DIAGNOSTIC SELLING....

SEASON 4 EPISODE 1

The Goal of Discovery Calls

& HOW THIS GOAL... AND THIS GOAL ONLY WILL DRIVE MORE CONVERSION.

AGENDA

ACT I
THE GOAL OF A SELLER:
WHILE SELLING.

ACT II
WHAT A SELLER OFTEN SAYS THEIR GOALS ARE:
WHILE SELLING.

ACT III
HOW A SELLER BELIEVES, THEY SHOULD GO ABOUT THAT

ACT IV
WHAT A SELLER IS HUNTING FOR IN DISCOVERY:
TO ACCOMPLISH THAT.

AGENDA

ACT V
THE GOAL OF A BUYER:
WHILE BUYING.

ACT VI
HOW A BUYER BELIEVES, THEY SHOULD GO ABOUT THAT

ACT VII
WHAT A BUYER IS HUNTING FOR IN DISCOVERY:
TO ACCOMPLISH THAT.

ACT VIII
WHAT HAPPENS: WHEN THEIR 2 SETS OF GOALS, AREN'T THE SAME

AGENDA

ACT IX
WHY THE BUYER SHUTS DOWN

ACT X
WHAT TRUE VALUE IS:
TO A BUYER.

ACT XI
THE 2 TYPES OF VALUE:
AND THE 8 LAWS AROUND IT.

ACT XII
HOW TO FIND A MISDIAGNOSIS

AGENDA

ACT XIII
HOW TO FIND A MISSED DIAGNOSIS

ACT XIV
THE TYPES OF QUESTIONS TO ASK:
A BIRD'S EYE VIEW.

ACT XV
HOW TO KNOW:
IF YOUR GOAL ISN'T CLEAN, & COMPLETELY IN YOUR BUYER'S BEST INTEREST.

ACT XVI
SO.... WHAT SHOULD YOU DO, AFTER TODAY?

1

THE GOALS OF A SELLER:

WHILE SELLING.

THE GOAL OF A SELLER

WHILE SELLING...

WELL....

AS IT TURNS OUT....

IS TO SELL.

THE GOALS: OF A SELLER .....
WHILE SELLING.

AS MANY OF
OUR PRODUCTS POSSIBLE.
(SURE WITHIN ETHICAL REASON– OF COURSE.)

THE GOALS: OF A SELLER .....
WHILE SELLING.

AT THE HIGHEST PRICE POINT POSSIBLE.

(SURE WITHIN ETHICAL REASON– OF COURSE.)

THE GOALS: OF A SELLER .....
WHILE SELLING.

WITH AS FEW DISCOUNTS POSSIBLE.

(SURE WITHIN ETHICAL REASON– OF COURSE.)

THE GOALS: OF A SELLER .....
WHILE SELLING.

IN THE QUICKEST TIME FRAME POSSIBLE.

(SURE WITHIN ETHICAL REASON– OF COURSE.)

2

WHAT DOES A SELLER <u>SAY</u> THAT THEIR GOALS ARE?

WHILE SELLING.

BUT....

WRONG WAY #3

THEY TELL THEM TO BE LESS AFRAID–
BEFORE ASKING QUESTIONS, TO KNOW IF THEY SHOULD BE.

WE DON'T <u>ACTUALLY</u> SAY THAT.

SO, WHAT DO WE SAY THAT OUR GOALS ARE?

WHAT DOES A SELLER .....
SAY THAT THEIR GOALS ARE?

WHAT DOES A SELLER .....

SAY THAT THEIR GOALS ARE?

**TO HELP YOU MAKE
THE BEST DECISION POSSIBLE.**

WHAT DOES A SELLER .....
SAY THAT THEIR GOALS ARE?

WHAT DOES A SELLER .....

SAY THAT THEIR GOALS ARE?

3

HOW **SELLERS** BELIEVE THEY SHOULD GO ABOUT THAT:

WITHIN DISCOVERY.

HOW SELLERS BELIEVE .....
THAT THEY SHOULD GO ABOUT THAT.

1

FIND A LOT OF PAIN....

TO INCREASE THE CHANCES, THAT THE BUYER WILL BUY.

2

FIND A LOT OF IMPACTS....

TO INCREASE THE CHANCES, THAT THE BUYER WILL BUY.

3

GET THE MOTIVATIONS OF THE BUYER.....

SO WE KNOW, WHY THEY WOULD BUY.

4

GET WHAT THE BUYER SHOULD CHANGE....

& THEIR “WHY BEHIND THE WHY”.

HOW SELLERS BELIEVE .....
THAT THEY SHOULD GO ABOUT THAT.

5

"MAP" OUR PRODUCTS.....

TO THE PROBLEM, THE PROSPECT IS TRYING TO SOLVE.

6

"MAP" OUR PRODUCTS....

TO THE SIZE OF PROBLEM, THAT THE BUYER WANTS TO SOLVE.

7

USE ALL OF THIS INFORMATION...

TO GET THE BUYER TO "SEE THINGS IN A DIFFERENT WAY".

8

USE EVERYTHING WE'VE LEARNED....

TO GET THE BUYER TO "AGREE ON THE PROBLEM TO SOLVE".

HOW SELLERS BELIEVE .....
THAT THEY SHOULD GO ABOUT THAT.

9

USE ALL OF THE INFORMATION....

TO MAKE THE BUYER REALIZE SOMETHING.

10

STRIKE UP A MUTUAL ACTION PLAN....

SO WE CAN HOLD THE BUYER ACCOUNTABLE, TO BUYING.

11

FOLLOW-UP WITH THE BUYER....

WITH “I’M CONFUSED” EMAILS, WHEN THEY DON’T MOVE FORWARD, AS PLANNED.

4 WHAT SELLERS HUNT FOR IN DISCOVERY:

TO ACCOMPLISH THAT.

WHAT SELLERS HUNT FOR .....

IN DISCOVERY, TO ACCOMPLISH THAT.

1

THE BUYER'S PAIN.

2

THEIR WHY.

3

THEIR IMPACTS.

4

WHAT THEY'VE SELF-DIAGNOSE.....

IN THEIR CURRENT & FUTURE STATE.

WHAT SELLERS HUNT FOR .....

IN DISCOVERY, TO ACCOMPLISH THAT.

5

WHO ELSE THEY'RE EVALUATING.

6

WHO ELSE THEY'RE USING RIGHT NOW.

7

THEIR TIMELINE.

8

THEIR BUDGET.

WHAT SELLERS HUNT FOR .....
IN DISCOVERY, TO ACCOMPLISH THAT.

9

THEIR DECISION MAKING POWER.

10

THEIR DECISION CRITERIA.

11

WHO ELSE NEEDS TO BE INVOLVED.

5

THE GOAL **OF A BUYER:**

WHILE BUYING SOMETHING.

THE GOALS: OF A BUYER .....
WHILE BUYING SOMETHING.

1

SOLVE A PROBLEM.

2

USE THE FEWEST # OF PRODUCTS.....

TO DO THAT.

3

USE THE LEAST AMOUNT OF MONEY.....

TO DO THAT.

4

BE AT THE LEAST AMOUNT OF RISK.....

