DIAGNOSTIC SELLING....



SEASON 4

EPISODE 17

How to Run DISCO Calls Differently

FOR AN INBOUND V. OUTBOUND BUYER



ACT I SO, WHAT IS THE DIFFERENCE? BETWEEN INBOUND & OUTBOUND QUALITATIVELY.

ACTIL

WHAT'S AN INBOUND-SOURCED BUYER'S MINDSET?

& WHAT YOU HAVE TO KEEP IN MIND, BECAUSE OF THEIR MINDSET.

<u>ACT III</u>

WHAT'S AN INBOUND-SOURCED BUYER'S ROLE?

& THE "GAMES OF PRESSURE" THEY'LL PLAY, BECAUSE OF THAT ROLE.



ACTIV

YOUR ETHICAL RESPONSIBILITY....

WHEN SELLING TO AN INBOUND-SOURCED BUYER.

ACTV

WHAT'S AN OUTBOUND-SOURCED BUYER'S MINDSET?

& WHAT YOU HAVE TO KEEP IN MIND, BECAUSE OF THEIR MINDSET.

ACT VI

WHAT'S AN OUTBOUND-SOURCED BUYER'S ROLE?

& THE "TOUGH GUY GAMES" THEY'LL PLAY, BECAUSE OF THAT ROLE.



ACT VII
YOUR ETHICAL RESPONSIBILITY....
WHEN SELLING TO AN OUTBOUND-SOURCED BUYER.

ACT VIII
THE KEY DIFFERENCES.....
FOR AN INBOUND-SOURCED BUYER.

ACTIX
THE KEY DIFFERENCES.....
FOR AN OUTBOUND-SOURCED BUYER.



ACTX

THE 3 STEPS OF DIAGNOSTIC SELLING: FOR ALL BUYERS - REGARDLESS OF THEIR SOURCE.

ACT XI

THE 3 STEPS OF DIAGNOSTIC SELLING.....
(& WHAT PHRASES TO USE) FOR AN INBOUND-SOURCED BUYER.

ACT XII

THE 3 STEPS OF DIAGNOSTIC SELLING.....
(& WHAT PHRASES TO USE) FOR AN OUTBOUND-SOURCED BUYER.



SO, WHAT IS THE DIFFERENCE?

BETWEEN INBOUND & OUTBOUND....
QUALITATIVELY.

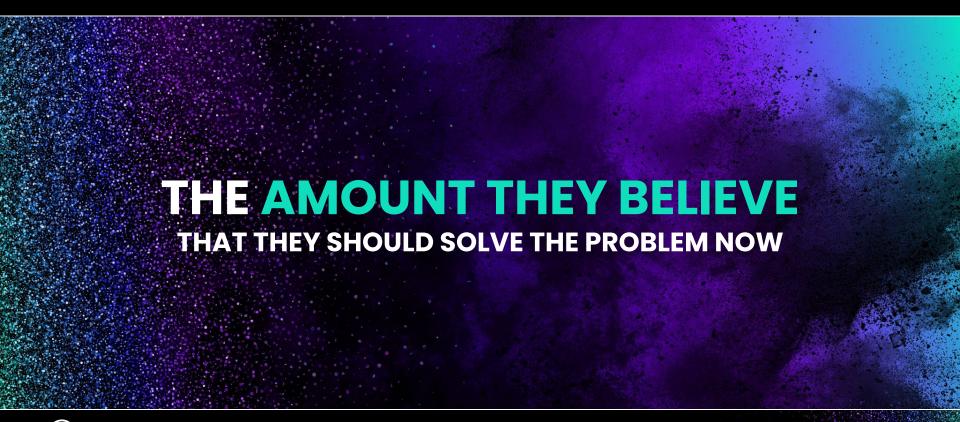












THE AMOUNT OF BELIEFS THEY HAVE

IN RELATIONSHIP TO THE PROBLEM—
& THE AMOUNT THEY HAVE SELF-DIAGNOSED









WHAT'S THE MINDSET OF AN INBOUND-SOURCED BUYER?

& WHAT YOU NEED TO KEEP IN MIND, BECAUSE OF THEIR MINDSET.

YOU HAVE TO KEEP IN MIND THAT.....

THEY ARE MORE SOLD

ON WHAT THEY NEED TO SOLVE THEIR PROBLEM— & THAT THEY KNOW WHAT THEY NEED.



YOU HAVE TO KEEP IN MIND THAT.....

THEY ARE MORE RESEARCHED

& BELIEVE THAT THEY KNOW WHAT THEY NEED/WANT MORE.



YOU HAVE TO KEEP IN MIND THAT.....

THEY ARE MUCH CLOSER

TO MAKING A MOVE TO TRY TO SOLVE IT— & ARE CLOSER TO (POTENTIALLY) MAKING THE WRONG DECISION.



YOU HAVE TO KEEP IN MIND THAT.....

THEY ARE LESS WILLING

TO PUT UP WITH QUALIFYING QUESTIONS. (OR ANY QUESTIONS, THAT DON'T ADD VALUE)

YOU HAVE TO KEEP IN MIND THAT.....

THEY ARE LESS WILLING

TO PUT UP WITH A "LAG TIME" TO TALK ABOUT SOLVING IT.



YOU HAVE TO KEEP IN MIND THAT.....

INDECISION HITS HARD

& IS WHAT WILL SLOW THEM DOWN FROM SOLVING IT.



YOU HAVE TO KEEP IN MIND THAT.....

THEY'RE PASSED STATUS-QUO

& YOU SHOULDN'T TRY TO OVERCOME THIS,
BECAUSE THEY'VE PASSED THAT POINT ON THEIR OWN, ALREADY.



YOU HAVE TO KEEP IN MIND THAT.....

THEY HAVE A DRIVING IMPACT

THAT THEY WANT TO AVOID,
& IS SEVERE ENOUGH TO MAKE SOLVING IT, WORTH IT.



YOU HAVE TO KEEP IN MIND THAT.....

THEY ARE MORE ANXIOUS

TO START MAKING PROGRESS TOWARDS SOLVING IT—BECAUSE THEY HAVE A DRIVING IMPACT, THAT'S AT STAKE.



YOU HAVE TO KEEP IN MIND THAT.....

THEY HAVE HAD TO RESEARCH

BECAUSE THEY THINK THAT NO ONE (INCLUDING THE SELLER)
WILL HELP THEM SOLVE THEIR PROBLEM.



YOU HAVE TO KEEP IN MIND THAT.....

THEY KNOW MORE OVERALL

THAN MOST SELLERS & ANYONE—
ABOUT THEIR ROLE, INTERNAL ORG, & SOLVING THE PROBLEM.



YOU HAVE TO KEEP IN MIND THAT.....

THEY DON'T WANT TO BE QUALIFIED

OR ANSWER ANY QUESTIONS OF SALES REPSBECAUSE THEY OBJECTIVELY DO KNOW MORE.



YOU HAVE TO KEEP IN MIND THAT.....

IF THEY TRULY DO KNOW MORE

IT'S IN THEIR BEST INTEREST, TO "SELF-SERVE"
WHAT THEY THINK THE BEST SOLUTION IS FOR THEIR PROBLEM.



YOU HAVE TO KEEP IN MIND THAT.....

THAT THEY ARE SCARED

THEY'LL PICK THE WRONG SOLUTION, THERE'S TOO MUCH INFO & ALSO HAVE HIGH LEVELS OF OUTCOME UNCERTAINTY.



