DIAGNOSTIC SELLING....

SEASON 4 | EPISODE 2

Why Buyers & Reps Lie to Each Other

WHAT THEY LIE ABOUT (AND HOW TO <u>PREVENT</u> IT)

AGENDA

ACT I
WHAT DO BUYERS:
REALLY BELIEVE ABOUT SELLERS?

ACT II
WHY DO BUYERS, BELIEVE THOSE THINGS:
& WHAT DO BUYERS DO, BECAUSE OF THOSE BELIEFS?

ACT III
SO, WHAT ARE BUYERS:
HOLDING BACK FROM SELLERS, BECAUSE OF THOSE BELIEFS?

AGENDA

<u>ACT IV</u>

WHY ARE BUYERS:

HOLDING THAT BACK FROM SELLERS?

<u>ACT V</u>

WHY DO BUYERS BELIEVE:

THAT SELLERS ARE "HUNTING" FOR PAIN, DURING DISCOVERY?

<u>ACT VI</u>

WHY DO BUYERS:

HOLD BACK PAIN & IMPACT <u>SPECIFICALLY</u>, FROM SELLERS?

<u>ACT VII</u>

WHAT IS A SELLER'S JOB? (FROM A BUYER'S PERSPECTIVE)

HINT… IT'S <u>NOT</u> TO MAP YOUR PRODUCTS—--> TO THEIR PAIN & PROBLEMS.

AGENDA

ACT VIII

HOW DOES "PAIN SELLING":

AFFECT A BUYER PSYCHOLOGICALLY, IN THE SALES CYCLE?

ACT IX

THE ULTIMATE (& FAIR) REASON:

WHY YOUR BUYERS HOLD BACK.

ACT X

HOW A BUYER CAN TELL: A SELLER ISN'T TRYING TO HELP THEM.

AKA…. YOU'RE NOT TRYING TO HELP SOLVE THEIR PROBLEM.

AGENDA

ACT XI

THE ONLY (POTENTIAL) REASON:

WHY A BUYER GIVING THEIR INFORMATION, TO A SELLER…. COULD BE WORTH IT.

ACT XII

HOW YOU CAN SOLVE, THE PROBLEM:

A LITTLE BIT. (WITH TECHNIQUE)

ACT XIII

HOW YOU CAN SOLVE, THE PROBLEM:

A LOTTA BIT. (BY SHIFTING YOUR OUTCOME)

1

WHAT DO BUYERS:
REALLY BELIEVE ABOUT SELLERS?

WHEN YOU THINK

OF A "TYPICAL SELLER"…..

WHAT COMES TO MIND?

2

WHY DO BUYERS BELIEVE THOSE THINGS:

& WHAT DO BUYERS DO.... <u>BECAUSE</u> THEY BELIEVE THOSE THINGS?

