DIAGNOSTIC SELLING....



SEASON 4

EPISODE 19

How to Sell to a 10 Person Committee

ESPECIALLY WHEN ADDED BY SURPRISE



ACT

HOW TO ENSURE YOUR BUYER DOESN'T SURPRISE YOU: WITH NEW BUYERS ON A CALL, WITHOUT LETTING YOU KNOW BEFOREHAND.

ACTI

WHAT YOU SHOULD NEVER DO:

WHEN SELLING TO A COMMITTEE.

ACT III

WHAT YOUR ROLE ISN'T:

AKA. IT ISN'T "TO FACILITATE", OR GET THEM TO "AGREE ON THE PROBLEM TO SOLVE".



ACT IV
HOW YOU WIN A COMMITTEE—
AS A GROUP, BUT INDIVIDUALLY.

ACT V
HOW EACH COMMITTEE MEMBER, IS DIFFERENT—
WITH DIFFERENT METRICS, DIFFERENT PRIORITIES, & DIFFERENT PROBLEMS TO SOLVE.

ACT VI
WHAT YOU SHOULD ALWAYS DO:
WHEN SELLING TO A COMMITTEE.



ACT VII HOW TO STRUCTURE THE CALL: WHEN SELLING TO A BIG COMMITTEE.

ACT VIII THE PHRASES THAT YOU SHOULD USE: WHEN SELLING TO A COMMITTEE.

ACT IX WHAT TO DO WHEN THE TIME IS LIMITED: & THERE'S TOO MANY PEOPLE, TO DO DISCOVERY FOR EACH PERSON.



ACT X
HOW TO FOLLOW-UP:
AFTER A CALL, WITH A COMMITTEE.

ACT XI
GOOD SIGNS, THAT YOU DID WELL:
WHEN SELLING, TO A COMMITTEE.

ACT XII
THE RISK OF NOT ADDRESSING EVERYONE:
& NOT DOING DISCOVERY, FOR EACH PERSON THAT'S ON THE COMMITTEE.



HOW TO ENSURE, YOUR BUYER DOESN'T SURPRISE YOU: WITH NEW BUYERS, ON A CALL.



HOW TO WORK WITH YOUR POC..... SO THEY DON'T SURPRISE YOU WITH NEW BUYERS .



HOW TO WORK WITH YOUR POC..... SO THEY DON'T SURPRISE YOU WITH NEW BUYERS



HOW TO WORK WITH YOUR POC..... SO THEY DON'T SURPRISE YOU WITH NEW BUYERS .



HOW TO WORK WITH YOUR POC..... SO THEY DON'T SURPRISE YOU WITH NEW BUYERS





HOW TO WORK WITH YOUR POC..... SO THEY DON'T SURPRISE YOU WITH NEW BUYERS .





HOW TO WORK WITH YOUR POC..... SO THEY DON'T SURPRISE YOU WITH NEW BUYERS



HOW TO WORK WITH YOUR POC..... SO THEY DON'T SURPRISE YOU WITH NEW BUYERS







WHAT YOU SHOULD NEVER DO: WHEN SELLING TO A COMMITTEE.

WHAT YOU SHOULD NEVER DO WHILE SELLING TO A COMMITTEE.

1

START "DEMO-ING"
YOUR PRODUCT.....

WITHOUT DOING DISCOVERY, ON THE NEWLY ADDED MEMBERS, TO THE GROUP. **(2**)

THINK THE CONTEXT OF THE LAST MEETING..

IS "GOOD ENOUGH", & A COMPLETE AND THOROUGH PICTURE—AND ENOUGH TO START YOUR DEMO.

(3

THINK IT'S OKAY, TO NOT GET A BUYER....

THAT'S ON THE CALLTO TALK, OR GIVE YOU THE CONTEXT OF THEIR SITUATION.

4

GO <u>STRAIGHT</u> INTO A DEMO.....

WITHOUT ASKING ANY ADDITIONAL QUESTIONS.

WHAT YOU SHOULD NEVER DO WHILE SELLING TO A COMMITTEE.



ASSUME THAT YOU'VE FOUND EVERYTHING....

ON THE FIRST CALL— WITH ONLY THE FIRST SET OF BUYERS.



AIM TO GET EVERYONE THAT'S ON THE CALL....

TO "AGREE ON THE PROBLEM THAT THEY SHOULD SOLVE"— INCLUDING NEW BUYERS, THAT YOU'VE NEVER MET BEFORE.