YOU HAVE TO KEEP IN MIND THAT.....

THEY THINK THEY KNOW

WHAT THEY NEED, TO SOLVE THE PROBLEM—
BUT THEY'RE SCARED THEY WON'T BE ABLE TO DO SO SUCCESSFULLY.





WHAT'S THE ROLE OF AN INBOUND-SOURCED BUYER?

& THE "GAMES OF PRESSURE" THEY'LL PLAY, BECAUSE OF THEIR ROLE.

THE ROLE THEY HAVE & PLAY.... AS AN INBOUND-SOURCED BUYER.



THE ROLE THEY HAVE & PLAY.... AS AN INBOUND-SOURCED BUYER.



THEY'LL WANT TO PRESSURE YOU TO GIVE THEM INFO-TO HELP THEM BUY OR EVALUATE IN THE BEST WAY POSSIBLE.



THE GAMES

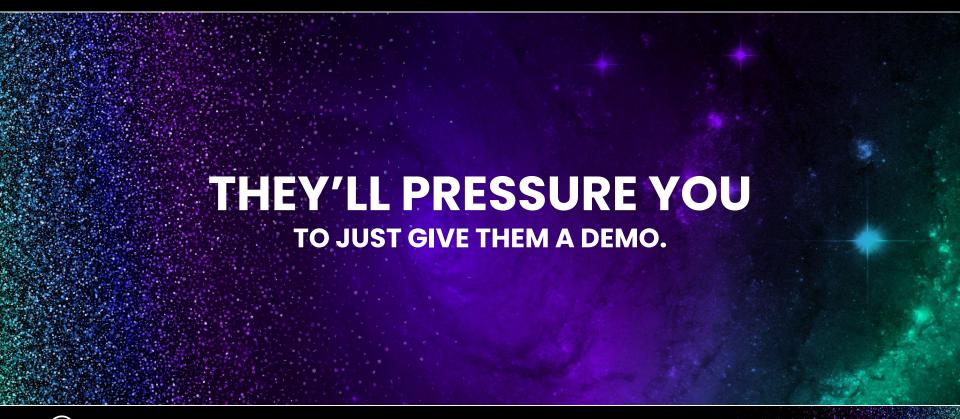
THAT AN INBOUND-SOURCED BUYER: WILL PLAY, BECAUSE OF THEIR ROLE.



THE ROLE THEY HAVE: AS AN INBOUND BUYER & THE "GAMES OF PRESSURE" THEY'LL PLAY, BECAUSE OF IT.



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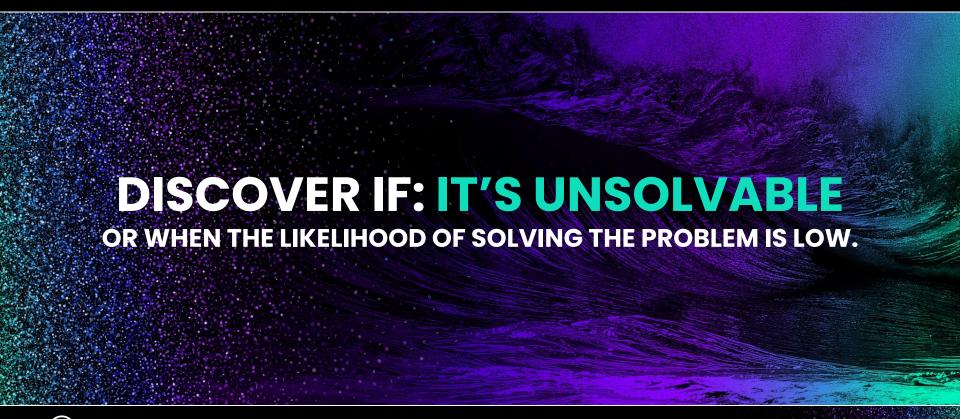
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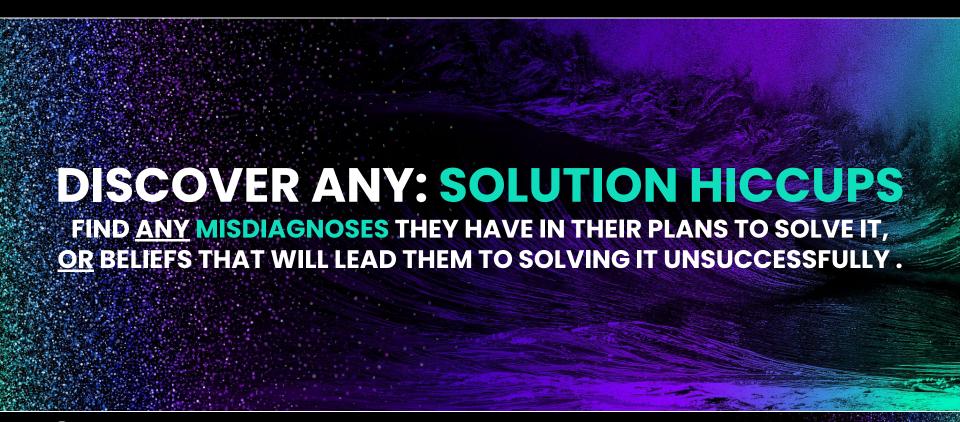


YC RETO

YOUR ETHICAL RESPONSIBILITY...... TO AN INBOUND-SOURCED BUYER.











YOU MUST DO WHEN MEETING WITH AN INBOUND-SOURCED BUYER...



IS TO CORRECT ANYTHING THAT THEY'RE ALREADY THINKING....



IN RELATIONSHIP TO THE PROBLEM, OR HOW TO SOLVE IT....



THAT IS INCORRECT

& WOULD HURT THEM IF THEY TOOK ANY ACTION, THAT IS BASED ON THE MISBELIEF.







WHAT'S THE MINDSET OF AN OUTBOUND-SOURCED BUYER?

& WHAT YOU NEED TO KEEP IN MIND, BECAUSE OF THEIR MINDSET.

YOU HAVE TO KEEP IN MIND THAT.....

THEY AREN'T YET SOLD

THAT THEY NEED TO SOLVE THE PROBLEM AT HAND.



YOU HAVE TO KEEP IN MIND THAT.....

THEY AREN'T YET SOLD

THAT THE PROBLEM AT HAND, IS WORTH SOLVING.



YOU HAVE TO KEEP IN MIND THAT.....

THEY MIGHT BE RESEARCHING

WHAT THEY WOULD DO- JUST IN CASE ONE DAY IT DID BECOME A PROBLEM, THAT THEY NEED TO SOLVE.



YOU HAVE TO KEEP IN MIND THAT.....

THEY DON'T (NECESSARILY) KNOW

WHAT THEY WANT - OR WHAT THEY NEED OR CONVINCE THAT THEY NEED ANYTHING AT ALL.



YOU HAVE TO KEEP IN MIND THAT.....

THEY ARE LIKELY NOT CLOSE

TO MAKING A DECISION TO SOLVE IT—
& MUCH LESS, MAKING A DECISION TO SOLVE IT WITH YOU.



YOU HAVE TO KEEP IN MIND THAT.....

THEY DON'T THINK THEY

NEED TO SOLVE THE PROBLEM— & SOLVE IT WITH YOU— SO THEY HAVE MORE "POWER" TO HOLD BACK THEIR INFO.



