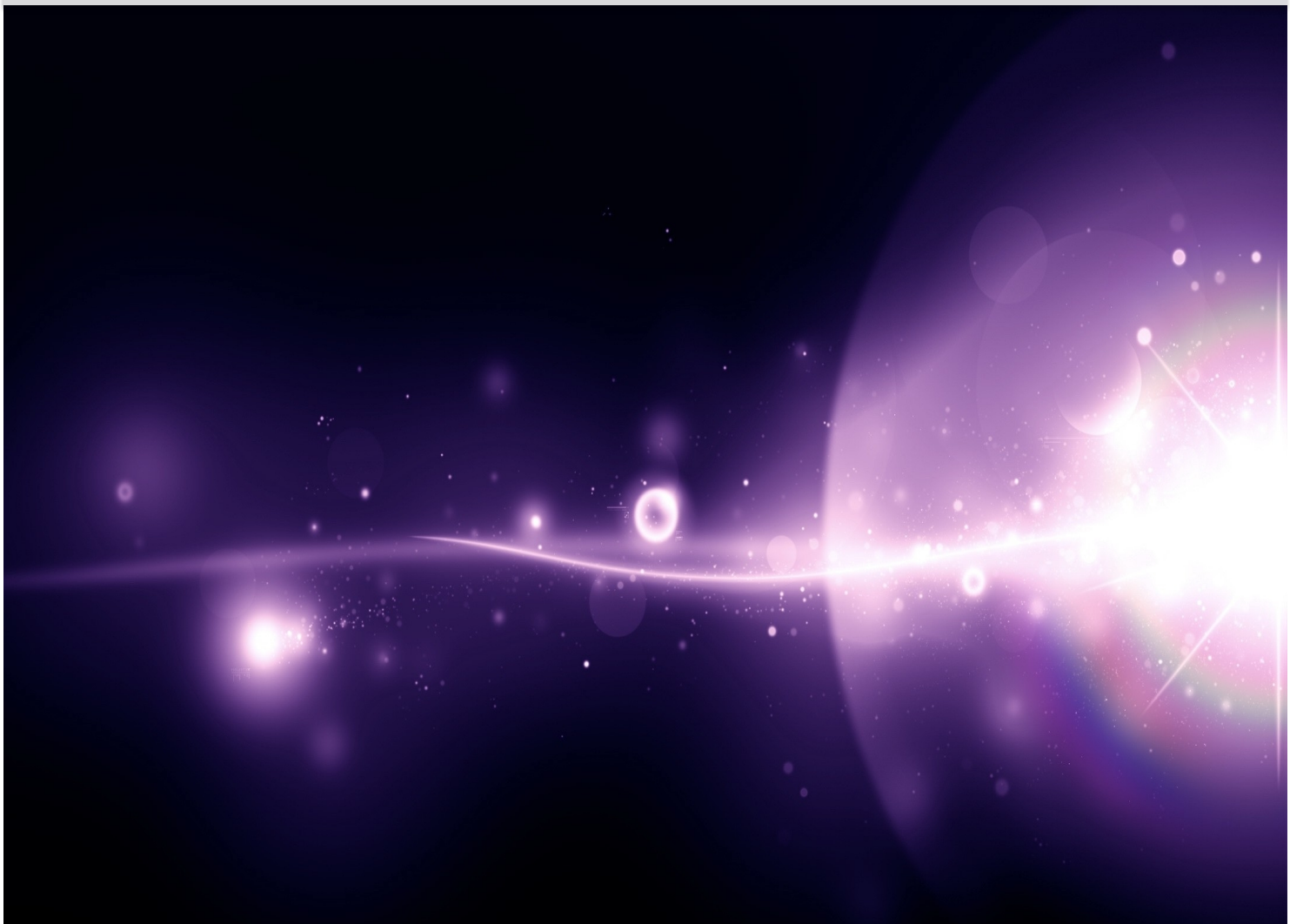


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FACILITATOR PROGRAM



TRAINING 5 WORKBOOK

HOW TO MASTER 1:1 SALES CONVERSATIONS

FACILITATOR TRAINING WORKBOOK

TRAINING #5 – HOW TO MASTER 1:ON:1 SALES CONVERSATIONS

MASTERING 1:ON:1 SALES SUMMARY

We recommend that you follow along with this workbook as you listen to the training and pause the video whenever you find it necessary to stop and do the recommended exercises and writing on the pages that follow.