WHILE DOING THAT.

THE GOALS: OF A BUYER .....
WHILE BUYING SOMETHING.

5

USE THE LEAST AMOUNT OF PEOPLE.....

TO DO THAT.

6

ATTRACT THE LEAST AMOUNT OF EYES....

WHILE DOING THAT.

7

INVOLVE THE LEAST AMOUNT OF EXECS....

WHILE DOING THAT.

8

SOLVE IT, WITHOUT PEOPLE KNOWING...

IF AT ALL POSSIBLE, THAT'S EVEN BETTER.

THE GOALS: OF A BUYER …..
WHILE BUYING SOMETHING.

9

IF THERE ARE EXECS INVOLVED…

I DEFINITELY DON'T WANT TO DISH MY PAIN– BECAUSE IT MAKES ME LOOK BAD.

10

IF THERE ARE EXECS INVOLVED…

I DON'T WANT TO SHOW THAT THE SELLER HAS MORE EXPERTISE THAN ME– BECAUSE IT MAKES ME LOOK BAD.

11

IF THERE ARE EXECS INVOLVED…

I DON'T WANT THEM TO KNOW THAT I'M EVEN EVALUATING– BECAUSE THEN THEY'LL KNOW THAT I HAVE A PROBLEM.

12

SOLVE THE PROBLEM, WITHOUT PRODUCTS…

IF AT ALL POSSIBLE.

THE GOALS: OF A BUYER .....
WHILE BUYING SOMETHING.

13

EDUCATE THEMSELVES
ON THE PROBLEM....

IN CASE THEY DO
EVER WANT OR NEED,
TO SOLVE IT.

6

HOW BUYERS BELIEVE THEY SHOULD GO ABOUT THAT:

IN AND OUTSIDE OF DISCOVERY.

HOW **BUYERS** BELIEVE .....
THAT THEY SHOULD GO ABOUT THAT.

1

BY READING ABOUT THE PROBLEM.

2

BY SELF-EDUCATING ABOUT THE PROBLEM.

3

BY HEARING FROM PEERS....

ABOUT HOW THEY'RE SOLVING FOR THE PROBLEM– AND HOW SUCCESSFUL THEY ARE, IN DOING THAT.

4

BY FINDING WAYS TO SOLVE THE PROBLEM....

WITHOUT BUYING ANY PRODUCTS.

HOW BUYERS BELIEVE .....

THAT THEY SHOULD GO ABOUT THAT.

5

BY FINDING WAYS TO SOLVE THE PROBLEM....

WITHOUT INVOLVING ANYONE

7

WHAT BUYERS HUNT FOR IN DISCOVERY:

TO ACCOMPLISH THAT.

WHAT BUYERS HUNT FOR .....

IN DISCOVERY, TO ACCOMPLISH THAT.

1

YOUR PRICING.

2

YOUR COMPETITIVE DIFFERENTIATION.

3

YOUR PRODUCT ROADMAP.

4

THE AVERAGE RESULTS, THAT PEOPLE SEE....

FROM USING YOUR PRODUCTS—

& NOT JUST GLOSSED OVER CASE STUDIES.

WHAT BUYERS HUNT FOR .....
IN DISCOVERY, TO ACCOMPLISH THAT.

5

THE LESS INTERACTION WITH SALES....

THE BETTER.

6

THE FASTER THEY CAN EVALUATE....

THE BETTER.

7

THE LESS PRESSURE WHILE EVALUATING....

THE BETTER.

8

DURING EVAL—>THE LESS ACCOUNTABILITY.....

THE BETTER.

8

WHAT HAPPENS WHEN THOSE 2 SETS OF GOALS AREN'T THE SAME

9

WHY THE BUYER.... JUST SHUTS DOWN.

10

WHAT IS VALUE(ABLE):

TO A BUYER.

WHAT IS VALUE(ABLE).....
TO **A BUYER** .

1

SOMETHING THAT THE BUYER.....

DOESN'T ALREADY KNOW.

2

SOMETHING THEY BELIEVE.....

THAT ISN'T TRUE.
*(THAT IF THE ACTED UPON– WOULD **ACTUALLY HURT THEM.**)*

3

SOMETHING THAT THEY'VE MISSED.

4

SOMETHING THAT'S GOING TO HAPPEN....

TO THEM, THAT THEY DIDN'T KNOW ABOUT.

WHAT IS VALUE(ABLE).....
TO A BUYER .

5

A WAY TO SOLVE THE PROBLEM....

(OR PART OF IT) FOR FREE.

6

A WAY TO SOLVE THE PROBLEM....

(OR PART OF IT) WITHOUT USING THE SELLER, OR THEIR PRODUCTS.

7

GUIDES, RESOURCES, OR SUGGESTIONS...

AROUND HOW TO SOLVE THE PROBLEM.

8

KNOWLEDGE OF HOW THEY COMPARE....

TO OTHER BUYERS, IN TERMS OF PERFORMANCE, OR IN SOLVING THE PROBLEM, THAT THEY WANT TO SOLVE.

WHAT IS VALUE(ABLE).....

TO A BUYER .

9

KNOWLEDGE OF THE LIKELIHOOD....

THAT SOMETHING IS GOING TO OCCUR, OR NOT OCCUR.

10

KNOWLEDGE OF HOW CLOSE THEY ARE....

TO HAVING TO START, TO SOLVE FOR A PROBLEM.

11

KNOWLEDGE OF THE BOILING POINT....

AT WHICH THEY NEED TO START, TO SOLVE A PROBLEM.

11

THE 2 TYPES OF VALUE:

AND THE 8 LAWS AROUND IT.