YOU HAVE TO KEEP IN MIND THAT.....

LAC TIME DOESN'T BOTHER THEM

BUT <u>WHAT DOES</u> **BOTHER THEM IS PRESSURE**—A SALES REP PRESSURING THEM TO SOLVE IT, OR FOR INFORMATION.



YOU HAVE TO KEEP IN MIND THAT

THEY'RE OK WITH STATUS-QUO

STATUS-QUO IS WHAT HAS KEPT THEM STATIC-& WILL CONTINUE TO KEEP THEM STATIC, UNLESS CHANGED.



YOU HAVE TO KEEP IN MIND THAT.....

THEY HAVE NO REASON TO BUY

BASED ON WHAT THEY KNOW SO FAR— & WON'T BUY, UNLESS YOU CAN FIND SOMETHING NEW.



YOU HAVE TO KEEP IN MIND THAT.....

THIS IS WHERE YOU'LL FIND

BUYERS THAT ARE "TIRE KICKERS"—
WHO JUST WANT TO GATHER MORE INFORMATION.



YOU HAVE TO KEEP IN MIND THAT.....

THEY DON'T HAVE A DRIVING IMPACT

(IN MOST CASES) THE IMPACTS THAT THEY HAVE, BY DEFINITION-AREN'T WORTH SOLVING, BASED ON WHAT THEY KNOW.

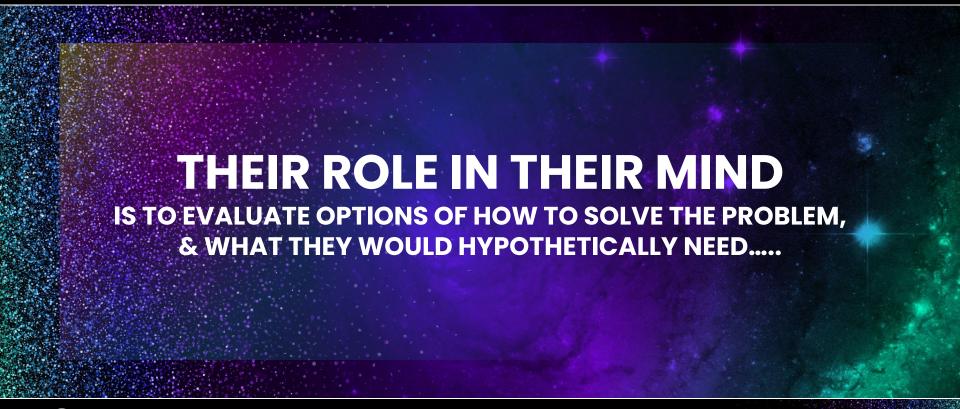




WHAT'S THE ROLE OF AN OUTBOUND-SOURCED BUYER?

& THE "TOUGH GUY GAMES" THEY'LL PLAY, BECAUSE OF THEIR ROLE.

THE ROLE THEY HAVE & PLAY.... AS AN OUTBOUND-SOURCED BUYER.



THE ROLE THEY HAVE & PLAY.... AS AN OUTBOUND-SOURCED BUYER.

THEIR ROLE IN THEIR MIND

IN CASE THEY <u>DID</u> DECIDE TO SOLVE IT— THEY'D KNOW <u>EXACTLY</u> WHAT TO DO, WHEN THEY DECIDED TO MAKE THE JUMP.



THE ROLE THEY HAVE & PLAY.... AS AN OUTBOUND-SOURCED BUYER.

& BECAUSE THIS IS THEIR ROLE

THEY'LL WANT TO PLAY TOUGH GUY & NOT GIVE YOU ANY INFORMATION..... BECAUSE THEY DON'T HAVE TO.

ESPECIALLY PAIN INFORMATION—BECAUSE IT GIVES YOU LEVERAGE DOWN THE ROAD.



THE ROLE THEY HAVE & PLAY.... AS AN OUTBOUND-SOURCED BUYER.



THE ROLE THEY HAVE & PLAY.... AS AN OUTBOUND-SOURCED BUYER.

THEY WANT YOU TO GIVE THEM

ALL OF THE INFO, & QUOTE THEM <u>NOW</u>— WHEN THEY <u>DON'T</u> NEED IT, SO IT'LL BE CHEAPER.... EVEN WHEN THEY <u>DO</u> NEED IT.



THE GAMES

THAT AN OUTBOUND-SOURCED BUYER: WILL PLAY, BECAUSE OF THEIR ROLE.



THE ROLE THEY HAVE: AS AN OUTBOUND BUYER & THE "TOUGH GUY GAMES "THEY'LL PLAY, BECAUSE OF IT.



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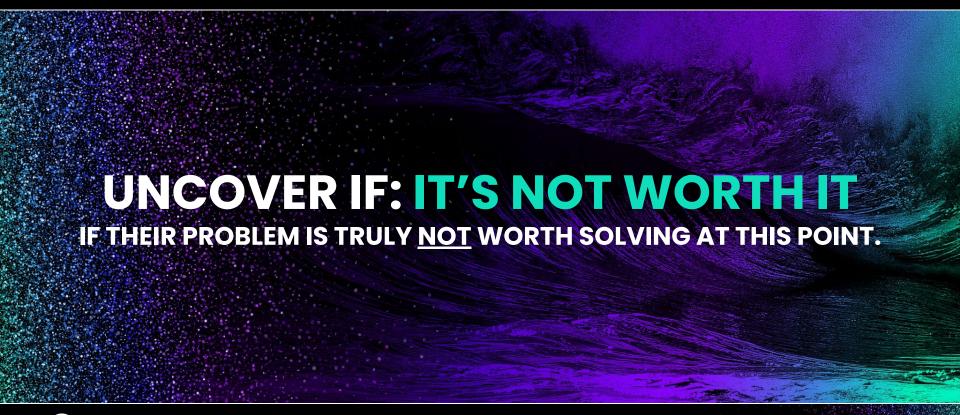


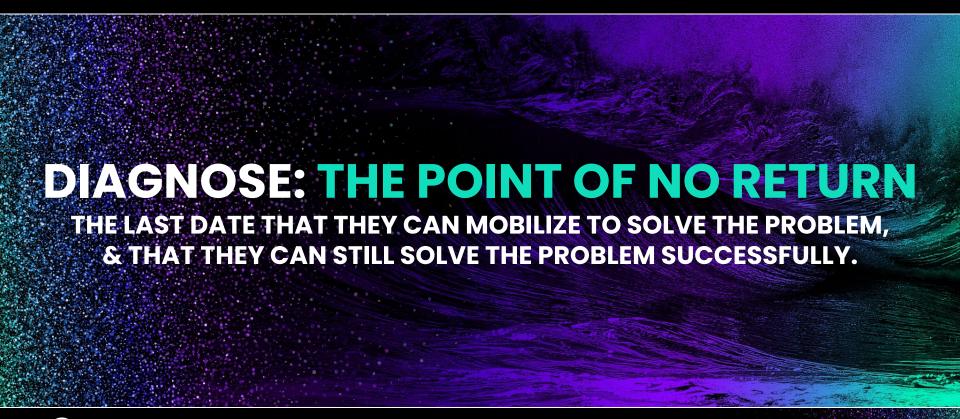
THE ROLE THEY HAVE: AS AN OUTBOUND BUYER & THE "TOUGH GUY GAMES "THEY'LL PLAY, BECAUSE OF IT.