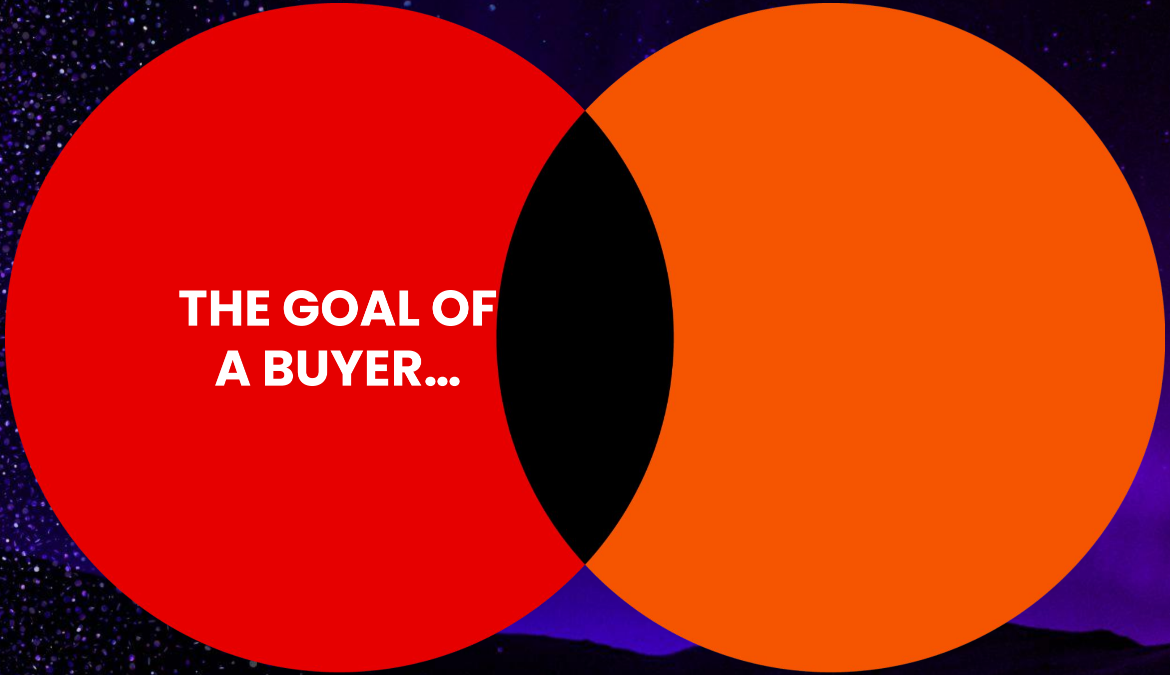
SO, WHY DON'T BUYERS TRUST SELLERS?

IT ALL COMES DOWN TO THEIR GOALS.

THE GOAL

OF A BUYER
WHEN BUYING SOMETHING

THE GOALS OF A BUYER....
WHEN THEY'RE BUYING SOMETHING.



THE GOAL OF A BUYER....
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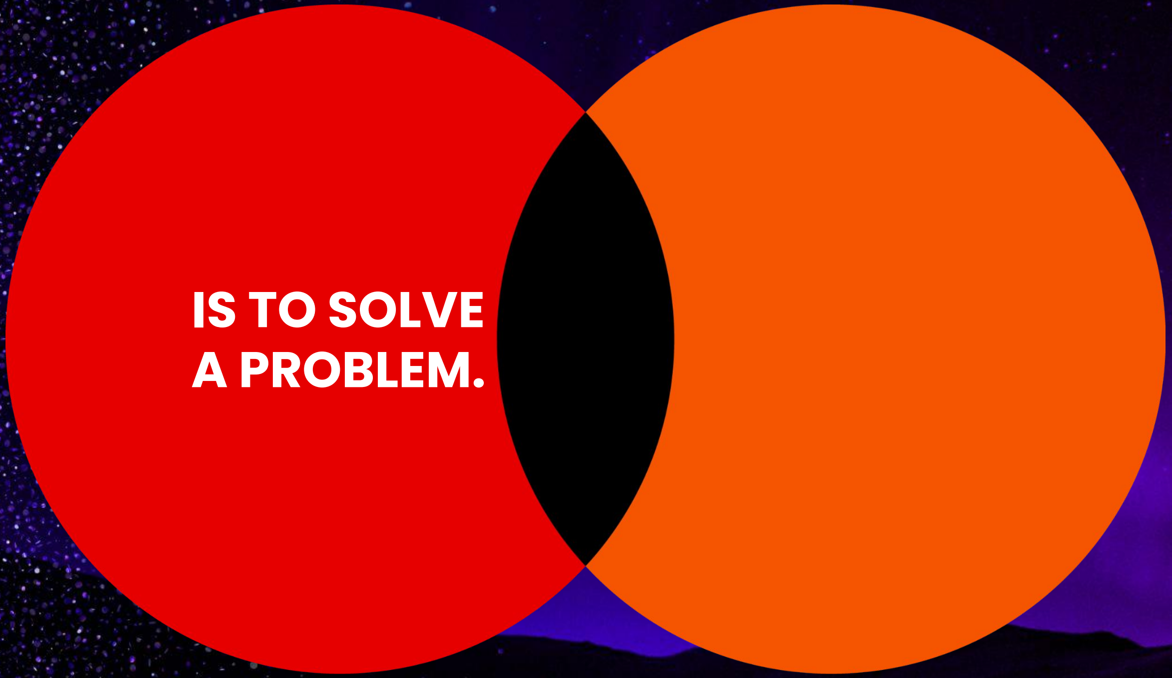