WHAT YOUR ROLE ISN'T:

AKA. IT ISN'T TO "FACILITATE", OR TO GET THEM TO "AGREE ON THE PROBLEM TO SOLVE".



WHY YOUR ROLE: <u>ISN'T FACILITATING</u> OR GETTING THEM, TO AGREE ON THE PROBLEM.

1

YOU'LL NEVER
ACTUALLY GET BUY IN.

(2)

THEY WILL NEVER ACTUALLY AGREE.

EVEN IF THEY DO

"AGREE OUT LOUD"
THEY STILL VALUE

THEIR SPECIFIC

PROBLEMS & METRICS.

3

YOU'RE AN OUTSIDER, WITH NO CREDIBILITY...

AND THEY <u>NEVER</u>

<u>ASKED</u> FOR A

FACILITATOR – NOR DO
THEY WANT ONE.

4

FROM A PSYCHOLOGY VIEW....

THEY'LL NATURALLY
DISAGREE ON WHAT
WAS SAID BEFORE, ON
THE PREVIOUS CALL.

WHY YOUR ROLE: ISN'T FACILITATING OR GETTING THEM, TO AGREE ON THE PROBLEM.

(5)

FROM A PSYCHOLOGY VIEW....

THEY'LL NATURALLY
DISAGREE ON THE
PROBLEM TO SOLVE- IF
YOU "TELL THEM"
WHAT IT IS. EVEN IF IT'S
BASED ON WHAT WAS
SAID PREVIOUSLY.

(6)

YOU'RE BANKING ON & COMPLETELY RELYING..

ON THE CREDIBILITY OF THE FIRST BUYER— THAT THEY'RE RESPECTED AT THE ORG. 7

YOU'RE BANKING ON THE FACT....

THAT THE FIRST
BUYER, WAS
ACTUALLY CORRECT
IN WHAT THEY KNEWAND HAD A FULL &
ACCURATE PICTURE.

(8)

YOU'RE ASSUMING THAT EVERYONE....

THAT'S ON THE CALL-ALREADY KNOWS ONE ANOTHER.

WHY YOUR ROLE: <u>ISN'T FACILITATING</u> OR GETTING THEM, TO AGREE ON THE PROBLEM.



YOU'RE ASSUMING THAT EVERYONE....

THAT'S ON THE CALL-ACTUALLY AGREES WITH EACH OTHER. **(10)**

YOU'RE ASSUMING THAT EVERYONE....

THAT'S ON THE CALL-RESPECTS EACH OTHER. **(11)**

YOU'RE ASSUMING THAT EVERYONE....

THAT'S ON THE CALL-TRUSTS ONE ANOTHER. 12

IF YOU DON'T FIND SOMETHING UNIQUE....

FOR EACH BUYER – IT
MAKES THEM FEEL LIKE
YOU DON'T CARE ABOUT
THEM IN SPECIFIC – &
YOU'RE JUST AFTER
GETTING THE GROUP
MOBILIZED TO BUY.

WHY YOUR ROLE: ISN'T FACILITATING OR GETTING THEM, TO AGREE ON THE PROBLEM .

(13)

WHEN MEETING WITH A BIG COMMITTEE...

BY DEFINITION, THERE'S A LOT OF SPACE BETWEEN THE PARTIES-**BECAUSE IF THE** COMMITTEE IS THAT BIG, CALL. THEY DON'T THE TEAM IS LIKELY SPREAD OUT.

(14)

THERE'S NO NEED TO TRY TO GIVE EVERYONE...

AN EXTENSIVE SUMMARY- OF **EVERYTHING THAT WAS COVERED, ON THE FIRST REALLY CARE, & THE POC LIKELY TOLD THEM.**

THERE'S ALSO NO NEED TO GIVE EVERYONE..

AN EXTENSIVE SUMMARY- OF "WHAT YOU FOUND", FOR EACH **PERSON ALONG THE** WAY IN DISCOVERY-THEY ONLY CARE ABOUT THEIR PROBLEM.

(16)

THE MEMBERS WHO **DIDN'T REALLY TALK....**

MAY SILENTLY DISAGREE WITH YOU (& THE GROUP) - AND **BECOME A DETRACTOR** LATER DOWN THE LINE.