YOUR ETHICAL RESPONSIBILITY..... TO AN OUTBOUND-SOURCED BUYER.













YOU MUST DO WHEN MEETING WITH AN OUTBOUND-SOURCED BUYER...







IN RELATIONSHIP TO

THE PROBLEM'S SIZE, & THAT MAKES IT NOT WORTH IT TO SOLVE....



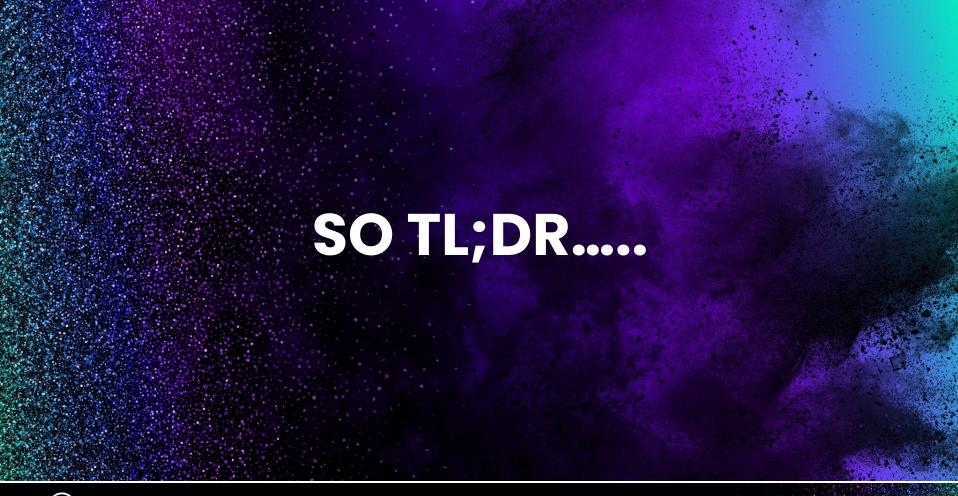
THAT IS INCORRECT

& WOULD HURT THEM IF THEY DON'T TAKE ACTION, BASED ON THE THINGS THAT WILL HAPPEN IF THEY DON'T SOLVE FOR IT—THAT THEY DIDN'T KNOW ABOUT.



SOWHERE THEY'RE INCORRECT IS THEY THINK THINGS DON'T EXIST, WHEN THEY DO.





YOUNEED TO FIND THINGS THEY'RE NOT THINKING ABOUT....



IN ORDER TO FIND OUT IF THE PROBLEM THEY THINK ISN'T WORTH SOLVING.....



TRULY ISN'T WORTH SOLVING & DOING SOMETHING ABOUT.....

& ANYTHING THEY'VE MISSED ABOUT THE PROBLEM, OR RELATED TO IT...



SOYOU CAN CORRECT (POTENTIALLY) THEIR MISTAKE OF NOT SOLVING IT....

& SAVETHEM FROM EXPERIENCING THE IMPACT FROM THE PROBLEM.....

THAT THEY WOULD HAVE

EXPERIENCED IF THEY DIDN'T SOLVE THE PROBLEM....



THAT DOES MAKE SOLVING THE PROBLEM, WORTH IT OVERALL....



BUT THAT THEY RE UNAWARE OF THE FACT THAT THEY EXISTED, BEFORE YOU.





THE KEY DIFFERENCES.... FOR AN INBOUND-SOURCED BUYER.

THE DIFFERENCES

IN WHAT YOU SHOULD EMPHASIZE WHILE DIAGNOSING:
FOR AN INBOUND-SOURCED BUYER.



THE DIFFERENCES: FOR INBOUND-SOURCED BUYERS IN WHAT YOU SHOULD EMPHASIZE, WHEN DIAGNOSING FOR THEM.

1

EMPHASIS ON THE MISDIAGNOSES.

(2)

EMPHASIS ON THEIR SELF-DIAGNOSIS...

ON THEIR BELIEFS IN REGARDS TO SOLVING THE PROBLEM – SINCE THEY'RE RELATIVELY CONVINCED ON SOLVING IT.

(3)

EMPHASIS ON THEIR FALSE ASSUMPTIONS..

AROUND SOLVING IT-HOW THEY THINK THEY SHOULD SOLVE IT & THINK THEY NEED TO DO SO- SO YOU CAN COURSE CORRECT. 4

EMPHASIS ON FINDING TACTICAL PROBLEMS...

& ROOT CAUSES THEY HAVE IDENTIFIED THAT AREN'T RIGHT- & ONES THEY'VE MISSED, THAT THEY NEED TO LOOK AT TO BE SUCCESSFUL.

THE DIFFERENCES: FOR INBOUND-SOURCED BUYERS IN WHAT YOU SHOULD EMPHASIZE, WHEN DIAGNOSING FOR THEM.

(5)

EMPHASIS ON IF IT'S SOLVABLE.

(6)

EMPHASIS ON THE SOLVING PROCESS....

THAT THEY HAVE PLANNED- TO MAKE SURE THEY DON'T MAKE A MIS-STEP. 7

EMPHASIS ON IMPACTS THAT THEY...

THINK WILL HAPPEN, THAT WON'T – THINK WON'T HAPPEN THAT WILL, & THINK THEIR PLAN WILL HELP THEM AVOID, THAT WON'T. **8**

EMPHASIS ON THE LAST POSSIBLE DATE...

THAT THEY CAN BEGIN SOLVING THE PROBLEM, & STILL BE SUCCESFUL IN DOING SO, SO THEY DON'T MISS IT.

THE DIFFERENCES

IN THE ACTUAL DIAGNOSIS YOU BUILD OVERALL:
FOR AN INBOUND-SOURCED BUYER.



DIFFERENCE 1

THE DIFFERENCE IN WHAT'S IMPORTANT: FOR AN AN INBOUND-SOURCED BUYER.



THE DIFFERENCES: FOR INBOUND-SOURCED BUYERS IN WHAT'S IMPORTANT, WHEN DIAGNOSING FOR THEM.

WHAT'S MORE IMPORTANT: WITH AN INBOUND BUYER....

IS TYPICALLY MISDIAGNOSIS.... MORE THAN MISSED.

USUALLY IT'S AROUND FINDING OUT WHAT THEY BELIEVE: AROUND HOW TO SOLVE THE PROBLEM, WHAT TO EXPECT, & WHY THEY NEED TO SOLVE IT....

THAT'S NOT TRUE, TO PREVENT THEM FROM MAKING A MISTAKE.

MISDIAGNOSIS ARE TYPICALLY MORE IMPORTANT IN THIS CASE, BECAUSE THEY'RE ABOUT TO MAKE A MOVE TO SOLVE IT—> SO THE PLAN HAS TO BE CORRECT.



DIFFERENCE 2

THE DIFFERENCE IN WHAT "HELP" LOOKS LIKE:
FOR AN INBOUND-SOURCED BUYER.



THE DIFFERENCES: FOR INBOUND-SOURCED BUYERS IN WHAT "HELP" LOOKS LIKE, TO THEM.

"HELP" FOR AN INBOUND-SOURCED BUYER....

IS HELPING THE A BUYER UNDERSTAND: WHEN THEY HAVE STARTED TO SOLVE A PROBLEM... BUT HOW THEY BELIEVE THEY SHOULD GO ABOUT IT, IS INCORRECT.

