Consultative



SELLING

o...Success

SOLUTION-FOCUSED SELLING

Clients Want Solutions
NEURO-SALES STYLE
Helping Clients Make Decisions Based on Their World1
UNDERSTANDING WHAT YOU OFFER
Establishing Foundation of Knowledge, Confidence, Credibility and Trust with Clients2
YOU vs YOU
Transforming the Internal Voice to Positively Influence our Thinking4
IDENTIFY CLIENT 'DECISION-MAKING' STYLE
Identifying Client Style then Adapting to Meet their Expectations
PEOPLE BUY FROM 'PEOPLE'
Building Meaningful Client Relationships
ASK 'NON-SALESY' QUESTIONS
Asking Powerful Non-Salesy Questions NOT Selling or Telling
'LISTEN' CLIENTS INTO BUYING
Listening Rather Than Talking Yourself Out of the Sale
SECRETS TO HANDLING 'OBJECTIONS'
Viewing Objections as Opportunities to Close the Sale
ALWAYS BE CLOSING!
10 Closing Techniques to Finalize the Deal21

APPENDIX A: ASSESSMENT

- Personality Styles