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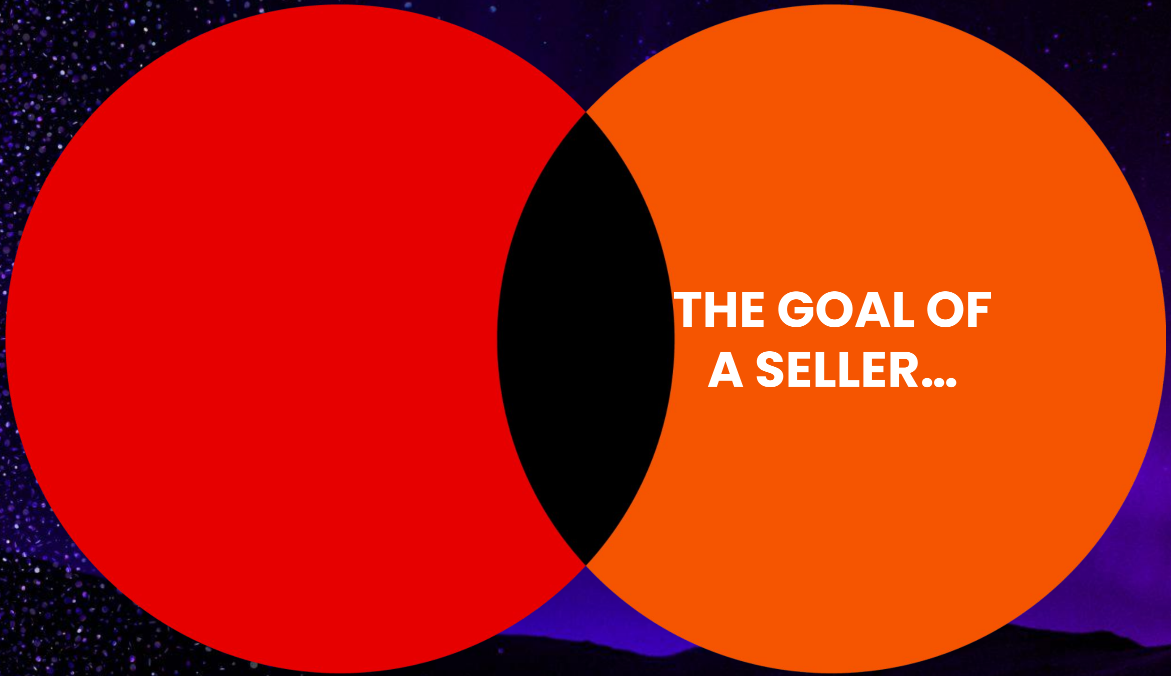
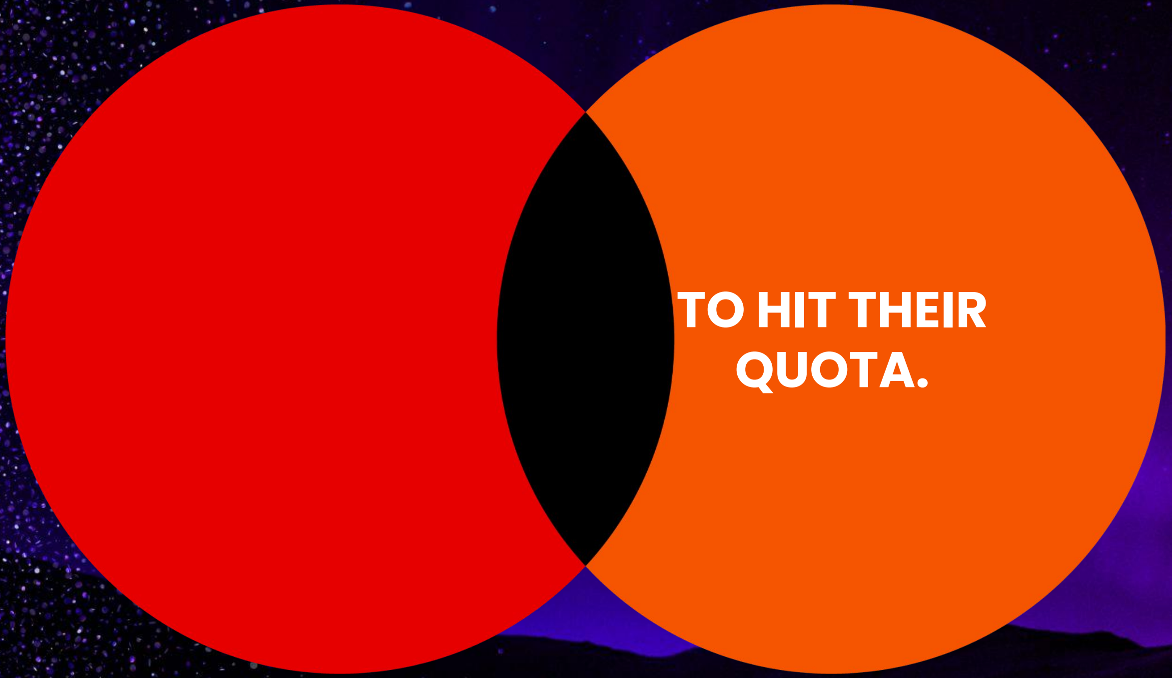