IT'S UNDERSTANDING IF THEIR BELIEFS & SELF-DIAGNOSIS AROUND THE PROBLEM IS ACCURATE—IF THEIR BELIEFS AROUND HOW THEY SHOULD SOLVING IT ARE CORRECT - & IF THERE DECISION TO "MOBILIZE" TO SOLVE IT, IS WARRANTED.

THE "HELP" HERE, IS WHEN THEY ARE IN A STATE OF ACTION, & THEY EITHER SHOULDN'T BE.... OR SHOULDN'T TRY TO SOLVE IT, THE WAY THAT THEY'RE PLANNING ON SOLVING IT— & CORRECTING THOSE ASSUMPTIONS, BY CORRECTING THE INACCURACIES THEY MADE IN THEIR SELF-DIAGNOSIS.



DIFFERENCE 3

THE DIFFERENCES IN THE SELF-DIAGNOSIS THAT EXISTS:
FOR AN INBOUND-SOURCED BUYER.



THE DIFFERENCES: FOR INBOUND-SOURCED BUYERS OF THE SELF-DIAGNOSIS THAT THEY'VE BUILT.

1

THE SELF-DIAGNOSIS FOR SURE EXISTS....

FOR INBOUND—BECAUSE THEY'VE
DEVELOPED BELIEFS
ENOUGH TO WANT TO
SOLVE IT, & ENOUGH
TO THINK ABOUT HOW.

(2)

THE AMOUNT THAT THEY BELIEVE, WHAT...

THEY BELIEVE, IS
HIGHER HEREBECAUSE THEY'VE
DEVELOPED BELIEFS
ENOUGH TO MAKE A
MOVE TO SOLVE IT.

3

THE VOLUME OF BELIEFS THAT ARE....

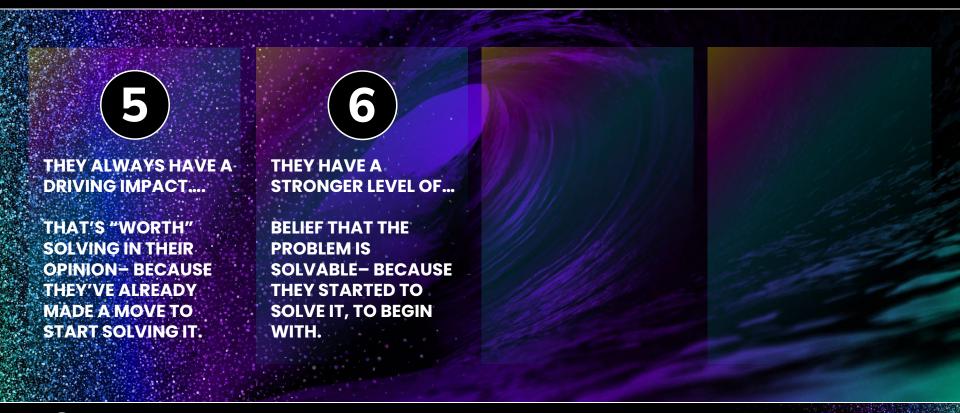
IN THEIR
SELF-DIAGNOSIS IS
HIGH IN THIS CASEBECAUSE THEY'VE
MADE A MOVE, TO DO
SOMETHING ABOUT IT.

4

THEIR SELF-DIAGNOSIS OF <u>HOW</u> THEY SHOULD:

GO ABOUT SOLVING IT, IS HIGHER HERE, BECAUSE THEY'VE ALREADY STARTED THE PROCESS TO SOLVE THE PROBLEM.

THE DIFFERENCES: FOR INBOUND-SOURCED BUYERS OF THE SELF-DIAGNOSIS THAT THEY'VE BUILT.



DIFFERENCE 4

THE DIFFERENCES IN FINDING THE "WHY" BEHIND THE BELIEFS:
FOR AN INBOUND-SOURCED BUYER.



THE DIFFERENCES: FOR INBOUND-SOURCED BUYERS IN FINDING THE FACTS BEHIND "WHY" THEY BELIEVE WHAT THEY DO.

1

THESE SHOULD BE FOCUSED ON "WHY"...

THEY BELIEVE THEY
SHOULD SOLVE IT THE
WAY THAT THEY
BELIEVE THAT THEY
DÖ- NOT "IF" THEY
SHOULD SOLVE IT.

(2)

THESE CENTER
AROUND THE FACTS...

THAT SUPPORT THE ACTIONS THEY'RE GOING TO TAKE- NOT WHAT SUPPORTS A BELIEF AROUND IF IT'S WORTH IT TO SOLVE.

3

THESE SHOULD FOCUS ON THEIR REASONS....

ON THE GAME PLAN THAT THEY HAVE— SINCE IT'S ALREADY DEVELOPED.



THE DIFFERENCES IN FINDING TACTICAL PROBLEMS & ROOT CAUSES
FOR AN INBOUND-SOURCED BUYER.



THE DIFFERENCES: FOR INBOUND-SOURCED BUYERS WITH FINDING TACTICAL PROBLEMS & ROOT CAUSES FOR THEM.

1

SINCE THEY'RE ON THE MOVE TO SOLVE IT....

YOU NEED TO ENSURE THAT THE TACTICAL PROBLEMS & ROOT CAUSES THEY THINK ARE INVOLVED IN THAT— ARE CORRECT.

(2)

FOR THE MISSED DIAGNOSES, IT'S LESS...

ABOUT FINDING THEM
TO SHOW A NEW WAY
TO SOLVE IT— WHICH
CAUSES THEM TO
START TO SOLVE IT,
BECAUSE NOW THEY
BELIEVE THEY CAN....

3

& <u>MORE</u> ABOUT FINDING THINGS THEY:

THAT THEY <u>ALSO</u> WILL NEED TO CHANGE, TARGET, OR MONITOR, IN ORDER TO SOLVE THEIR PROBLEM— THAT THEY MISSED IN THEIR SELF-DIAGNOSIS. 4

THE FOCUS FOR THE MISDIAGNOSIS.....

SHOULD BE ON WHAT INDICATORS THEY BELIEVE THEY NEED TO CHANGE- IN WHAT WAY & BY HOW MUCH TO PREVENT MISTAKES AROUND SOLVING IT.

THE DIFFERENCES: FOR INBOUND-SOURCED BUYERS WITH FINDING TACTICAL PROBLEMS & ROOT CAUSES FOR THEM.

5

FOR THE MISDIAGNOSIS...

IT NEEDS TO BE <u>LESS</u>
ABOUT ADDING
EXPERTISE SO THEY'RE
CONVINCED TO BUYAND TO BUY WITH
YOU...

(6)

AND <u>MORE</u> ABOUT ENSURING THAT THEY...

DON'T MAKE ANY
MISTAKES WHEN THEY
TRY TO SOLVE IT,
REGARDLESS OF WHO
THEY CHOSE TO SOLVE
IT WITH.

7

MISDIAGNOSIS IS MORE IMPORTANT...

THAN MISSED
DIAGNOSIS, IN THE
INBOUND SOURCED
BUYER SCENARIO – ALL
THINGS BEING EQUAL.

THE DIFFERENCES IN FINDING IMPACTS:
FOR AN INBOUND-SOURCED BUYER.



THE DIFFERENCES: FOR INBOUND-SOURCED BUYERS WITH FINDING IMPACTS FOR THEM.

1

FINDING THE IMPACTS
FOR INBOUND....

