

APPLYING TRUST PRINCIPLES TO THE SALES PROCESS

1. Customer-centric	2. Medium-Long Term View
3. Collaborative	4. Transparent

Sales Process Step	<u>Not Living the Principles</u> Get the Transaction Sell by Credentials	<u>Living the Trust Principles</u> Build the Relationship Sell by Doing
Target	<ul style="list-style-type: none"> Screen by fit with seller's offering Quantitative criteria Analyze data to define issues 	<ul style="list-style-type: none"> Screen by buyer's level of pain Relationship criteria Pick issues by reading/asking buyers
Contact	<ul style="list-style-type: none"> Leading with seller offer Time spent rehearsing pitch Time spent writing, scripting 	<ul style="list-style-type: none"> Lead with buyer need Time spent rehearsing listening Time spent role-playing
Meet	<ul style="list-style-type: none"> Present an agenda Show how much you know Show answers, early 	<ul style="list-style-type: none"> Present an agenda for discussion Be candid about what you don't know Focus on problem definition
Propose	<ul style="list-style-type: none"> Write proposal at the office Focus--qualifications, approach Meet to present proposal to passive customer Write a winning proposal 	<ul style="list-style-type: none"> Write proposal onsite, <u>with client</u> Focus—hypotheses, benefits, outcomes Meet to review pre-presented document Build a winning relationship
Close	<ul style="list-style-type: none"> Seek a specific outcome Answer objections Build up to, make case for price Make the best case for seller 	<ul style="list-style-type: none"> Seek a buyer-preferred outcome Understand objections Raise price issues earlier in process Make the best case for the buyer
Maintain	<ul style="list-style-type: none"> Suggest follow-on solutions Pass leads to internal Subject Matter Experts Stay in comfort zone 	<ul style="list-style-type: none"> Ask about issues Explore related issues yourself Acknowledge your limits, then explore