Here is a summary of the key points we'll cover in Part 2 - Benchmark Questions:

- How to structure the conversation and set it up for success - even before you start
- How to make sure the customer is experiencing the appropriate emotion for each phase of the process - and what to do if you get off track
- We'll show you a fun game you can play to instantly know how curious someone else is while you are talking!
- You'll learn word for word benchmark questions that let you know it's time to move on to the next phase - with confidence!
- We'll give you insight into empowerment and decision making, so you know how different people access that experience and how to make sure you don't lose the deal in the end by forgetting something at the beginning
- You'll see real - life coaching sales conversations in-action with a play-by-play analysis of the natural selling system at work.
- We also have a few tips for How to Elicit the right Emotion for each phase and
- We'll give you a diagnostic tool to determine exactly where you need to focus to tune up your sales conversation and make sure you aren't accidentally leaving out any of the important aspects of the natural selling system
- We'll give you the best urgency-creating questions and show you how to use them to "generate" urgency for almost anyone.
- And we'll go through in detail the Common mistakes and what to do about them

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TRAINING #5 – HOW TO MASTER 1:ON:1 SALES CONVERSATIONS

5 PHASES OF THE SALES PROCESS

PHASE I - Curiosity:

Are you curious about _____ ? (This question is focused on you, and what you can provide)

CLIENT EXPERIENCE: CURIOSITY

PHASE II - Decision Maker:

Assuming we are going to work together, and assuming you are the decision maker, is there anyone else you have to check with before making a commitment?

CLIENT EXPERIENCE: EMPOWERMENT

PHASE III Possibility and Trust:

So, what you want is _____(use keywords)_____?

CLIENT EXPERIENCE: POSSIBILITY, TRUST

PHASE IV Ready-To-Act:

Are you ready to do something about that now?

CLIENT EXPERIENCE: URGENCY

PHASE V Money:

Is _____ an appropriate investment in order to get _____
(use exact phrase from phase III, "value")_____?

CLIENT EXPERIENCE: NO BRAINER

PHASE VI Details, Details:

Is there anything else you need to know before making a commitment (or)
How would you like to pay?

CLIENT EXPERIENCE: CAPABILITY, SENSE OF HAVING ALREADY BEGUN

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TRAINING #5 – HOW TO MASTER 1:1 SALES CONVERSATIONS

CURIOSITY METER EXERCISE:

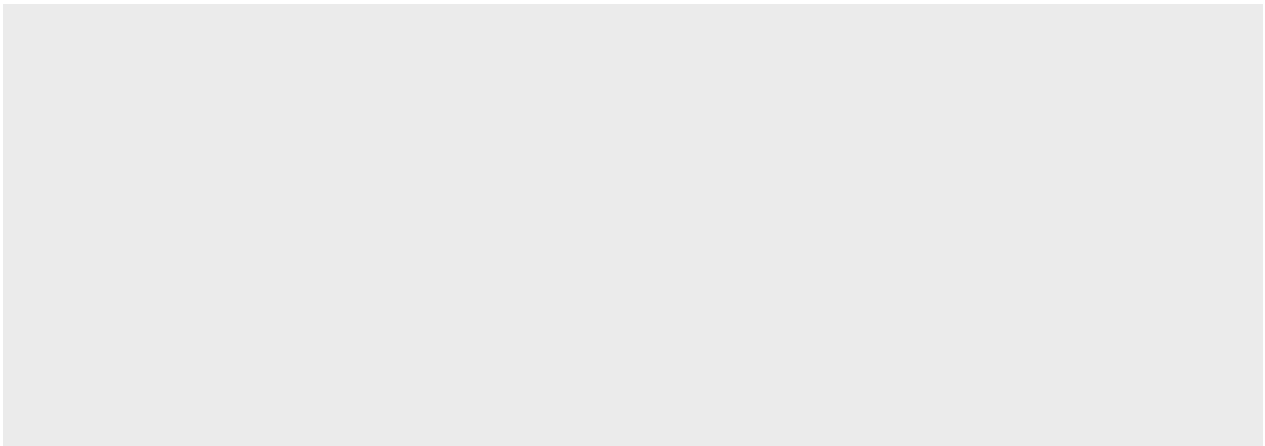
Find yourself in groups of 3. Choose the following roles: a Seller, a Customer, and an Observer.