IS TO DECIPHER IF
THEIR BELIEFS ABOUT
THE IMPACT THAT
DROVE THEM TO SOLVE
THE PROBLEM – ARE
TRULY CORRECT.

(2)

IT'S TO DISCOVER IF THE IMPACT THEY....

SELF-DIAGNOSED-WILL TRULY ACTUALLY HAPPEN IN THE FUTURE, IF THEY DON'T CHANGE. (3)

IT'S TO UNCOVER IF
THE SELF-DIAGNOSED:

IMPACT, THAT MADE THEM WANT TO SOLVE THE PROBLEM – IS TRULY VALID. 4

IT'S TO UNCOVER IF THE IMPACT THEY'VE...

SELF-DIAGNOSED- IS ACTUALLY WORTH SOLVING THE PROBLEM FOR, LIKE THEY BELIEVE THAT IT IS.

THE DIFFERENCES: FOR INBOUND-SOURCED BUYERS WITH FINDING IMPACTS FOR THEM.

5

IT'S TO UNCOVER IF
THE IMPACT THEY'VE...

SELF-DIAGNOSED, IS THE CORRECT SIZE-AND TRULY NO BIGGER, OR SMALLER, THAN THEY BELIEVE IT TO BE. **(6**)

WANT TO UNCOVER IF THE IMPACT THAT....

SCARED THEM INTO TAKING ACTION —> IS REALLY AS BAD AS THEY THINK.

7

FOR INBOUND SOURCED BUYERS....

YOU'RE DIAGNOSING (PRIMARILY) TO SEE IF AN IMPACT THAT, DOESN'T ACTUALLY EXIST WHEN THEY BELIEVE IT DOES.. NOT THE VICE VERSA.



FOR INBOUND, YOU'RE DIAGNOSING MORE...

TO "TALK THEM" OUT OF SOLVING IMPACTS THAT YOU DON'T THINK ARE REAL— NOT INTO SOLVING ONE YOU THINK IS REAL.. BUT THEY DON'T.



THE KEY DIFFERENCES..... FOR AN OUTBOUND-SOURCED BUYER.

THE DIFFERENCES

IN WHAT YOU SHOULD EMPHASIZE WHILE DIAGNOSING:
FOR AN OUTBOUND-SOURCED BUYER.



THE DIFFERENCES: FOR OUTBOUND-SOURCED BUYERS IN WHAT YOU SHOULD EMPHASIZE, WHEN DIAGNOSING FOR THEM.

1

EMPHASIS ON THE MISSED DIAGNOSES.

2

EMPHASIS ON THE SIZE OF THE PROBLEM...

AS THEY BELIEVE IT TO BE-& WHAT ARE THE PARTS THAT THEY MISSED, AND THAT GROW THE SIZE OF THE PROBLEM. 3

EMPHASIS ON THEIR FALSE ASSUMPTIONS...

AROUND THE IDEA
THEY SHOULDN'T
SOLVE IT – BECAUSE
THEY'RE UNAWARE OF
IT'S TRUE SIZE.

(4)

EMPHASIS ON WHAT HAPPENS IF THEY....

CONTINUE TO BELIEVE THAT THEY SHOULDN'T SOLVE THE PROBLEM, & THAT IT'S NOT WORTH SOLVING- & CONTINUE TO STAY STILL.

THE DIFFERENCES

IN THE ACTUAL DIAGNOSIS YOU BUILD OVERALL:
FOR AN OUTBOUND-SOURCED BUYER.



THE DIFFERENCE IN WHAT'S IMPORTANT: FOR AN AN OUTBOUND-SOURCED BUYER.



THE DIFFERENCES: FOR OUTBOUND-SOURCED BUYERS IN WHAT'S IMPORTANT, WHEN DIAGNOSING FOR THEM.

WHAT'S MORE IMPORTANT: WITH AN OUTBOUND BUYER....

IS TYPICALLY MISSED DIAGNOSES.... ARE MORE IMPORTANT THAN MISSED.

USUALLY IT'S AROUND FINDING OUT WHAT THEY BELIEVE: AROUND WHAT ABOUT THE PROBLEM MADE SOLVING IT NOT WORTH IT— THE SIZE OF THE PROBLEM, THE IMPACT OF IT, OR PROXIMITY OF THE IMPACT.....

(THAT'S NOT TRUE) AND PREVENTING THEM FROM MAKING A MISTAKE IN <u>NOT</u> SOLVING IT.

MISSED DIAGNOSIS ARE TYPICALLY MORE IMPORTANT, BECAUSE THE THINGS THAT THEY'VE MISSED, HELP CORRECT THE BUYER FROM <u>NOT</u> SOLVING THE PROBLEM, INTO SOLVING IT.



THE DIFFERENCE IN WHAT "HELP" LOOKS LIKE:
FOR AN OUTBOUND-SOURCED BUYER.



THE DIFFERENCES: FOR OUTBOUND-SOURCED BUYERS IN WHAT "HELP" LOOKS LIKE , TO THEM.

"HELP" FOR AN OUTBOUND-SOURCED BUYER....

IS HELPING THEM UNDERSTAND WHEN & IF THEY'RE NOT SOLVING FOR SOMETHING, WHEN THEY SHOULD BE.

IT'S UNDERSTANDING IF THEIR BELIEFS & SELF-DIAGNOSIS AROUND THE PROBLEM IS ACCURATE— & IF THERE DECISION TO "STAY AS IS", & NOT CHANGE ANYTHING, IS WARRANTED.

THE "HELP" HERE, IS WHEN THEY ARE IN A STATE OF INACTION, BECAUSE THEY BELIEVE SOMETHING THAT'S INCORRECT ABOUT THE PROBLEM AT HAND.



THE DIFFERENCES IN THE SELF-DIAGNOSIS THAT EXISTS:
FOR AN OUTBOUND-SOURCED BUYER.



THE DIFFERENCES: FOR OUTBOUND-SOURCED BUYERS OF THE SELF-DIAGNOSIS THAT THEY'VE BUILT.

1

A SELF-DIAGNOSIS FOR AN OUTBOUND BUYER:

DOESN'T <u>NECESSARILY</u> IN LARGE DEGREE, EXIST. **2**

THE AMOUNT THAT
THEY BELIEVE....

WHAT THEY BELIEVE, IS LOWER TYPICALLY FOR AN OUTBOUND-SOURCED BUYER.

3

THEY DON'T REALLY KNOW A TON....

AROUND THE PROBLEM THAT THEY POTENTIALLY HAVE— & THEY KNOW THAT THEY DON'T KNOW MUCH.

(4)

THERE IS A LOWER VOLUME OVERALL....

OF "BELIEFS" THAT AN OUTBOUND-SOURCED BUYER HAS- & LOWER ASSURANCE IN THE BELIEFS THAT THEY DO HAVE.

THE DIFFERENCES: FOR OUTBOUND-SOURCED BUYERS OF THE SELF-DIAGNOSIS THAT THEY'VE BUILT.

5

THEIR SELF-DIAGNOSIS IS CENTERED AROUND...

THE IDEA THAT BASED ON WHAT THEY KNOW- THEY DON'T BELIEVE THAT THEY HAVE A PROBLEM THAT IS WORTH SOLVING. 6

DIAGNOSING FOR THIS TYPE OF BUYER....

