

The Modern Sales Playbook

Advanced Mental Models & Techniques for the Indian Market



*Integrating Global Methodologies
with Indian Sales Realities*

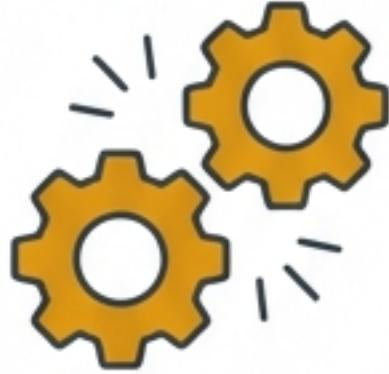
The Mindset Shift

From Pressure to Perspective



The Old Way: Product Pusher

- **Focus:** Same-day signing & feature dumping.
- **Fear:** ‘One-Leggers’ (missing decision makers).
- **Result:** High cancellations & educated buyer distrust.



The New Way: Trusted Advisor

- **Focus:** Diagnosing gaps & leading with insight.
- **Strategy:** “Focus on solving, not showing.”
- **Result:** Sustainable relationships & competitive advantage.

Know Your Battlefield

Qualification: BANT vs. MEDDIC

BANT

(Speed & Convenience)



Best for transactional SaaS or small insurance policies.

- Budget
- Authority
- Need
- Timeline

MEDDIC

(Accuracy & Depth)



Best for complex enterprise & pharma institutional sales.

- Metrics
- Economic Buyer
- Decision Criteria
- Decision Process
- Identify Pain
- Champion

Workbook Exercise

Check one: Is your current deal Transactional (Use BANT) or Complex (Use MEDDIC)?

Model 1: Perspective Shift

Sales creates value when it changes
HOW the customer defines the problem.



Indian Pharma Example

- **Scenario:** Dr. Mehta asks for a higher discount.
- **The Shift:** Don't sell "cheaper drugs." Reframe to "Improving Patient Adherence" to reduce therapy drop-offs.

Reflection:

What is one belief your customer holds that is actually costing them money?

The Tactical Tool: Gap Selling

Finding the value in the space between.