THE GOALS OF A SELLER....
WHEN THEY'RE SELLING SOMETHING.

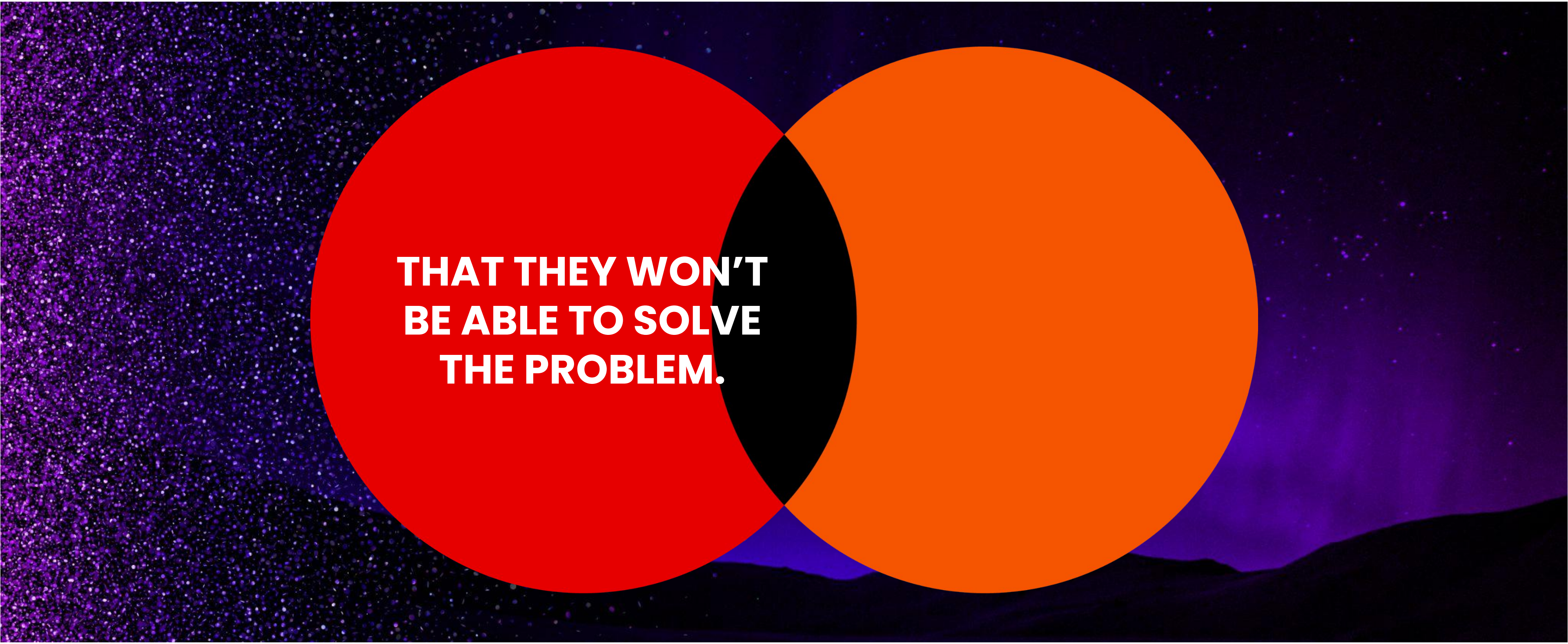


SO.....
WHAT'S THE PROBLEM?

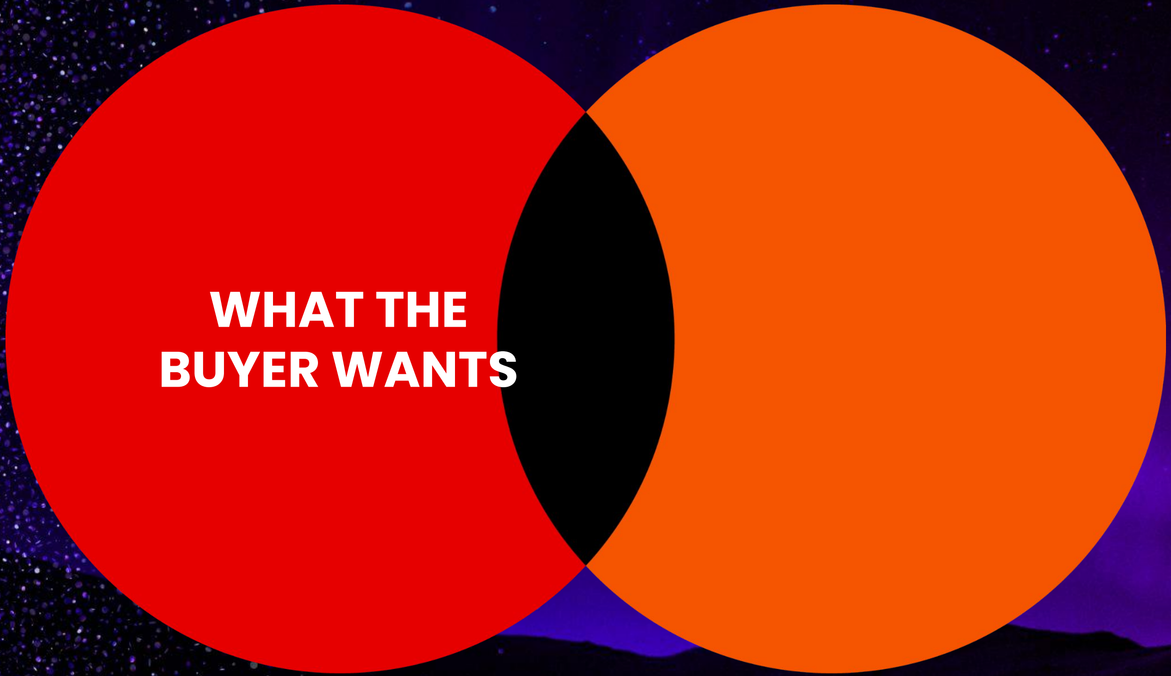
THE BUYER

WHAT THE BUYER WANTS WHEN THEY'RE BUYING SOMETHING

WHAT THE BUYER ....
IS ULTIMATELY AFRAID OF.



WHAT THE BUYER WANTS ....
BECAUSE OF THAT FEAR.



WHAT DOES A BUYER WANT ....
WHEN THEY'RE TRYING TO SOLVE A PROBLEM .

1

THEY WANT TO BUY, THE FEWEST....

AMOUNT OF PRODUCTS POSSIBLE, TO SOLVE THEIR PROBLEM.

2

THEY WANT TO BUY, AT THE LOWEST...