SHOULD BE FOCUSED ON UNCOVERING IF THEIR CORE BELIEF THAT THEY SHOULDN'T SOLVE THE PROBLEM – IS CORRECT. 7

A DRIVING IMPACT DOESN'T NECESSARILY:

EXIST YET FOR AN OUTBOUND BUYER-THERE'S A GOOD CHANCE THAT IT DOESN'T.

8

THEY LIKELY HAVE IMPACTS OF THE....

PROBLEM THAT THEY
KNOW ABOUT – BUT
THEY'RE NOT BIG
ENOUGH, TO BE A
DRIVING IMPACT, THAT
THEY ACTUALLY DO
SOMETHING ABOUT.

THE DIFFERENCES IN FINDING THE "WHY" BEHIND THEIR BELIEFS:
FOR AN OUTBOUND-SOURCED BUYER.



THE DIFFERENCES: FOR OUTBOUND-SOURCED BUYERS IN FINDING THE FACTS BEHIND "WHY" THEY BELIEVE WHAT THEY DO.

 $(\mathbf{1})$

THESE ARE ANCHORED TO WHY THEY BELIEVE..

THEY <u>SHOULDN'T</u> SOLVE IT RIGHT NOW. **(2**)

IN THIS CASE, YOU'RE TRYING TO UNCOVER..

"WHY" THEY THINK
THAT THE PROBLEM IS
NOT WORTH SOLVING.

(3)

THE FOCUS HERE IS TO DIAGNOSE THE FACTS...

THAT MAKE THEM
BELIEVE THE
PROBLEM— IS AT THE
LEVEL THEY THINK IT IS
& WHY THAT MAKES IT
NOT WORTH SOLVING.

4

ALSO COULD BE FOCUSED ON WHY...

THEY THINK THEY ARE IN A SPOT (RELATIVE TO THEIR PEERS), THAT MEANS THEY SHOULDN'T SOLVE THE PROBLEM RIGHT NOW.

THE DIFFERENCES IN FINDING TACTICAL PROBLEMS & ROOT CAUSES
FOR AN OUTBOUND-SOURCED BUYER.



THE DIFFERENCES: FOR OUTBOUND-SOURCED BUYERS WITH FINDING TACTICAL PROBLEMS & ROOT CAUSES FOR THEM.

1

SINCE THEY'VE CHOSEN TO NOT SOLVE IT....

YOU SHOULD DIAGNOSE TACTICAL PROBLEMS /ROOT CAUSES - TO UNDERSTAND IF NOT SOLVING IT, IS TRULY THE BEST DECISION.

2

THE MISSED DIAGNOSES SHOULD BE MORE TO....

SEE ARE THERE ANY
TACTICAL PROBLEMS
/ROOT CAUSES (THEY
MISSED) – THAT
SUGGEST THEY HAVE A
PROBLEM THAT THEY
SHOULD SOLVE.

3

OR THE MISSED DIAGNOSES ARE MORE:

ONES THAT
DIAGNOSING THEM
MAKE THE PROBLEM
MORE SOLVABLE, &
START TO SOLVE A
PROBLEM THEY WERE
NOT SOLVING BEFORE.

4

THE MISDIAGNOSES HERE, SHOULD BE....

LESS AROUND HOW THEY'RE THINKING ABOUT SOLVING THE PROBLEM, BECAUSE THEY'RE NOT TRYING TO SOLVE IT RIGHT NOW.

THE DIFFERENCES: FOR OUTBOUND-SOURCED BUYERS WITH FINDING TACTICAL PROBLEMS & ROOT CAUSES FOR THEM.

5

IF YOU'RE TRYING TO FIND A MISDIAGNOSIS:

FOR OUTBOUND
BUYERS, IN HOW
THEY'RE TRYING TO
SOLVE IT, THEY MIGHT
NOT EVEN HAVE BUILT
A PLAN TO SOLVE IT,
BECAUSE THEY AREN'T.

6

THE MISDIAGNOSIS FOR OUTBOUND CASE..

SHOULD BE THAT THEY
BELIEVE A TACTICAL
PROBLEM ROOT CAUSE
LEVEL - MEANS THEY
SHOULDN'T SOLVE IT,
BUT THEY'RE WRONG
IN THAT ASSUMPTION.

7

FINDING MISSED DIAGNOSIS THAT...

INVALIDATE THE SIZE
OF THE PROBLEM IS
NOT WORTH
SOLVING—& PROVE
THAT IT IS... IS MORE
IMPORTANT THAN A
MISDIAGNOSIS HERE.



THE DIFFERENCES IN FINDING IMPACTS:
FOR AN OUTBOUND-SOURCED BUYER.



THE DIFFERENCES: FOR OUTBOUND-SOURCED BUYERS WITH FINDING IMPACTS FOR THEM.

1

THE FOCUS IS TO FIND IF THEIR BELIEFS...

AROUND THE IMPACTS
THAT THEY KNOW OF
PROBLEM - TRULY
AREN'T BIG ENOUGH
TO WARRANT
SOLVING, OR MAKE
SOLVING WORTH IT.

(2)

HERE YOU'RE TRYING
TO MAKE SURE THAT...

WHAT'S NOT SCARING
THEM ENOUGH TO
TAKE ACTION, IS
VALID. (& IF THEIR
INACTION IS VALID)

3

THE FOCUS FOR OUTBOUND BUYERS...

IS TO FIND OUT IF THE IMPACTS THAT EXIST, ARE TRULY NOT ENOUGH FOR THEM TO SOLVE FOR - & NOT VERY BAD, LIKE THEY THINK.

4

ANOTHER FOCUS HERE FOR IMPACTS...

IS FOR THE IMPACTS
THAT THEY DON'T
BELIEVE WILL TRULY
HAPPEN IF THEY DON'T
DO ANYTHING— IS
THAT ASSUMPTION
CORRECT.

THE DIFFERENCES: FOR OUTBOUND-SOURCED BUYERS WITH FINDING IMPACTS FOR THEM.



IN THIS CASE, WHEN YOU FIND AN IMPACT...

IT MORE OFTEN TALKS
THEM INTO SOLVING A
PROBLEM THEY WERE
NOT GOING TO SOLVE
BEFORE, THEN TALKING
THEM OUT OF IT.



IF YOU DIAGNOSE AN IMPACT IN THIS CASE...

IT'S TYPICALLY ONE THAT CHANGES THEIR VIEW THAT THEY DON'T NEED TO SOLVE SOMETHING, INTO BELIEVING THAT THEY DO NEED TO SOLVE IT.





THE 3 STEPS OF DIAGNOSTIC SELLING....

FOR <u>ALL</u> BUYERS, <u>REGARDLESS</u> OF THEIR SOURCE.



SOTHERE ARE REALLY ONLY 3 STEPS IN DIAGNOSTIC SELLING....

ON A DISCOVERY CALL THAT YOU SHOULD EXECUTE....

REGARDLESS OF "HOW" THEY CAME IN. (AKA. HOW THEY WERE SOURCED)

THE 3 STEPS OF DIAGNOSTIC SELLING..... STEP #1: UNCOVERING THEIR SELF-DIAGNOSIS.

STEP #1 UNCOVERING THE BUYER'S SELF-DIAGNOSIS

(THE KNOWNS & REASONS BEHIND THE KNOWNS.)



THE 3 STEPS OF DIAGNOSTIC SELLING..... STEP #2: DEVELOPING YOUR DIAGNOSIS.



(FINDING WHAT THE BUYER MISDIAGNOSED.)