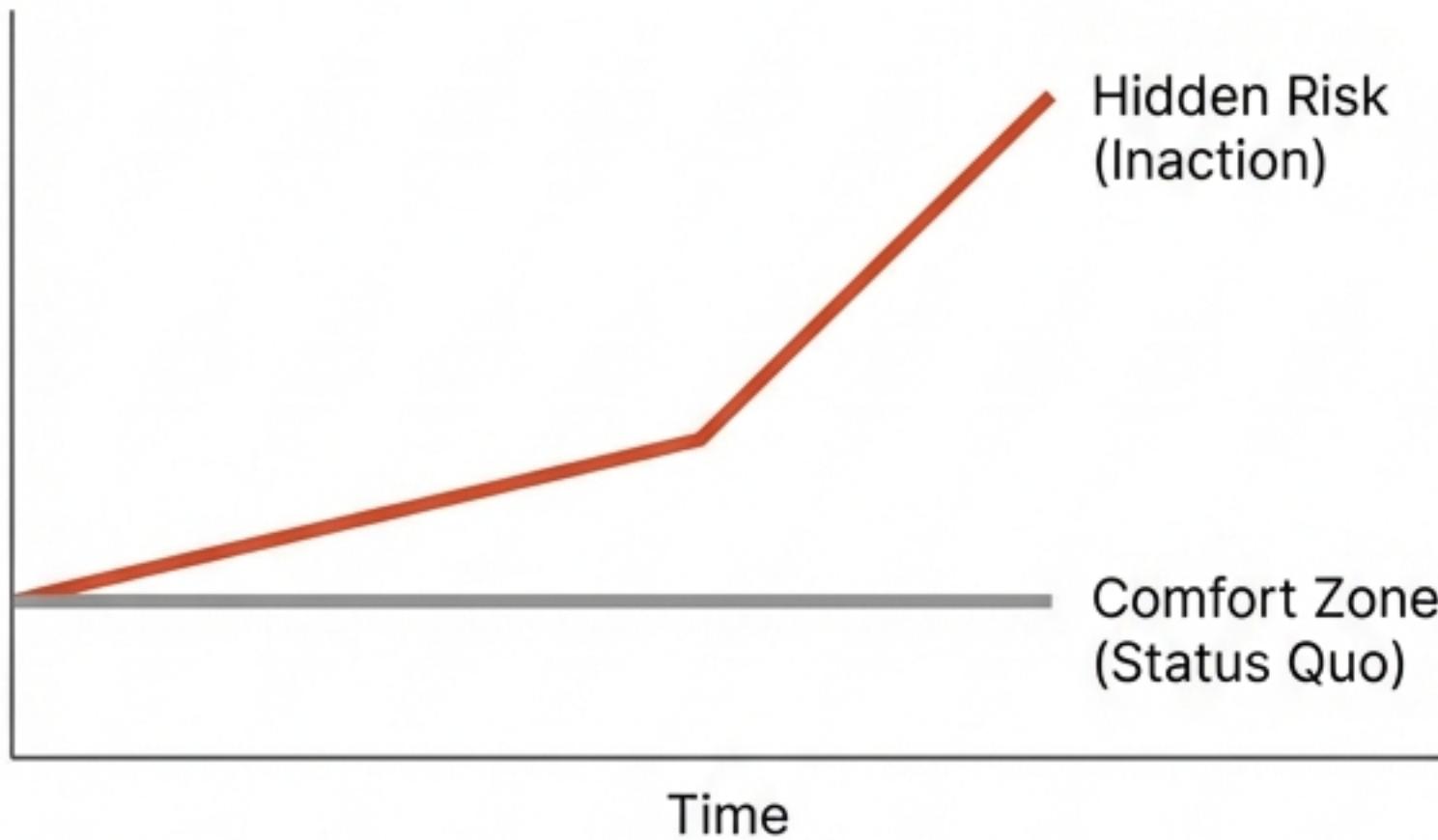
Key Practice: Problem Centric Selling

Identify the obstacles preventing the goals.

Key Question:
**“What happens if you
DON’T solve this problem?”**

Model 2: Productive Discomfort

Creating urgency by gently challenging the status quo.



Case Study: Institutional Sales Example

- **Scenario:** Hospital admin is happy with cheap antibiotic protocols.
- **The Discomfort:** Highlight the rising trend of antibiotic resistance (Future Risk) vs. current savings.

Workbook

Map the Risk: Where is your customer comfortable today but exposed to danger in 12 months?

Model 3: Guided Clarity

The Paradox of Choice

Good sellers simplify decisions.
Curate, don't dump data.



Case Study: Insurance Example

- **Mistake:** Showing 5 different ULIP plans to prove variety.
- **The Fix:** Narrow to 2 options based on life-stage analysis.

Look at your last proposal. Can you cut 50% of the options to make the decision easier?