HOW YOU WIN A COMMITTEE— AS A GROUP, BUT INDIVIDUALLY.

HOW YOU WIN: A COMMITTEE..... INDIVIDUALLY, BUT AS A GROUP.

1

THINK OF THE DIFFERENT MEMBERS...

LIKE THE AMOUNT OF DIFFERENCES, BETWEEN YOUR DIFFERENT KIDS. **(2**)

THINK OF EACH INDIVIDUAL MEMBER....

AS COMPLETELY
INDEPENDENT
"ROCKS" – SOME ARE
BIG, HEAVY, LITE,
SMALL – & EACH ONE IS
"WON" SEPERATELY.

(3)

THE MORE OF THE MEMBERS (ROCKS)....

THAT YOU WIN, THE GREATER THE SCALE "TILTS".

4

THE "TICKET TO PLAY" (OR MINIMUM BAR)....

FOR "WINNING" OVER
A MEMBER OF THE
GROUP (ROCK)—IS
THAT YOU INCLUDE
THEM IN THE CONVO, &
GET THEM TO TALK.

HOW YOU WIN: A COMMITTEE..... INDIVIDUALLY, BUT AS A GROUP.

5

THE MEDIUM BAR, FOR WINNING THEM OVER...

IS GETTING A MEMBER
OF THE GROUP
(ROCK) – TO GIVE YOU
WHAT THEY'RE AFTER,
EVERYTHING THEY
KNOW, & ALL OF THEIR
KNOWNS.

(6)

THE HIGHEST BAR, FOR WINNING ONE OVER....

IS FINDING UNKNOWNS
FOR A GROUP MEMBER
(ROCK) – MISSED OR
MISDIAGNOSIS – & THE
WIN GROWS, AS THE
UNKNOWNS THAT YOU
FIND FOR THEM GROW.

7

IT'S A MUTUALLY EXCLUSIVE PRINCIPLE:

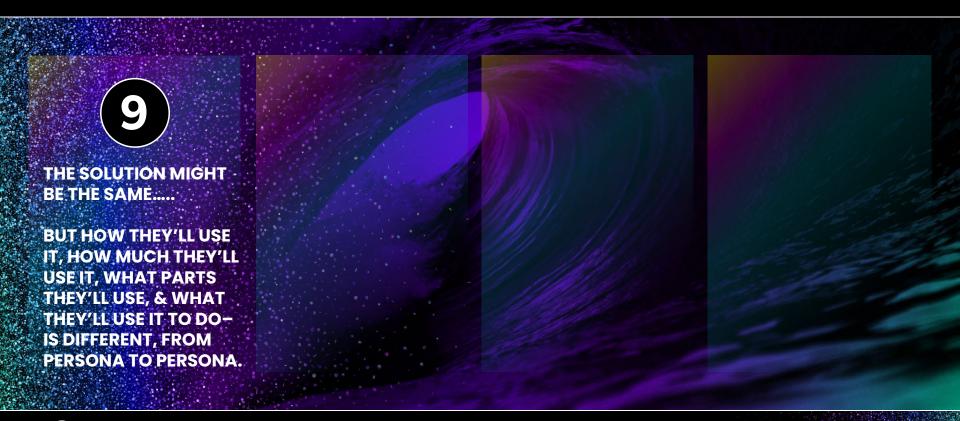
IF YOU DON'T "WIN" A
BUYER—> ASSUME
THAT THEY'RE A
DETRACTOR. THEY'RE
ALWAYS ON ONE SIDE
OF THE FENCE— &
NEVER JUST NEUTRAL.



YOU DON'T WIN AS A WHOLE GROUP.

YOU WIN PIECES OF THE GROUP INDIVIDUALLY—THAT ADD UP ENOUGH TO TIP THE GROUP TOWARDS GOING WITH YOU, OR NOT. BUT IT'S NOT WON, AS A WHOLE.

HOW YOU WIN: A COMMITTEE..... INDIVIDUALLY, BUT AS A GROUP.





HOW EACH COMMITTEE MEMBER, IS DIFFERENT:

DIFFERENT METRICS, DIFFERENT PRIORITIES, & DIFFERENT PROBLEMS TO SOLVE.



HOW MEMBERS OF A COMMITTEE: DIFFER

DIFFERENCE 1: THEIR METRICS.