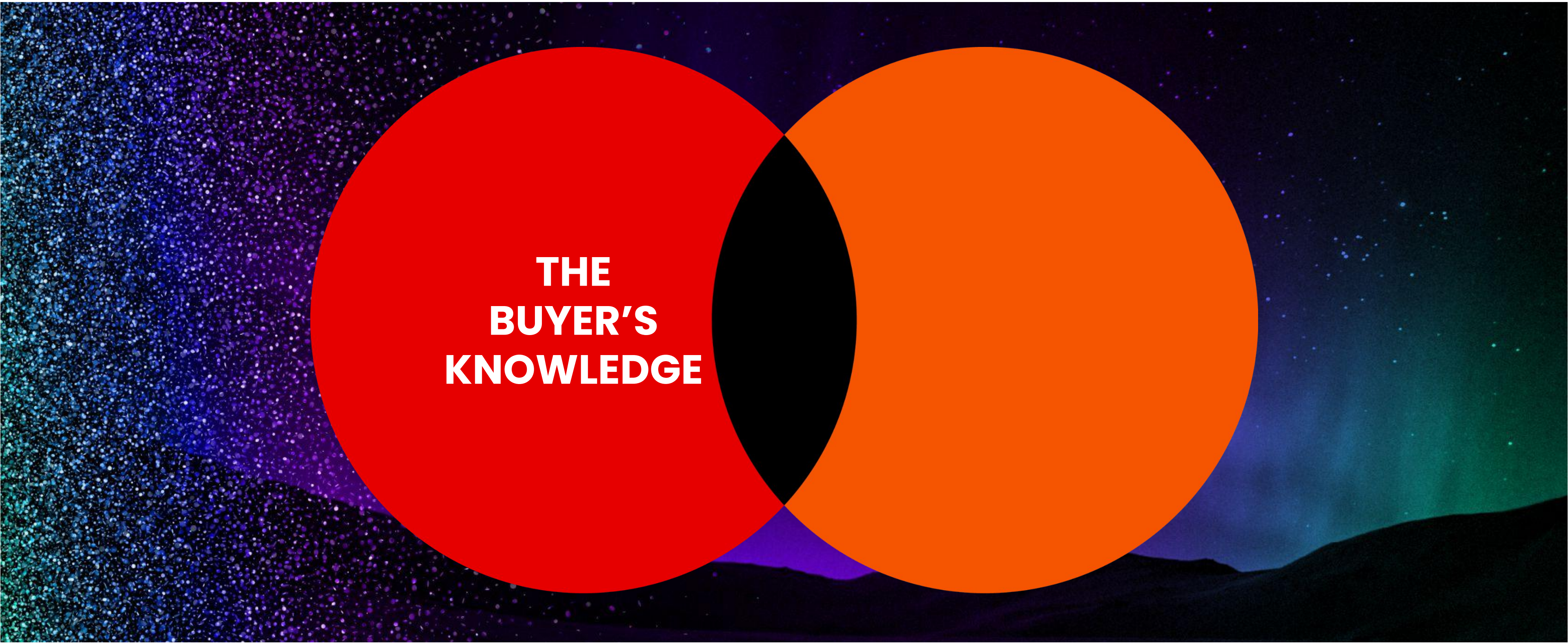
VALUE, TO A BUYER....

IS INFORMATION… THAT THEY <u>DIDN'T</u> KNOW.

ON ONE SIDE

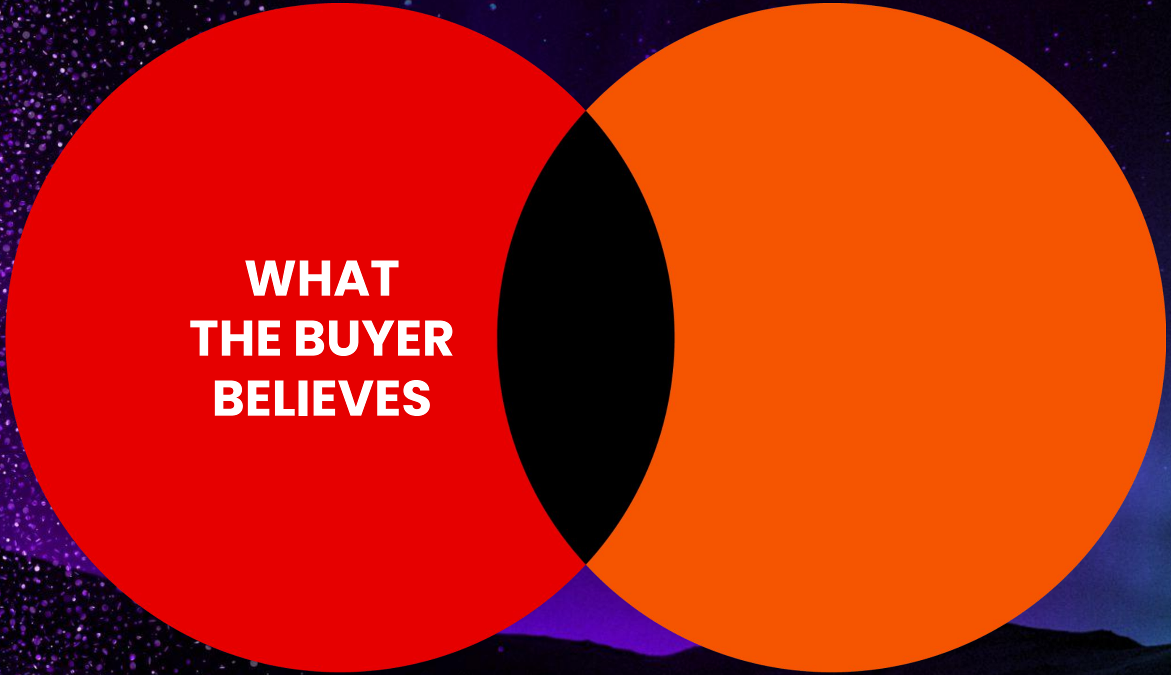
YOU'VE GOT...

WHAT THE BUYER....
KNOWS.



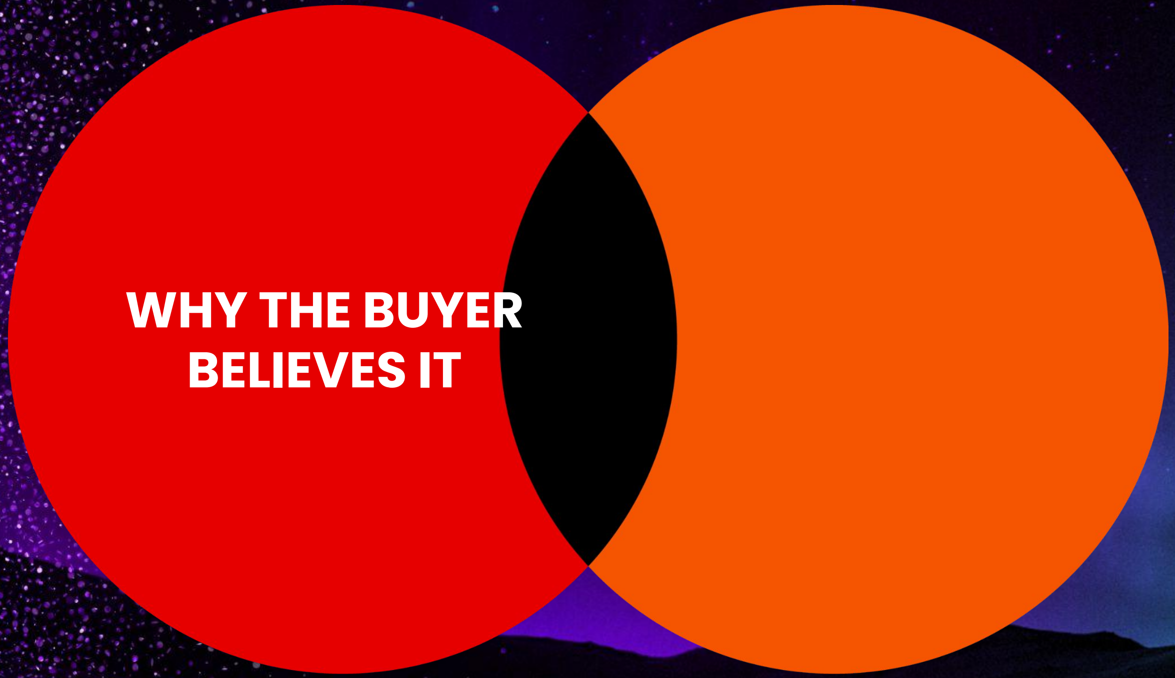
WHAT THE BUYER....