- The Seller's job is to create curiosity.
- The Customer's job is to give feedback to the Seller about how curious you are about what the Seller is saying. Hold your hand out with your thumb to the side, perpendicular to the ground. Point your thumb upwards to indicate to the degree to which you are curious about what the Seller is saying. Point your thumb downwards to indicate the degree to which you are not curious about what the Seller is saying.
- The Observer's job is to calibrate the Customer, and notice what kind of things increase curiosity. Notice what other physical cues the Customer gives you to indicate curiosity.

The goal for the Seller is to say ANYTHING and EVERYTHING they can think of to raise the level of curiosity of the Customer and get their thumb to be pointing straight up in the air.

Practice this exercise. Notice what creates curiosity and what doesn't. U-Turn immediately if what you are doing isn't working.

How will you change the way you begin your sales conversations to create more curiosity?



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TRAINING #5 – HOW TO MASTER 1:ON:1 SALES CONVERSATIONS

VALUE CALIBRATION EXERCISE:

Find yourself in a group of 3 (perhaps with your board). Choose the following roles: a Seller, a Customer, and an Observer. Your goal as the Seller in this exercise is to practice building as much value as possible. The Observer watches the Customer and says "NOW" when they calibrate that the Customer is peaking in their experience of the value - the point where the value is sufficient to justify nearly any invest

Use the following questions to calibrate and build value as much as possible in PHASE III of The Sales Process:

- "What do you want?"
- "What's important to you about that?"
- "How will you know when you have it?"

Inquire about additional modalities (VAKOG). If they are describing a visual experience - ask them what it sounds like or feels like. If they are describing a feeling, ask them what it would look like.

- "So there you are, (sometime in the future) – and you realize that you've actually accomplished (what they want to accomplish), and you say to yourself 'I did it', what was that like?"
- "What is it like, now, imagining having what you want?"
- "What will be the best part about having that?"
- "Once you have that, what will it mean for your life?"
- "What will it be like, with your friends or family, or co-workers, once you have that?"

Did you discover their values? Their worst fears? What's important to them? What don't they like? How well did you get into their world?

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TRAINING #5 – HOW TO MASTER 1:ON:1 SALES CONVERSATIONS

VALUE CALIBRATION EXERCISE:

This is an example of a healthy sales funnel for a business that needs 1 to 2 new customers per month.

	Month 1	Month 2	Month 3...
New Lead	3	5	4
Total Leads	9	11	10
Sales Conversations	3	4	5
Curious?	3	4	5
Decision Maker?	2	2	4
Value Match?	2	2	3
Ready?	2	1	3
Money/No Brainer?	2	1	2
Closed?	2	1	2

The easiest way this salesperson could increase business is by:

- A) Having more sales conversations. There are a total of 5 to 7 conversations that the salesperson is avoiding having this quarter.
- B) Talking to the decision maker directly. There are 4 deals lost at this stage – more than any other stage in the funnel.

If the salesperson changes nothing, and wants to know what it will take to make an average of 3 to 4 sales per month – they will need about eight new leads each month and should have at least 8 sales conversations each month. This is what is meant when salespeople refer to it as “a numbers game”.

Have at least 5 sales conversations this week. Fill in the scorecard on the page that follows noting which emotional phases you went through and which benchmark questions you asked. Use it as a diagnostic tool to see which areas of the process you need to focus on.