HOW MEMBERS OF A COMMITTEE: DIFFER

<u>DIFFERENCE 2</u>: THE PROBLEMS THEY WANT TO SOLVE





HOW MEMBERS OF A COMMITTEE: DIFFER

DIFFERENCE 3: WHAT PRODUCTS THEY'LL USE.



HOW MEMBERS OF A COMMITTEE: DIFFER DIFFERENCE 4: HOW THEY'D USE A PRODUCT.



HOW MEMBERS OF A COMMITTEE: DIFFER

DIFFERENCE 5: HOW AGGRESSIVELY THEY'LL USE PRODUCTS





HOW MEMBERS OF A COMMITTEE: DIFFER

DIFFERENCE 6: WHAT USE CASES THEY'LL USE PRODUCTS.



HOW MEMBERS OF A COMMITTEE: DIFFER DIFFERENCE 7: WHAT THEY'LL USE PRODUCTS TO ACCOMPLISH





WHAT YOU SHOULD ALWAYS DO: WHEN SELLING TO A COMMITTEE.

WHAT YOU SHOULD <u>ALWAYS</u> DO..... WHILE SELLING TO A COMMITTEE.

1

LOOK UP THE ROLES OF THE NEW BUYERS....

BEFORE YOU COME TO THE CALL, IF POSSIBLE.

(2)

FOR THE NEW BUYERS, YOU DIDN'T KNOW....

ABOUT THEM COMING BEFOREHAND – LOOK THEM UP AT THE START OF THE CALL, DURING THE CASUAL CONVO. (3)

WHATEVER YOU FOUND ABOUT THEM...

YOU CAN CASUALLY MENTION DURING THE CALL. (EX. LOOKS LIKE YOU'RE IN __. DID I GET THAT RIGHT?)

(4)

ASK THE NEW BUYER A RELEVANT QUESTION...

ABOUT THEIR ROLE, OR INTERLOCK WITH YOUR POC-DON'T BRING IT UP, FOR NO REASON-KNOWING THEIR ROLE ISN'T "GOOD ENOUGH".

WHAT YOU SHOULD <u>ALWAYS</u> DO..... WHILE SELLING TO A COMMITTEE.

5

START BY ASKING THE NEWLY ADDED BUYER...

ABOUT THEIR LEVEL OF UNDERSTANDING OF WHO YOU ARE, & WHAT THE CALL IS ABOUT - BEFORE COMING TO THE CALL.

6

ASK THE NEWLY
ADDED BUYER ABOUT...

THE METRICS THEY'RE MEASURED ON (WITH POTENTIAL ANSWERS) & IF THEY'VE GOT ANY METRICS, THAT THEY WANT TO ADDRESS.

(THAT ARE APPROPOS TO THE CHAT)

7

ASK QUESTIONS TO THE NEW BUYER...

TO UNCOVER ANY OF THE KNOWNS – THAT ARE RELEVANT TO THE CONVERSATION THAT YOU'RE HAVING.

(8)

TRY TO UNCOVER AT LEAST ONE UNKNOWN....

FOR EVERY
"DEPARTMENT" OR
"TEAM", DURING THE
COURSE OF THE
DISCOVERY CALL.

WHAT YOU SHOULD <u>ALWAYS</u> DO..... WHILE SELLING TO A COMMITTEE.

9

FOLLOW UP WITH NEW RESPECTIVE BUYERS....

WITH COLLATERAL—
FOR THE UNKNOWNS
THAT YOU FOUND, FOR
THEM IN SPECIFIC.
(NO NEED TO CC THE OTHERS....
ONLY ON THE RECAP OF WHAT
YOU'RE GOING TO SEND.)

(10)

NEVER EVER BREAK CONFIDENTIALITY....

WITH THE SEPARATE
BUYERS – ON THE
PROBLEM THEY'RE
HAVING – OR MENTION
THAT PROBLEMS, TO
THE GROUP.

(11)

ALWAYS MAKE EACH INDEPENDENT BUYER...

LOOK LIKE THE "HERO", WHEN YOU'RE IN FRONT OF THE GROUP. **12**)

NEVER EVER BREAK CONFIDENTIALITY.....

ON THE
"WEAKNESSES" OF THE
SEPARATE BUYERS – OR
EXPOSE THEM IN
FRONT OF THE GROUP.

WHAT YOU SHOULD ALWAYS DO WHILE SELLING TO A COMMITTEE.

13)

NEVER EVER EXPOSE
NEW BUYER METRICS...