BELIEVES .



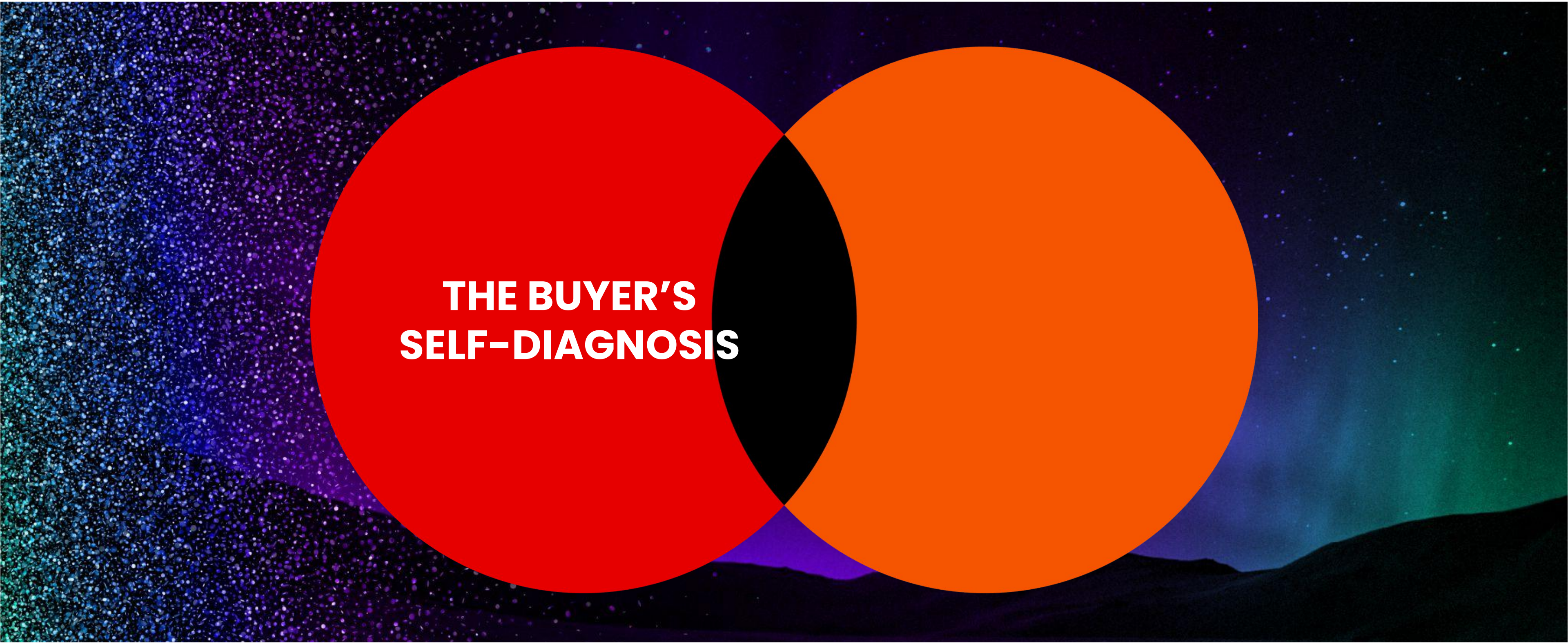
WHY THE BUYER....

BELIEVES IT .



WHAT THE BUYER....

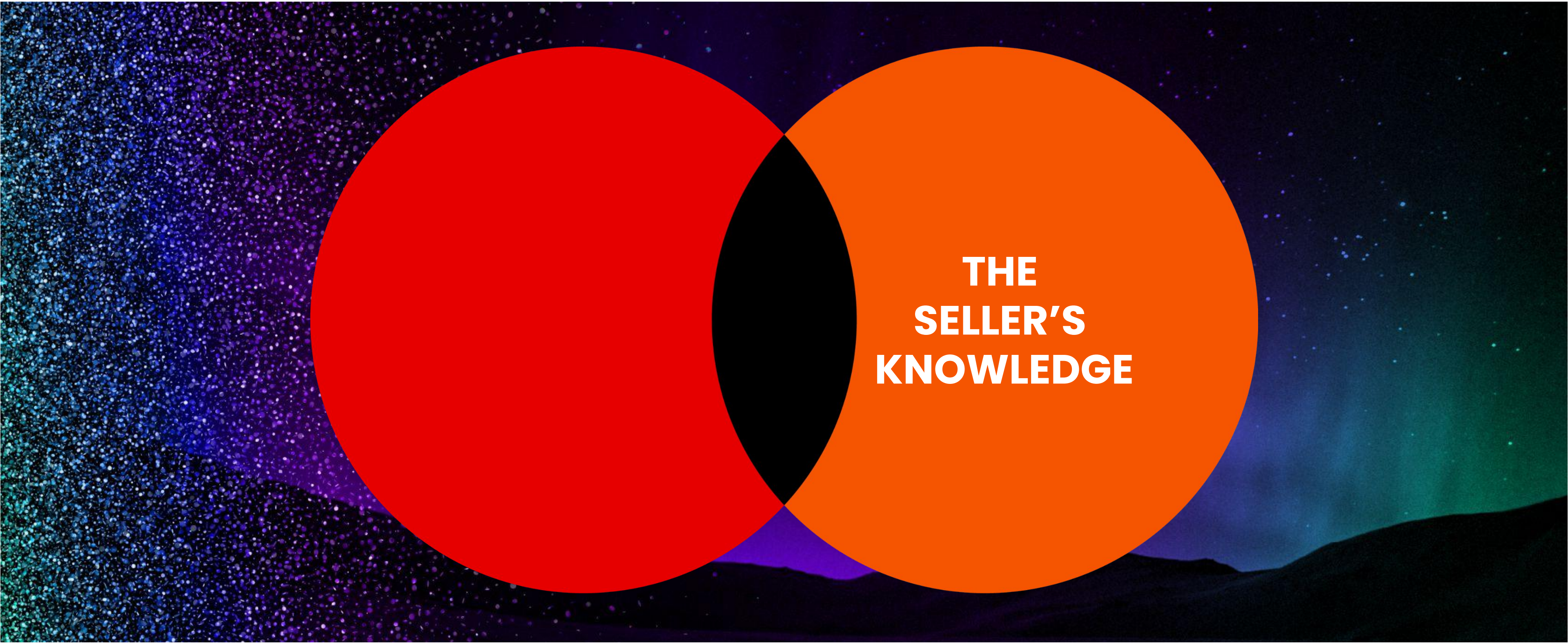
HAS SELF-DIAGNOSED .