THE 3 STEPS OF DIAGNOSTIC SELLING..... STEP #3: DIAGNOSING THE UNKNOWNS.



(FINDING THE BUYER'S MISSED DIAGNOSIS.)





THE 3 STEPS OF DIAGNOSTIC SELLING....

(& WHAT PHRASES TO USE)
FOR AN INBOUND-SOURCED BUYER.



THE 3 STEPS

OF A DISCOVERY CALL:
FOR AN INBOUND-SOURCED BUYER .



THE 3 STEPS: ON A DISCOVERY CALL....... WITH AN INBOUND-SOURCED BUYER.

1

STEP 1 (PI): UNCOVER THE SELF-DIAGNOSIS...

OF WHAT PROBLEM
THEY WANT TO SOLVE,
HOW THEY'RE
THINKING ABOUT
GOING ABOUT
SOLVING IT.....

2

STEP 1 (P1): UNCOVER THE SELF-DIAGNOSIS..

OF WHAT THEY THINK THEY'LL NEED TO SOLVE IT, & WHAT THEY'RE TRYING TO AVOID, BY SOLVING IT. 3

STEP 1 (P2): FIND THE "WHY" BEHIND WHAT...

THEY BELIEVE IN
REGARDS TO THE
PROBLEM. & WHY THEY
SELF-DIAGNOSED THE
IMPACT THEY DID, &
BELIEVE THE PROBLEM
IS THEY SIZE THEY DO.

4

STEP 1 (P2): FIND THE "WHY" BEHIND WHAT...

THEY BELIEVE IN TERMS
OF THE SOLUTION THEY
THINK THEY NEED- &
WHY THEY BELIEVE
THEY NEED TO SOLVE
THE PROBLEM, IN THE
WAY THAT THEY DO.

THE 3 STEPS: ON A DISCOVERY CALL....... WITH AN INBOUND-SOURCED BUYER.

5

STEP 2: BUILD YOUR OWN DIAGNOSIS:

& IDENTIFY ANYTHING THAT'S MISDIAGNOSED IN RELATIONSHIP TO THE PROBLEM, OR HOW THEY'RE THINKING ABOUT SOLVING IT.... **(6)**

(CONT.) TO CORRECT ANYTHING THAT....

THEY BELIEVE, THAT'S INACCURATE – THAT WOULD HURT THEM, IF THEY ACTED UPON THE MISASSUMPTIONS.

7

STEP 3: DIAGNOSE THE UNKNOWNS.

TO FIND ANYTHING
THEY'VE MISSED IN
REGARDS TO WHAT
THEY'LL NEED IN ORDER
TO SOLVE IT, THINGS
THEY'VE MISSED THAT
THEY SHOULD WATCH...

8

(CONT.) OUT FOR WHILE SOLVING IT:

OR THINGS THAT THEY'VE MISSED, THAT WILL HAPPEN IF THEY DON'T SOLVE FOR THE PROBLEM.

THE PHRASES

TO USE, AT THE START OF A DISCO CALL: WITH AN OUTBOUND-SOURCED BUYER .



THE PHRASES TO USE: TO INTRO A DISCOVERY CALL....... WITH AN INBOUND-SOURCED BUYER.



THE PHRASES TO USE: TO INTRO A DISCOVERY CALL....... WITH AN INBOUND-SOURCED BUYER.





THE 3 STEPS OF DIAGNOSTIC SELLING....

(& WHAT PHRASES TO USE)
FOR AN OUTBOUND-SOURCED BUYER.



THE 3 STEPS

OF A DISCOVERY CALL:
FOR AN OUTBOUND-SOURCED BUYER .



THE 3 STEPS: ON A DISCOVERY CALL....... WITH AN OUTBOUND-SOURCED BUYER.

1

STEP 1 (PI): UNCOVER THE SELF-DIAGNOSIS...

OF WHAT THEY THINK
THE LEVEL IS, OF THE
PROBLEM AT HAND— &
IMPACTS OF THE
PROBLEM, AS THEY
KNOW THEM TO BE.

2

STEP 1 (P1): UNCOVER THE SELF-DIAGNOSIS...

OF WHAT MADE THEM THINK THAT THE PROBLEM AT HAND, WAS NOT WORTH SOLVING, AT THIS POINT IN TIME. 3

STEP 1 (P2): FIND THE "WHY" BEHIND WHAT...

THEY BELIEVE IN
REGARDS TO THE LEVEL
OF PROBLEM. & WHY
THEY SELF-DIAGNOSED
THE IMPACT THEY DID,
& THE FACTS THAT
SUPPORT THEM BOTH.

4

STEP 1 (P2): FIND THE "WHY" BEHIND WHAT...

THEY BELIEVE MAKES
THE PROBLEM NOT
WORTH SOLVING AT
THIS POINT IN TIME- &
WHY THEY THINK THEY
ARE OKAY, REMAINING
AS IS, AT THIS POINT.

THE 3 STEPS: ON A DISCOVERY CALL....... WITH AN OUTBOUND-SOURCED BUYER.

5

STEP 2: BUILD YOUR OWN DIAGNOSIS.

& IDENTIFY ANYTHING THAT'S MISDIAGNOSED IN RELATIONSHIP TO THE PROBLEM, THAT THEY BELIEVE WON'T HAPPEN THAT WILL, OR WILL HAPPEN THAT WON'T... **(6**)

(CONT.) TO CORRECT ANYTHING THAT....

THEY BELIEVE, THAT'S INACCURATE— THAT BELIEVING COULD HURT THEM IF IT PREVENTS THEM FROM SOLVING SOMETHING THAT THEY SHOULD.

7

STEP 3: DIAGNOSE THE UNKNOWNS.

TO FIND WHAT THEY'VE MISSED IN REGARDS TO THE PROBLEM SIZE, IMPACTS THEY'VE MISSED THAT WILL OCCUR IF THEY DON'T SOLVE THE PROBLEM...

8

(CONT.) <u>OR</u> THINGS THEY'VE MISSED:

THAT MAKE THE
PROBLEM THEY THINK
DOESN'T WARRANT
SOLVING IT, WORTH IT
TO SOLVE—FROM THE
SIZE IT ADDS TO THE
PROBLEM, AT HAND.

THE PHRASES

TO USE, AT THE START OF A DISCO CALL: WITH AN OUTBOUND-SOURCED BUYER .



THE PHRASES TO USE: TO INTRO A DISCOVERY CALL....... WITH AN OUTBOUND-SOURCED BUYER.

1

WELL IF YOU DON'T MIND ME SAYING...

YOU LOOK LIKE SOMEONE, WHO DOESN'T WASTE THEIR TIME.... **(2**)

I'M ASSUMING THAT
YOU AGREED TO TAKE:

THIS CALL TODAY,
BECAUSE YOU HAVE A
PROBLEM THAT YOU
THINK MAY OR MAY
NOT BE WORTH
SOLVING...

(3)

THAT YOU WANTED TO SEE HOW YOU MIGHT...

GO ABOUT SOLVING IT, IF ONE DAY YOU DECIDED TO – & WHAT THEY MIGHT LOOK LIKE TO SOLVE THAT WITH US.

4

IF YOU DON'T MIND ME ASKING....

WHAT IS THAT PROBLEM?



THE PHRASES TO USE: TO INTRO A DISCOVERY CALL....... WITH AN OUTBOUND-SOURCED BUYER.





IN SUMMARY...





THE END.