DATA - OR PROBLEMS
THAT THEY'RE HAVING
WITH THE <u>OTHER</u> TEAM
MEMBERS, OF THE
GROUP.

14

NEVER EVER SAY WHAT THE NEW BUYER SAID...

ABOUT THE <u>OTHER</u>
TEAM MEMBERS, OF
THE GROUP.

15

ALWAYS TREAT ALL NEW BUYERS (& PRIOR)...

AS SEPARATE CLIENTS-& PROTECT THEIR ANONYMITY, FROM ONE ANOTHER.

HOW TO STRUCTURE THE CALL: WHEN SELLING TO A COMMITTEE.







STEP #3







STEP#6











STEP #10.1



AS YOU'RE TALKING
INCLUDE AS MANY PERSONA-SPECIFIC
RECOMMENDATIONS AS YOU CAN



STEP 10.2

PER FEATURE OR PRODUCT GIVE PERSONA-SPECIFIC RECOMMENDATIONS AS TO WHICH PRODUCTS THEIR TEAM COULD USE.



PER FEATURE OR PRODUCT GIVE PERSONA-SPECIFIC RECOMMENDATIONS OF HOW THEY & THEIR TEAM COULD USE IT.



PER FEATURE OR PRODUCT GIVE PERSONA-SPECIFIC RECOMMENDATIONS ON WHAT THEY COULD USE IT TO ACCOMPLISH.



THE PHRASES TO USE: WHEN SELLING TO A COMMITTEE.

THE PHRASES TO USE

WHILE SELLING TO A COMMITTEE.

1

START BY TELLING THE ENTIRE COMMITTEE.....

THE TIME ALLOTMENT-THAT YOU HAVE FOR THE CALL THAT DAY. **(2**)

THEN GIVE THEM SOME CONTEXT, BY SAYING:

"I'VE HEARD FROM
PART OF THE GROUP
(NAME THE MEMBERS),
AND I THINK I HAVE AN
OK UNDERSTANDING
OF THEIR GOALS...."

3

**FOR THE THINGS YOU FOUND PREVIOUSLY....

THERE'S <u>NO NEED</u>, TO DO AN EXTENSIVE SUMMARY (OR REALLY ONE AT ALL), FOR THE NEWLY ADDED BUYERS, OF WHAT YOU FOUND.*

4

THEN CALL ON THE NEW BUYERS, BY SAYING:

"BUT I HAVEN'T HEARD FROM __ & __ OBVIOUSLY, AND WHAT THEY'RE LOOKING TO DO."

THE PHRASES TO USE WHILE SELLING TO A COMMITTEE.

(5)

THEN ASK TO DO SOME DISCO, BY SAYING:

"IF YOU ALL WOULDN'T MIND, I'D LIKE TO "BURN" THE FIRST 15 MIN. TO ASK A FEW QUESTIONS—SO I CAN GET A FULL PICTURE..." **6**)

THEN REASSURE THE GROUP, BY SAYING....

"THEN AFTER THOSE 15 MIN. OF QUESTIONS, I PROMISE I'LL GO INTO THE GUILLOTINE, & SHOW YOU WHAT I'VE GOT & OPTIONS...."

7

ALSO REASSURE THE GROUP, BY SAYING...

"I PROMISE- I'VE GOT A FULL DECK PREPARED, OPTIONS, RESULTS, & PRICING-SO I DIDN'T COME EMPTY HANDED...." 8

THEN ASK FOR GROUP BUY IN, BY SAYING.....

"DOES THAT SOUND LIKE A DEAL, TO EVERYONE?"

THE PHRASES TO USE WHILE SELLING TO A COMMITTEE.

9

THEN CALL OUT THE IST GROUP, BY SAYING:

"OK THANK YOU - SO,
__, I WANT TO HEAR
FROM YOU FIRST IF
YOU DON'T MIND CAN YOU WALK ME
THROUGH __?"
(ASK QS SPECIFIC TO THEM.)

(10)

THEN TRANSITION TO GROUP 2, BY SAYING:

"OK GOT IT - THANKS FOR ALL OF THE CONTEXT. I'LL LET YOU OFF THE HOOK NOW -AND __ CAN YOU TELL ME A BIT ABOUT __..." **(11)**

PIVOT THE CONVO, & FOCUS, TO GROUP 2.