PRICE POSSIBLE, IN ORDER TO SOLVE THEIR PROBLEM.

3

THEY WANT TO BUY, AT A LOWER.....

PRICE POINT, THAN OTHERS BUYING THE SAME THING.

4

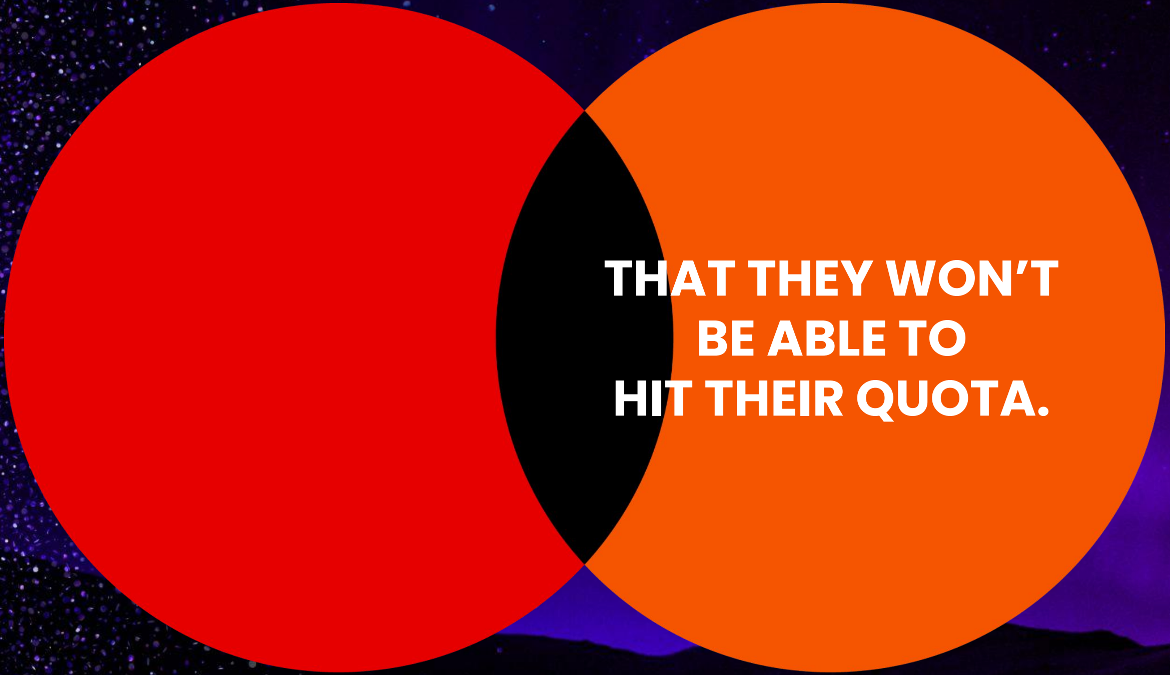
THEY WANT TO BUY, WITH THE FEWEST....

AMOUNT OF PEOPLE KNOWING, IN CASE THEY MAKE A MISTAKE.