& ON THE OTHER SIDE

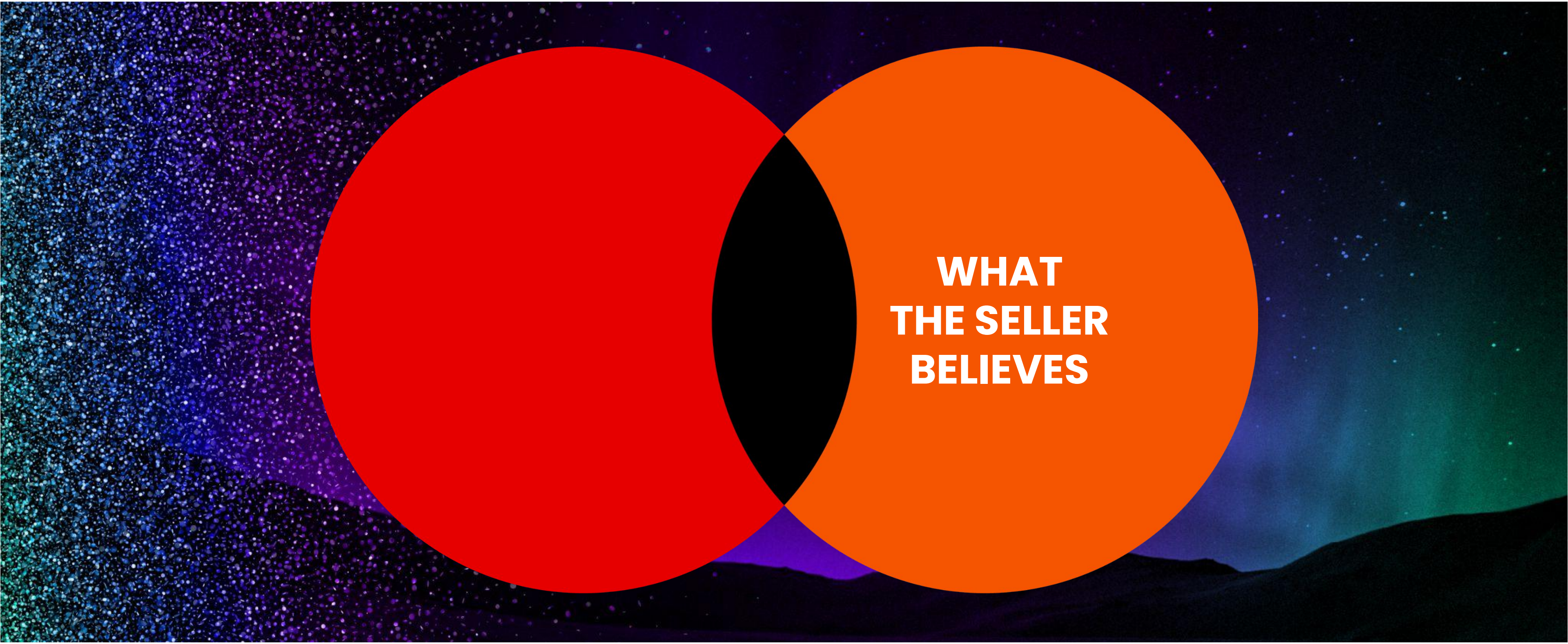
YOU'VE GOT...

WHAT THE SELLER....
KNOWS.

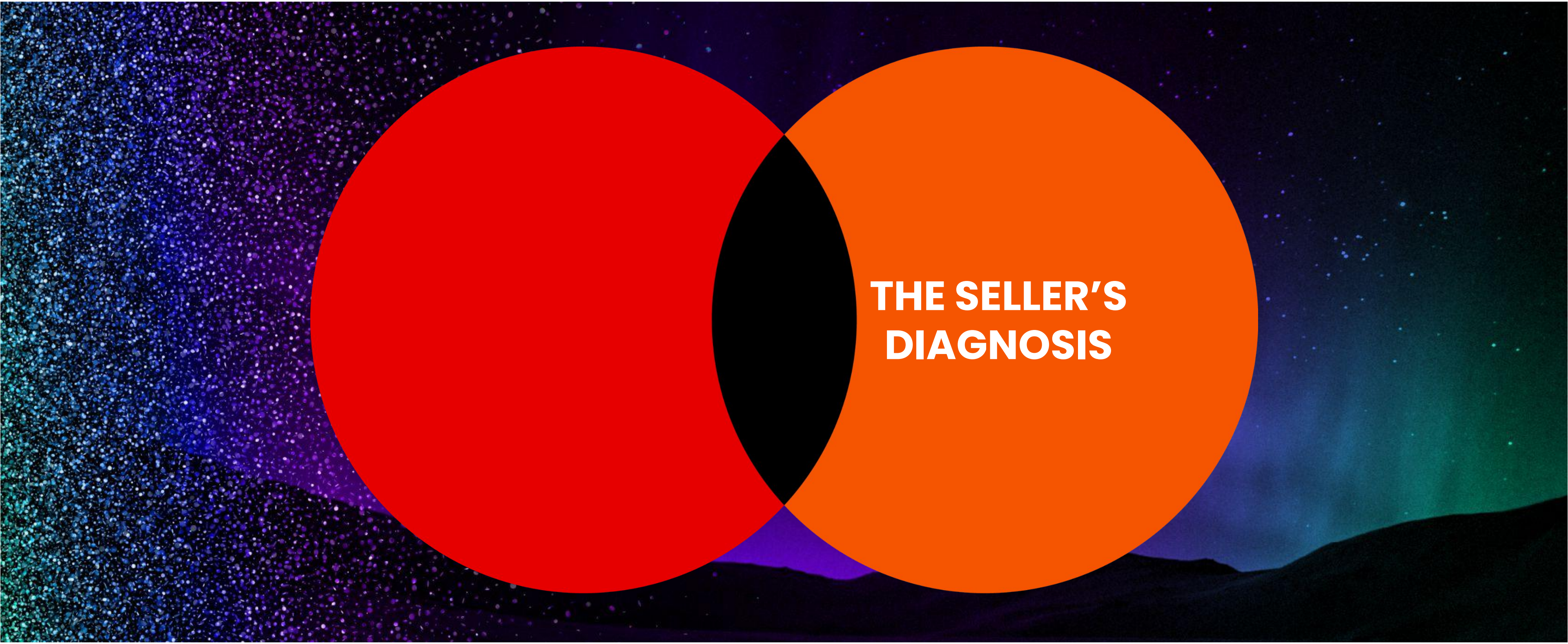


WHAT THE SELLER....