AND ONCE YOU'RE FINISHED... PIVOT THE CHAT TO GROUP 3.

RINSE & REPEAT, TO ALL NEW BUYERS.

12

& FINISH BY THANKING ALL OF THEM....

FOR GIVING YOU ALL
OF THE INFORMATION—
AND FOR GIVING YOU
MORE CONTEXT ON
EACH OF THEM.



WHAT TO DO, WHEN TIME IS LIMITED:

& THERE'S TOO MANY PEOPLE, TO DO DISCOVERY FOR EACH PERSON.











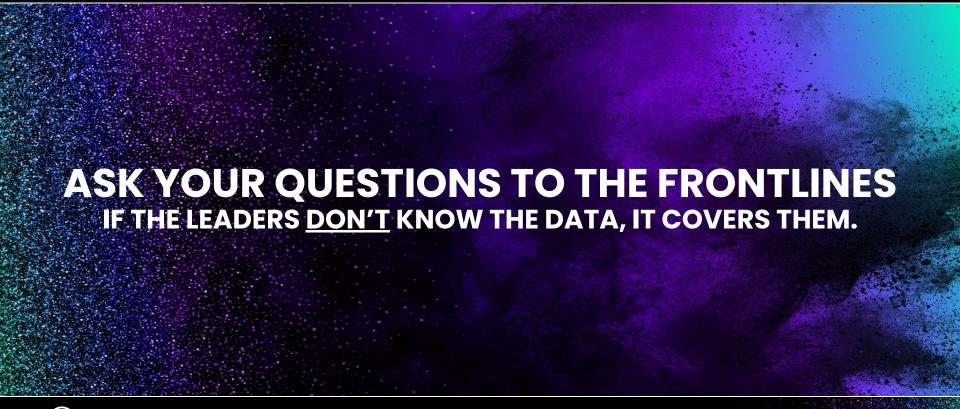




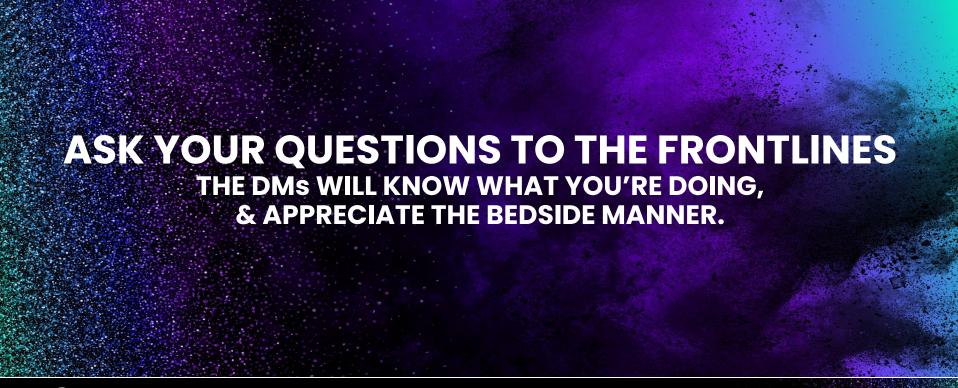














HOW TO FOLLOW-UP: AFTER A CALL, WITH A COMMITTEE.

HOW TO FOLLOW-UP AFTER A CALL, WITH A COMMITTEE.

1

FIRST, IMMEDIATELY FOLLOWING THE CALL:

SEND THE GROUP A

BRIEF SUMMARY—

MAINLY ABOUT WHAT

YOU SAID YOU'D SEND,

& WH YOU'RE GOING

TO SEND TO EACH:

(2)

WHEN YOU'RE LISTING THEIR EMAIL ADDYS....

PUT THE LEAST HEAVY HITTER ON THE GROUP- OR SPREAD IT OUT. BUT DON'T RANK BASED ON SENIORITY, OR DM POWER. 3

IN EVERY FOLLOW-UP EMAIL YOU SEND....

ALWAYS MAKE SURE,
THAT YOU HIGHLIGHT
THE ORIGINAL BUYER& MAKE THEM LOOK
GOOD ON THE CHAIN.

(4)

IN THE INTRO/OUTRO, SAY THINGS SPECIFIC...

TO EACH PERSON ON THE CALL, & SPECIFIC TO THEIR CONTEXT WITH YOU. (EX. _ NICE TO MEET YOU, _ GREAT TO SEE YOU AGAIN.