THE SELLER

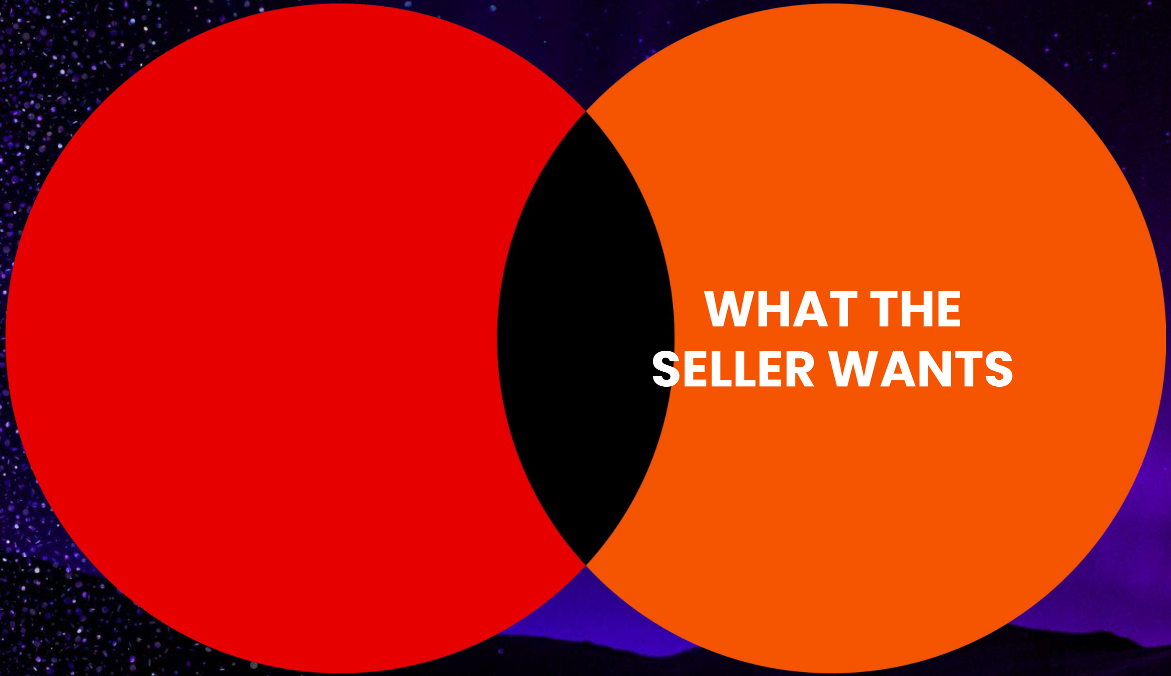
WHAT THE SELLER WANTS WHEN THEY'RE SELLING SOMETHING

WHAT THE SELLER ....
IS ULTIMATELY AFRAID OF.



WHAT THE SELLER WANTS ....

BECAUSE OF THAT FEAR.



WHAT DOES A SELLER WANT ....
WHEN THEY'RE TRYING TO HIT THEIR QUOTA .

1

THEY WANT TO SELL, THE MOST....

PRODUCTS POSSIBLE, IN ORDER TO HIT THEIR QUOTA.

2

THEY WANT TO SELL THEM, FOR THE ...

HIGHEST TICKET PRICE POSSIBLE, IN ORDER TO HIT THEIR QUOTA.

3

THEY WANT TO SELL THEM, AT A HIGHER.....

PRICE POINT, THAN OTHERS SELLING THE SAME THING TO OTHERS.