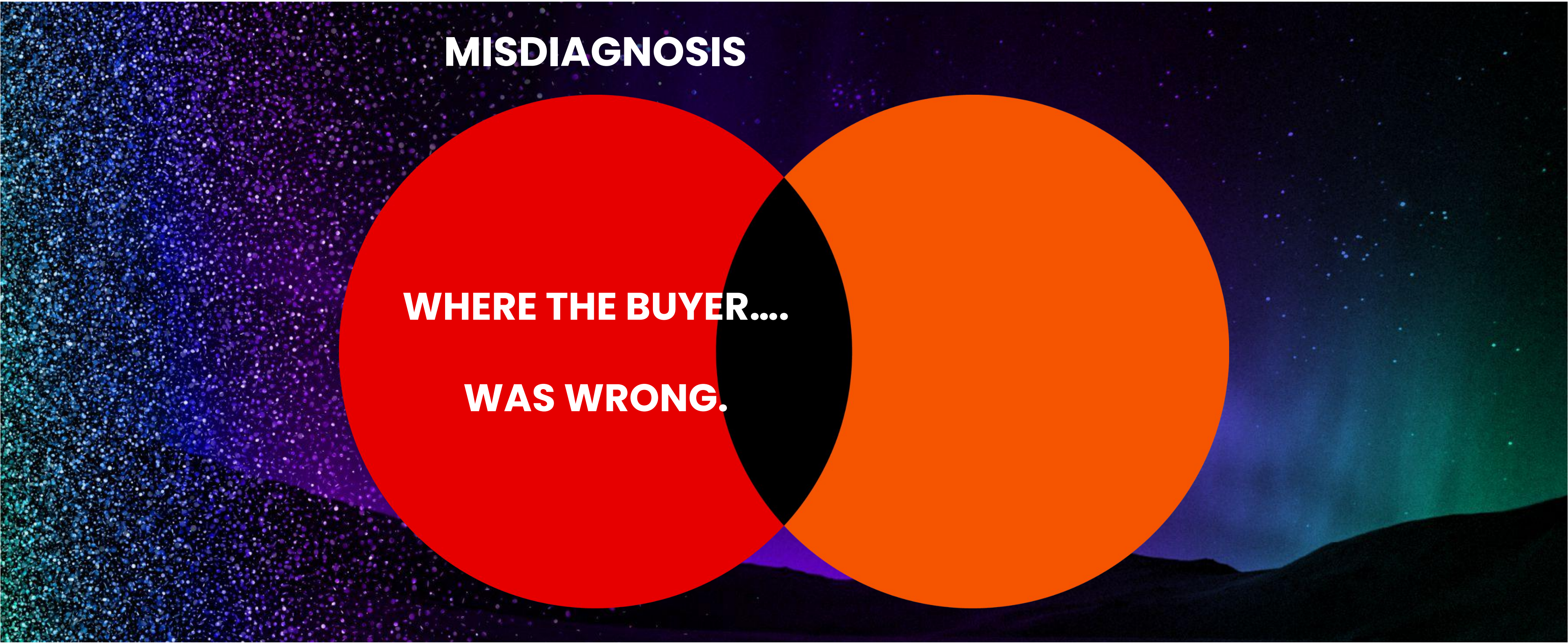
BELIEVES .



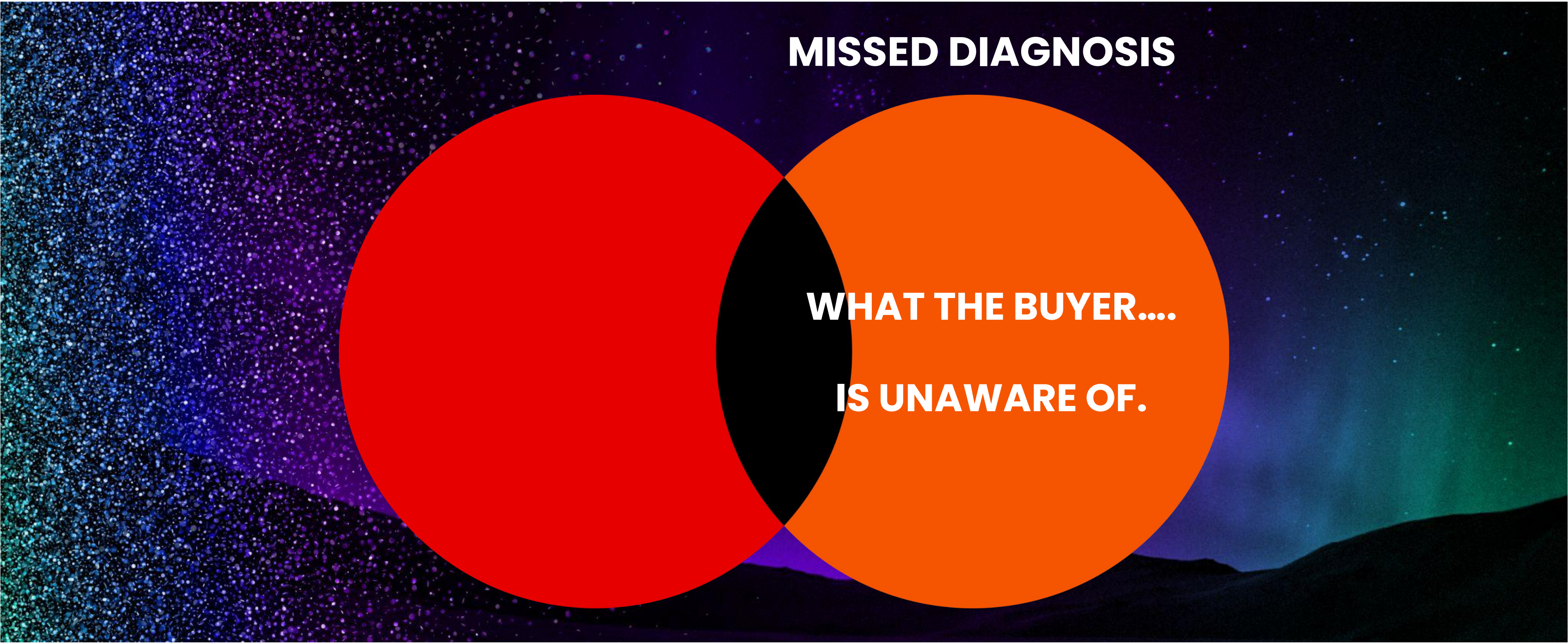
WHAT THE SELLER....
HAS DIAGNOSED .



WHAT A BUYER DOESN'T KNOW....
& WHERE THEY WERE WRONG .



WHAT A BUYER DOESN'T KNOW….
& WHAT THEY'RE UNAWARE OF .



VALUE TYPE #1

FINDING A **MISDIAGNOSIS**.

WHAT IS VALUE ....

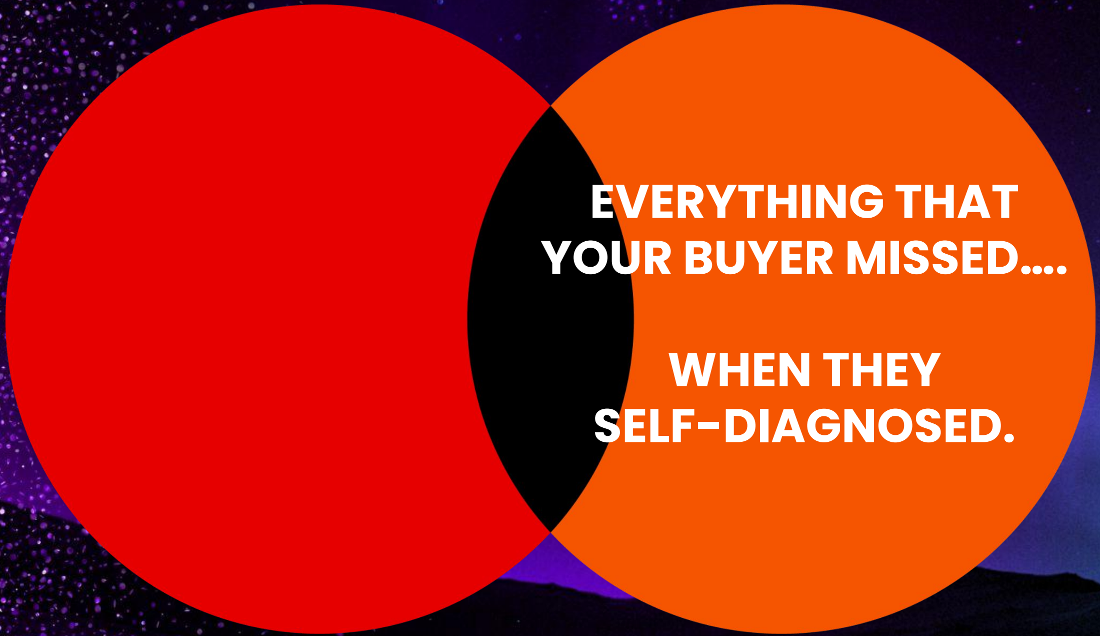
TYPE #1: MISDIAGNOSIS .