HOW TO FOLLOW-UP AFTER A CALL, WITH A COMMITTEE.

5

FOR THE ACTION ITEMS, AFTERWARDS....

TAKE IT OFFLINE
(DON'T INCLUDE ALL)BUT INCLUDE A BRIEF
ONE-LINER, ON WHAT
YOU'RE GOING TO
COVER ON THAT CALL.

6

PLUG FOR AS MANY INDIVIDUAL CALLS....

WITH SEPARATE
BUYERS 1:1 AS YOU
CAN GET – SO YOU
CAN BUILD RAPPORT &
ADD VALUE WITH
EACH SEPARATELY.

7

ON YOUR CALLS WITH NEWLY ADDED BUYERS:

MAKE IT FUNCTIONAL—INTENTIONAL—& WITH A PURPOSE. EX. LOOK FOR DATA WITH THEM. (IT EMPOWERS & INCLUDES THEM)

(8)

ALSO IN THE FIRST FOLLOW-UP EMAIL....

MENTION WHAT YOU'LL SEND (FOR UNKNOWNS THAT YOU FOUND) TO THE GROUP-BUT SEND IT SEPARATELY.

HOW TO FOLLOW-UP AFTER A CALL, WITH A COMMITTEE.

9

ALWAYS ASK YOUR ORIGINAL BUYER....

IF THE PLAN IS OKAY— CLEAR ANY STEPS YOU'RE TAKING WITH THEM— & ASK FOR THEIR PERMISSION. (IT'S EMPOWERING FOR THEM) **10**)

FOR THE ADDITIONAL CALLS YOU HAVE....

DON'T WORRY THAT
THE MAIN DM, IS NOT
THERE. THEY'LL HEAR
ABOUT IT—& ADD
VALUE, AS IF IT WAS
THE DM, ON THE CALL.

(11)

WHEN YOU DO THIS ON THE ADDED CALLS:

THE MAIN DM WILL BE THANKFUL, THAT YOU WON THAT PERSON OVER- & DIDN'T INVOLVE THEM TO DO IT.

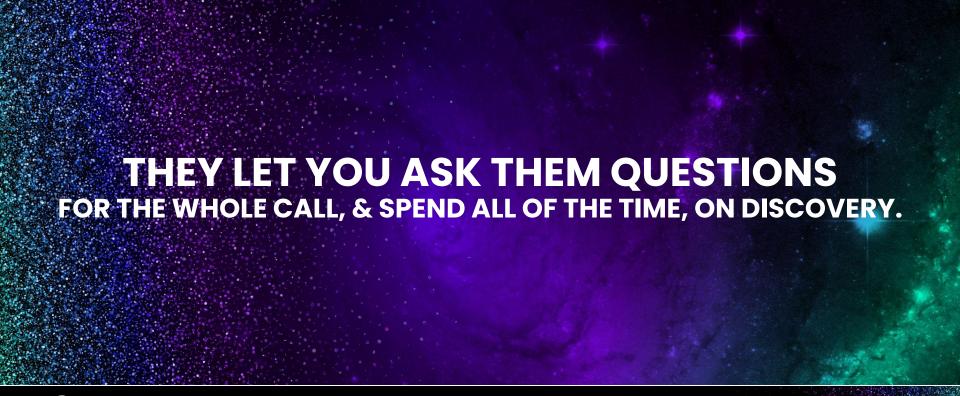
12)

WHEN YOU DO WELL, WITH OTHER BUYERS:

IT'S A PREVIEW FOR
THE FUNCTIONAL
BUYER, AND THE MAIN
DM, OF WHAT IT'S LIKE,
TO WORK WITH YOU.



GOOD SIGNS, THAT YOU DID WELL: WHEN SELLING TO A COMMITTEE.













THE RISK OF <u>NOT</u> ADDRESSING EVERYONE:

& NOT DOING DISCOVERY, FOR EACH PERSON ON THE COMMITTEE.



THE RISK OF NOT DOING DISCOVERY FOR EACH MEMBER, ON A COMMITTEE.

1

HOPE IS NOT A STRATEGY.

2

IF YOU DON'T EVEN TALK TO NEW BUYERS:

YOU HAVE NO WAY OF KNOWING, WHAT THEY'RE EVEN SOLVING FOR— OR WHAT'S IMPORTANT FOR THEM IN SPECIFIC. 3

EVEN IF YOU'RE NOT MEANING TO....

