

Says

What have we heard them say?
What can we imagine them saying?

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Seven-steps for

an effective

problem-

solving

process.

Select an

option or

options.



List the

possible

solutions

(options).

Evaluate

the options.

Document

agreement(s).

Identify the

issues.

Agree on

contingencies,

monitoring, and

evaluation.

Understand

everyone's

interests

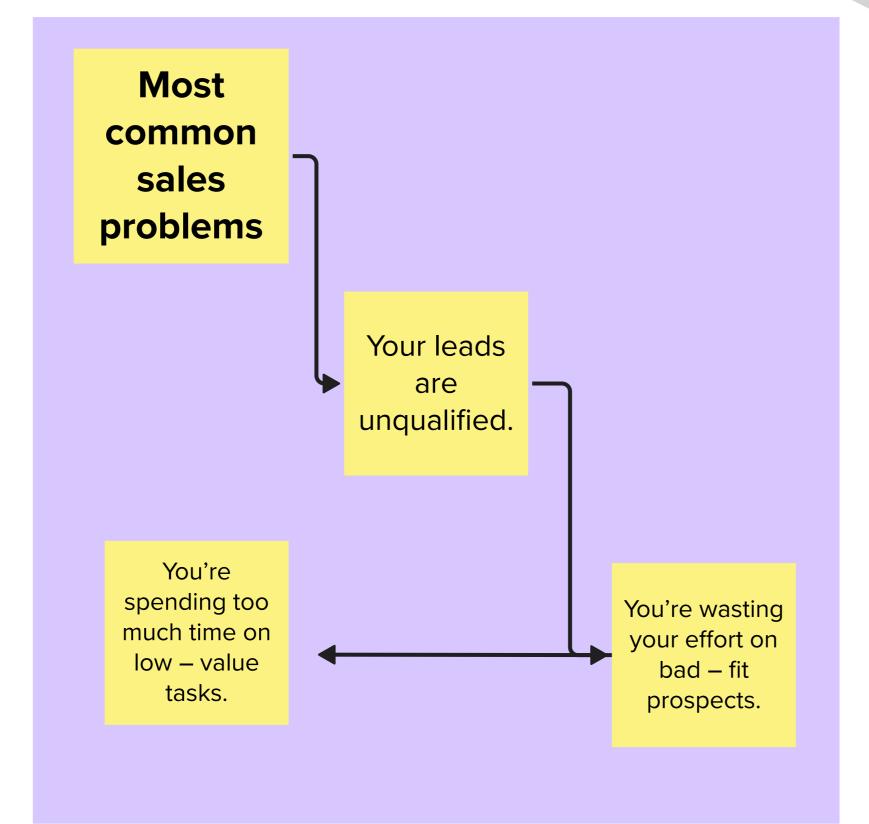
In order to increase sales, it is important that you focus on solving the customer's problem.

Your sales process is way too long. You don't have enough leads. Your leads are unqualified. You're wasting your effort on bad - fit prospects.



SALES EXECUTED

Whether you're a sales rep, sales manager, marketing team member, or business leader, this information will help you



The sales industry is full of myths and misperceptions. If you've never worked in sales, you likely have an image of a used car salesman in your head, complete with a phony smile and aggressive sales pitch.

Using The

best a

three-step

process:

questions.

identify the

problem and

find out what

solutions they

offer a

solution.

Salespeople are the vanguard of your organization, reaching out, shaking hands (often virtually), and bringing customers into the fold.



Does

What behavior have we observed? What can we imagine them doing?



What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