Model 4: Stakeholder Translation

One Idea, Many Languages

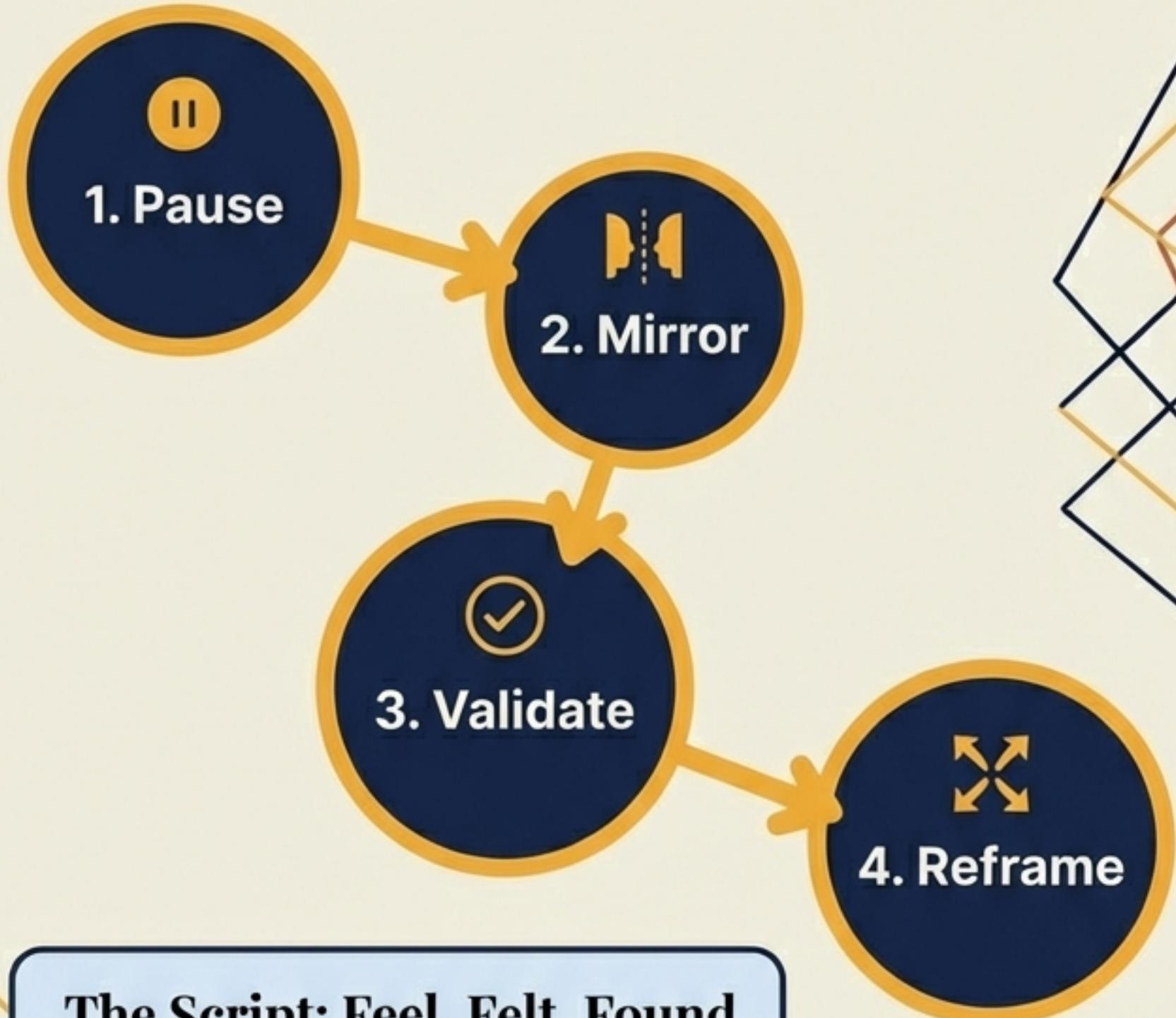


Workbook

Exercise: Who influences your deal but hasn't heard the pitch in **their** language?

Handling Objections

Turn 'No' into 'Know'



The Script: Feel, Felt, Found

FEEL: "I understand how you feel about the premium..."

FELT: "Many of our customers felt the same initially..."

FOUND: "But they found that the higher settlement ratio saved them trouble later."

Tip: Mirror the buyer's final words with an upward tone.

Workbook Zone:

Write a 'Feel, Felt, Found' response for a price objection you faced this week.

Model 5: Respectful Leadership

Guiding the process, not chasing approval.
Stop waiting for permission.

Key Tool: Sandler's Upfront Contracts

Meeting Contract

- | | |
|-------------------------------------|-----------------|
| <input checked="" type="checkbox"/> | Time Agreed |
| <input checked="" type="checkbox"/> | Agenda Set |
| <input checked="" type="checkbox"/> | Outcome Defined |

Case Study: Pharma Sales Example

- **Passive:** Agreeing to drop samples and hoping for the best.
- **Leader:** Proposing a structured 2-week pilot with outcome tracking.

Workbook Zone

Where are you acting like a passenger instead of a driver?

Closing & The Aftermath

Preventing Buyer's Remorse

The Fulfillment

Ensure the Pain is addressed *before* the signature.

Workbook Zone

Does this approach address your main concerns?

Post-Sell Strategy

It's normal to have questions after signing.
Address hesitations immediately.

Workbook Zone

What is on your mind now?



Acquiring new customers is expensive. Keep the ones you win.

The Sales Thinking Cheat Sheet

1. Perspective Shift

Tool: Gap Selling

Outcome: Reframe the Problem

2. Productive Discomfort

Tool: Pain Funnel

Outcome: Create Urgency

3. Guided Clarity

Tool: Curation

Outcome: Simplify Choices

4. Stakeholder Translation

Tool: MEDDIC

Outcome: Speak Their Language

5. Respectful Leadership

Tool: Upfront Contracts

Outcome: Lead the Way

Mastery Comes From Application

These models are thinking tools, not magic wands. Pair them with real conversations to build true selling judgment.

Visit www.bigpictureidea.in

For more models, resources, and deep-dives on sales thinking.