IT SHOWS THAT YOU DIDN'T EVEN CARE ENOUGH, TO TRY TO GET TO KNOW WHAT THEY'RE TRYING TO SOLVE, WITH YOU.

4

IF YOU LET NEW BUYERS STAY ON MUTE....

THEY'LL ASSUME, THAT IT'S BECAUSE YOU DON'T CARE ENOUGH TO LEARN ABOUT THEM— SO IT'S FINE IF THEY'RE ON MUTE.

THE RISK OF NOT DOING DISCOVERY FOR EACH MEMBER, ON A COMMITTEE.

5

EVERYONE THAT YOU LET STAY ON MUTE....

THEY'LL START TO
PSYCHOLOGICALLY,
REBEL – BECAUSE "YOU
DON'T CARE ABOUT
THEM, OR THEY'RE NOT
IMPORTANT TO YOU."

6

EVERYONE THAT YOU LET STAY ON MUTE....

ASSUMES THAT YOU'RE NOT THE LEAST BIT CONCERNED, WITH SOLVING THEIR PROBLEMS. 7

EVERYONE THAT YOU LET STAY ON MUTE....

WILL MENTALLY THINK, THAT THE CALL WAS A WASTE OF THEIR TIME— WHICH TO BE FAIR, IT WAS. (IF THEY DIDN'T EVEN SAY ANYTHING.) 8

FOR ANY NEW BUYERS THAT STAY ON MUTE....

YOU GIVE THEM THE
"EXCUSE", THAT THEY
ALREADY MET WITH YOU
& GAVE YOU A SHOT—
AND THAT THEY DON'T
WANT TO GO WITH YOU.

THE RISK OF NOT DOING DISCOVERY FOR EACH MEMBER, ON A COMMITTEE.

9

IF YOU'RE NOT EVEN TALKING TO A BUYER...

THEY SEE YOU AS SOMEONE WHO'S ON "THE OTHER TEAM". IT MIGHT BE THE OTHER BUYER'S TEAM, BUT IT'S STILL NOT THEIRS.

(10)

IF YOU'RE NOT EVEN TALKING TO A BUYER:

THEY CAN (& WILL)
ASSUME – THAT IT'S
BECAUSE YOU HAVE
NO EXPERTISE IN THEIR
AREA.

(11)

ANYONE THAT YOU DON'T HEAR FROM...

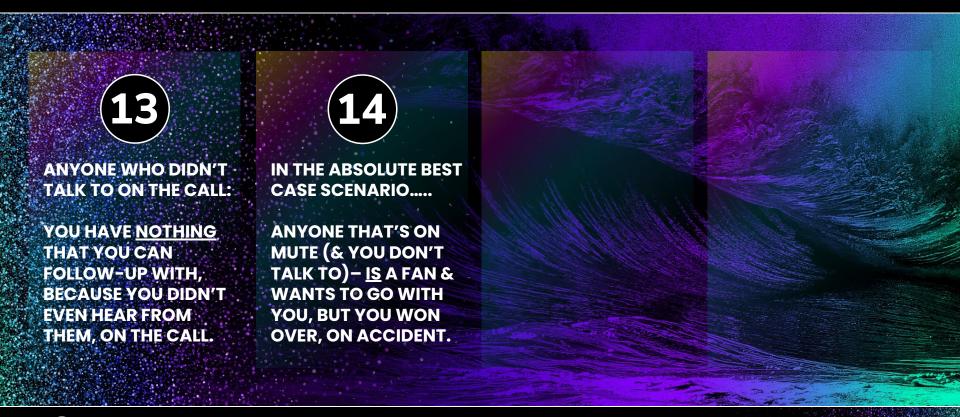
YOU LEAVE WIDE OPEN TO (FAIRLY) FIGHT TO WORK WITH YOUR COMPETITORS.... WHO DID WIN THEM OVER.

12)

ASSUME ANYONE YOU DIDN'T HEAR FROM:

IS NOT ONLY <u>NOT</u> A
CHAMPION – BUT IS AN
<u>ACTIVE DETRACTOR</u> TO
HIRING YOU – BECAUSE
PEOPLE LAND ON ONE
SIDE OF THE FENCE.

THE RISK OF NOT DOING DISCOVERY FOR EACH MEMBER, ON A COMMITTEE.





IN SUMMARY...





THE END.