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TRAINING #5 – HOW TO MASTER 1:ON:1 SALES CONVERSATIONS

SALES PROCESS SCORECARD

PHASE I - CURIOSITY: Are You Curious About _____?

Asked?	(yes)	(no)
Question Provocative?	(yes)	(no)
Customer experienced curiosity?	(yes)	(no)

PHASE II – DECISION MAKER: Assuming you are the decision maker, and assuming we work together, is there anyone else we'd need to check with?

Asked?	(yes)	(no)
Answer Congruent?	(yes)	(no)
Customer experienced empowerment	(yes)	(no)

PHASE III – NEEDS & VALUE: So what you want is _____?

Asked?	(yes)	(no)
Asked at Peak?	(yes)	(no)
Used Correct Keywords?	(yes)	(no)

PHASE IV – READY TO ACT: Are you ready to do something about that now?

Asked?	(yes)	(no)
Customer experienced urgency?	(yes)	(no)

PHASE V – MONEY: Is \$_____ an appropriate investment in order to have _____?

Asked?	(yes)	(no)
Used Correct Keywords?	(yes)	(no)
Customer experienced 'No Brainer';	(yes)	(no)

IS THERE ANYTHING ELSE YOU NEED TO KNOW BEFORE MAKING A COMMITMENT?

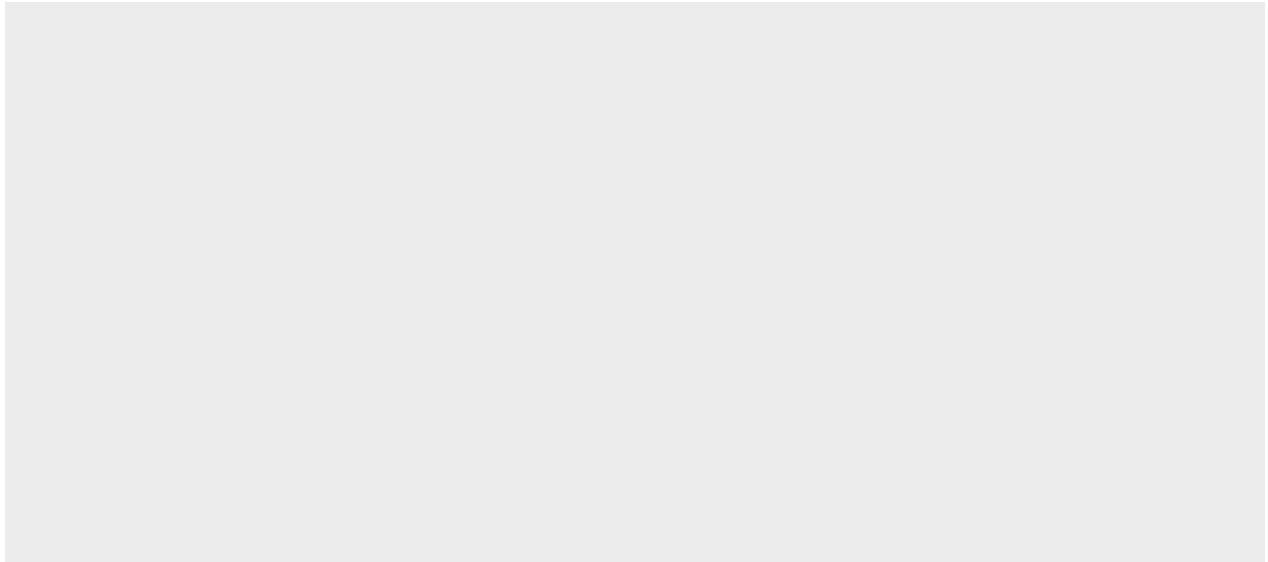
Asked?	(yes)	(no)
Customer experienced capability & a sense of having begun?	(yes)	(no)

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TRAINING #4 – HOW TO MARKET YOUR MESSAGE

REFLECTION QUESTIONS

1) After practicing with this sales process, reflect on which phases of the sales process were easiest and which were challenging? What do you plan to do differently now that you know that?



2) What if anything changed with respect to your ease and confidence around selling after practicing this process?