VALUE TYPE #2

FINDING A MISSED DIAGNOSIS.

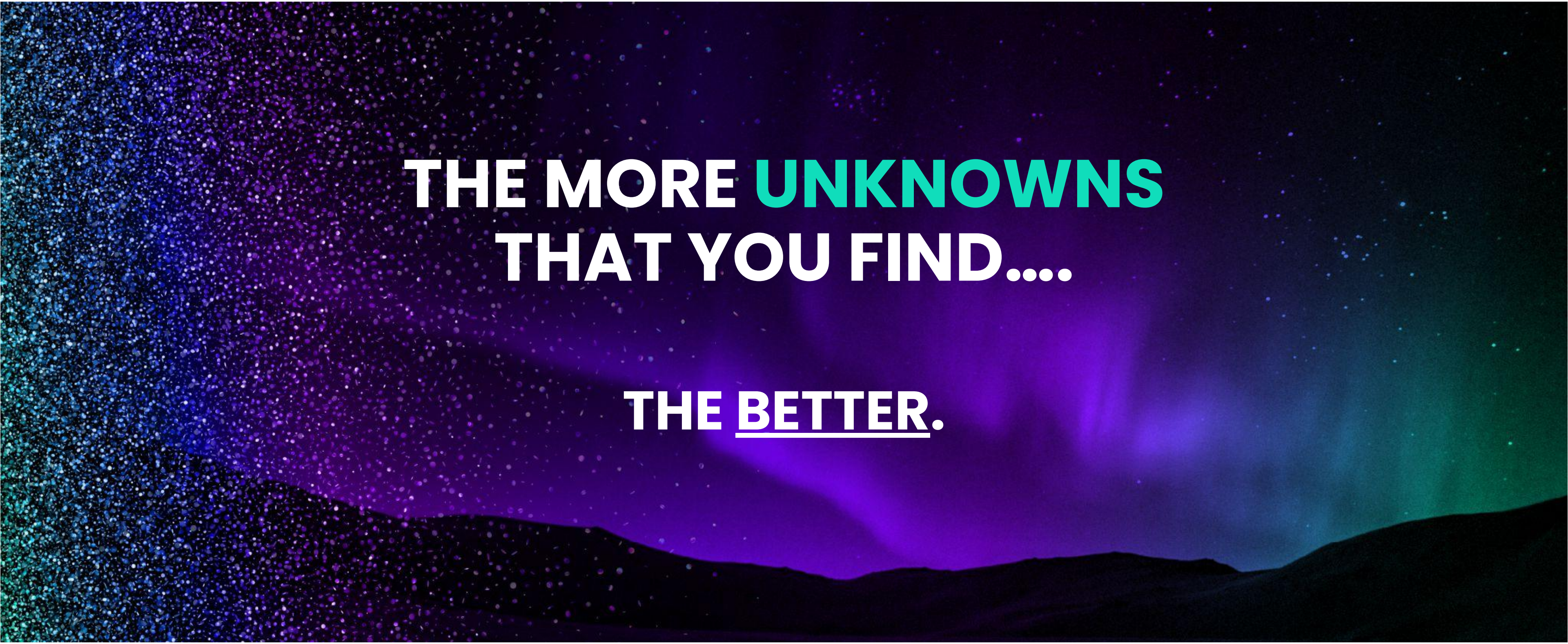
WHAT IS VALUE ....
TYPE #2: MISSED DIAGNOSIS .

MISSED DIAGNOSIS

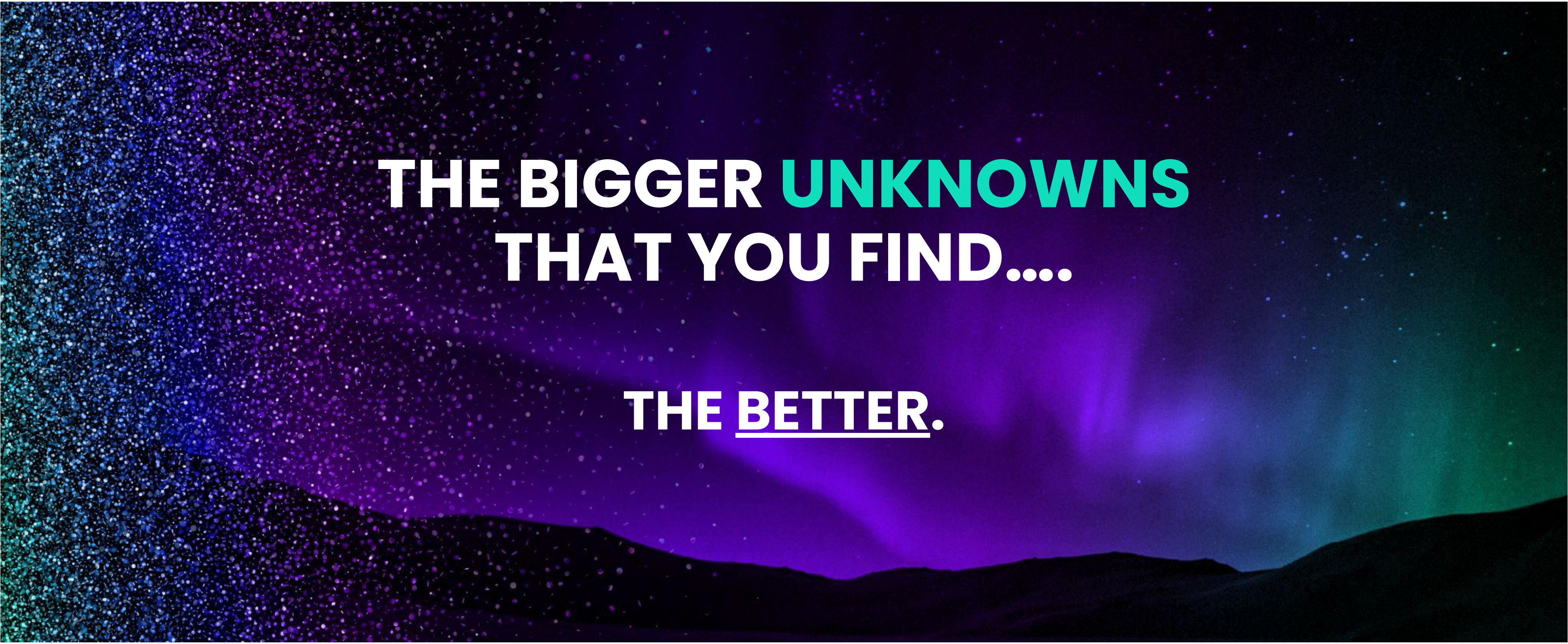


& THE 8 LAWS OF ADDING VALUE.

