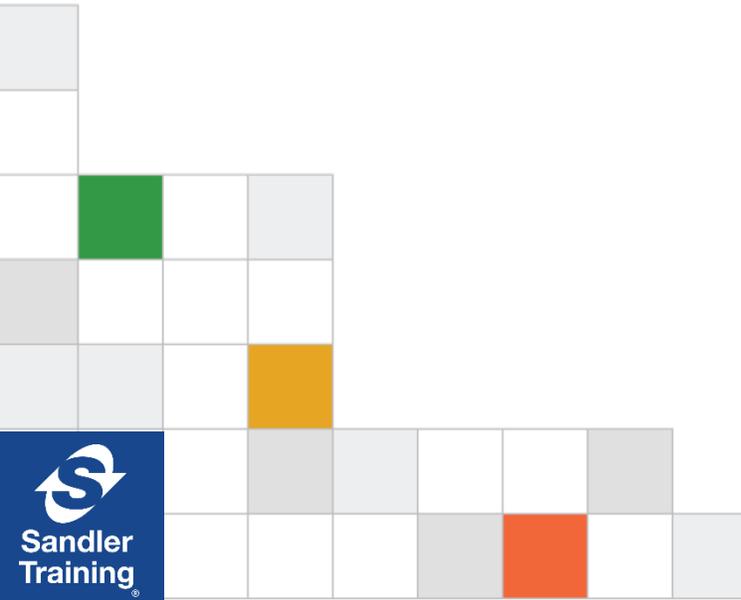
# Positive Buyers

When a prospect is positive, strip line.



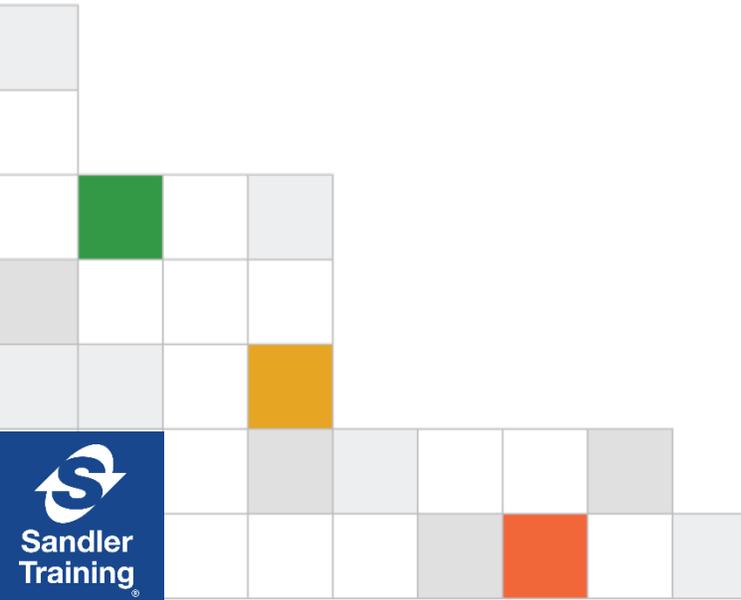
# Neutral Buyers

When a prospect is neutral, get them moving.



# Negative Buyers

When a prospect is negative, strip line hard.



# More Sandler Rules:



- Go for the “No.”
- You want to get a lot of *yeses* and a lot of *noes* but nothing in between.
- Never help the prospect end the interview.



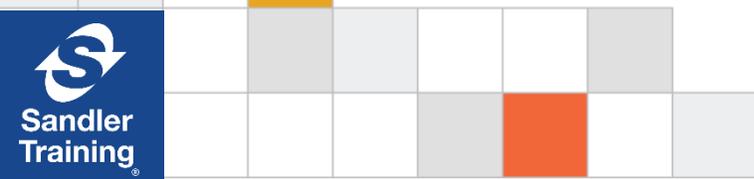
# The No- Pressure Prospecting Call

Opening : “Hi Ms. prospect this is Jonathan from XYZ Company, How are you today?”

Pattern Interrupt: “Hi, Linda?, I’m certain this is a bad time?”

“Hi, Tom? This is a sales call; would you like to hang up now or since I have you can I have 30 seconds to tell you why I called and then you can decide if you would like to hang up or not, is that fair?”

“Hi, Kelly? Normally this is a sales call but today its not. Can I have 30 seconds to tell you why I called and you can decide if we have more to talk about? Sound good?”



# The No- Pressure Prospecting Call

Give It a try

Be yourself

Go for the No

Have fun !!!!





# Sandler Rule:

You can't lose anything  
you don't have.



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