THE LAWS OF ADDING VALUE
LAW #1



THE LAWS OF ADDING VALUE
LAW #2



THE BIGGER UNKNOWNS THAT YOU FIND....

THE BETTER.

THE LAWS OF ADDING VALUE
LAW #3

THE MORE IMPACT
OF THE UNKNOWNS, THAT YOU FIND….

THE BETTER.

LAW #4

THE CLOSER TO WHEN THE UNKNOWNS WOULD HAVE IMPACTED THEM....

THE BETTER.

LAW #5

THE QUICKER THAT YOU FIND THE UNKNOWNS….

THE BETTER.

THE LAWS OF ADDING VALUE

LAW #6

THE MORE RESOURCES THAT YOU SEND, ABOUT THE UNKNOWNS....

THE BETTER.

THE LAWS OF ADDING VALUE

LAW #7

THE LESS INVOLVEMENT
THAT THE RESOURCES REQUIRE…

THE BETTER.

THE LAWS OF ADDING VALUE

LAW #8

THE FEWER PEOPLE THAT KNOW ABOUT THE UNKNOWNS THAT YOU FIND…

THE BETTER.

12

HOW TO FIND A MISDIAGNOSIS:

IN DISCOVERY– A BRIEF OVERVIEW.

STEP 00

RESEARCH
THE BUYER'S METRICS

STEP 0

LEARN
THE BUYER'S METRICS

STEP 1

DEFINE THE BUYER'S SELF-DIAGNOSIS

STEP 2

COUNTER THE MISDIAGNOSIS: WITH A STAT.

STEP 3

ASK A QUESTION TO:
CONFIRM YOUR **MISDIAGNOSIS**
(BY ANOTHER INDICATOR)

OR

DOUBLE DOWN ON YOUR **MISDIAGNOSIS**

13

HOW TO FIND A MISSED DIAGNOSIS:

IN DISCOVERY– A BRIEF OVERVIEW.

STEP 00

RESEARCH
THE BUYER'S METRICS

STEP 0

LEARN
THE BUYER'S METRICS

STEP 1

QUANTIFY THE MISSED INDICATOR

STEP 2

SURFACE THE MISSED DIAGNOSIS WITH A STAT

STEP 3

ASK A QUESTION TO:
CONFIRM THE MISSED DIAGNOSIS
(BY ANOTHER INDICATOR)

OR

DOUBLE DOWN ON THE MISSED DIAGNOSIS

14 THE TYPES OF QUESTIONS TO ASK:

A BIRD'S EYE VIEW.

WE GO INTO IT....

EXTENSIVELY
IN EPISODES 11-14....

WE AS A SNAPSHOT….

THE TYPES OF QUESTIONS, TO ASK.....
A BIRD'S EYE VIEW.

1

QUESTIONS ABOUT THE BUYER'S METRICS.

2

QUESTIONS THAT ARE OBJECTIVE.

3

QUESTIONS WITH DEFINED GUARD RAILS.

4

QUESTIONS ON THEIR METRICS, IN SPECIFIC.

15

HOW TO KNOW:

THAT YOUR GOAL <u>ISN'T</u> CLEAN, & COMPLETELY IN YOUR BUYER'S BEST INTEREST.

HOW YOU CAN REALLY KNOW.....

IF YOUR GOAL ISN'T THIS.

1

YOU DON'T EVEN KNOW......

WHAT YOUR BUYER'S METRICS ARE.

2

YOU DON'T KNOW....

THE INDUSTRY AVERAGES, OF YOUR BUYER'S METRICS.

3

YOU THINK THAT SELLING....

IS AN "EASILY TRANSFERABLE SKILL".

4

YOU OFTEN ASK QUESTIONS....

WITH THE INTENTION, OF "LEADING THE BUYER", TO SAY SOMETHING.

HOW YOU CAN REALLY KNOW.....

IF YOUR GOAL <u>ISN'T</u> THIS.

5

YOU WANT THE BUYER TO CONFIRM....

THE EXISTENCE OF A PROBLEM– & THEN YOU PITCH, WHEN AND IF THEY DO.

6

YOU BASE EVERYTHING....

THAT YOU BELIEVE– ON WHAT THE BUYER BELIEVES.

7

YOU FEEL LIKE YOU <u>HAVE</u> TO FIND PAIN...

FOR A BUYER, TO HAVE REASON TO BUY.

8

YOU GET REALLY EXCITED....

WHEN YOU HEAR, THAT THE BUYER HAS PAIN.

HOW YOU CAN REALLY KNOW.....

IF YOUR GOAL <u>ISN'T</u> THIS.

9

YOU FEEL LIKE, WITH YOUR BUYER.....

THE MORE PAIN, THE BETTER.

10

WHEN THEY MENTION A PROBLEM....

YOU BREEZE RIGHT THROUGH IT.

11

YOU CAN'T SUMMARIZE...

THE PROBLEM– OR THE DETAILS OF IT– EVEN 5 MINUTES AFTER THE CALL HAS FINISHED.

12

WHEN THE BUYER IS TALKING.....

YOU'RE BUSY THINKING OF YOUR NEXT QUESTION.

HOW YOU CAN REALLY KNOW.....

IF YOUR GOAL ISN'T THIS.

13

YOU STRUGGLE WITH KNOWING.....

THE QUESTIONS, THAT YOU SHOULD ASK.

14

YOU DON'T PRIORITIZE...

LEARNING ABOUT YOUR BUYERS.

15

YOU OFTEN WATCH OBJECTION WEBINARS

BUT NOT WEBINARS, THAT YOUR BUYERS....

WOULD ALSO WATCH.

16

YOU THINK SALES...

IS MAINLY ABOUT RELATIONSHIPS.

HOW YOU CAN REALLY KNOW.....

IF YOUR GOAL ISN'T THIS.

17

WHEN YOU READ, YOU MOSTLY READ....

ABOUT PSYCHOLOGY, SALES, OR MOTIVATIONAL BOOKS— BUT NOTHING ABOUT THE ACTUAL BUYER.

16

SO... WHAT SHOULD I DO AFTER TODAY?

WHAT CAN I DO DIFFERENTLY.....
STARTING TODAY.

WHAT CAN I DO DIFFERENTLY.....
STARTING TODAY.

WHAT CAN I DO DIFFERENTLY.....
STARTING TODAY.

WHAT CAN I DO DIFFERENTLY.....
STARTING TODAY.

AND HIT PLAY–
ON EPISODE 2. :)

IN SUMMARY…

THE END.