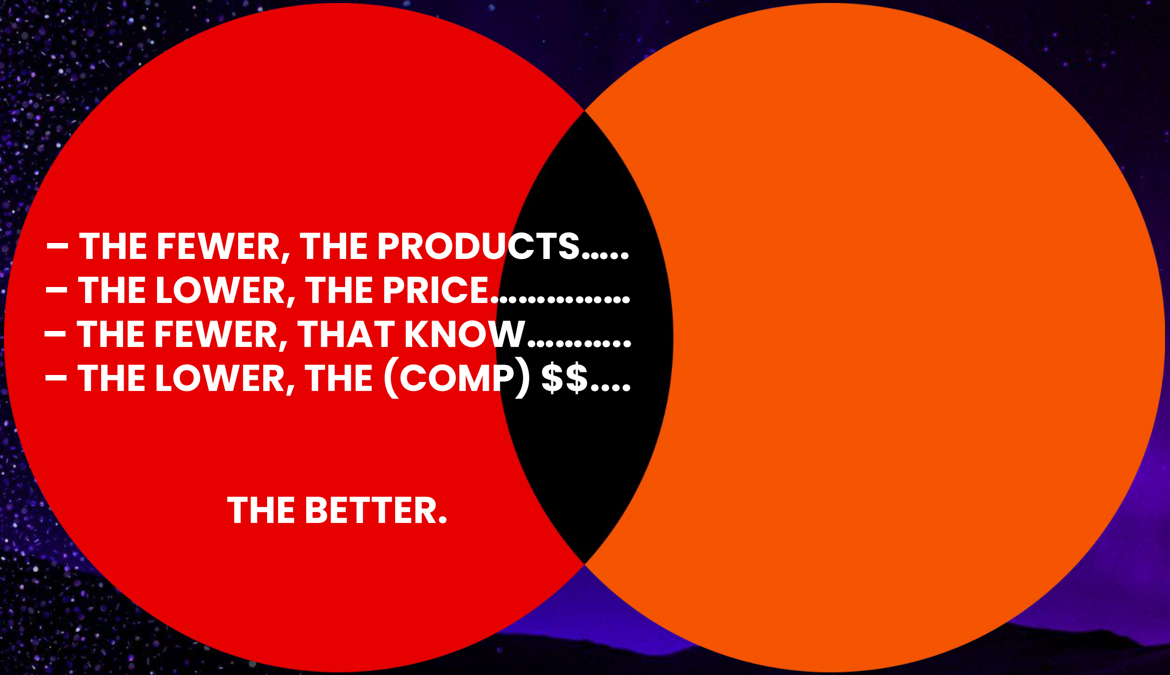
4

THEY WANT TO SELL, WITH THE MOST....

AMOUNT OF PEOPLE KNOWING, SO THEY CAN GET HAVE MORE LEVERAGE TO CLOSE THE DEAL.

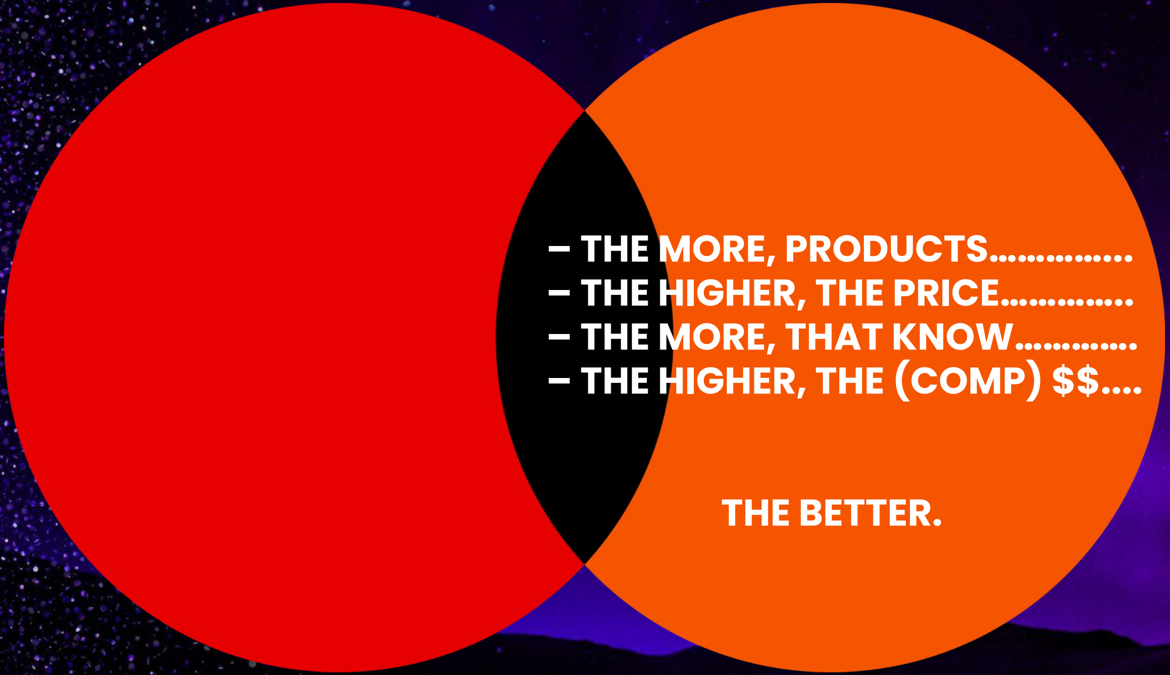
SO, UNFORTUNATELY....

WHAT THE BUYER WANTS ….
WHILE BUYING SOMETHING.

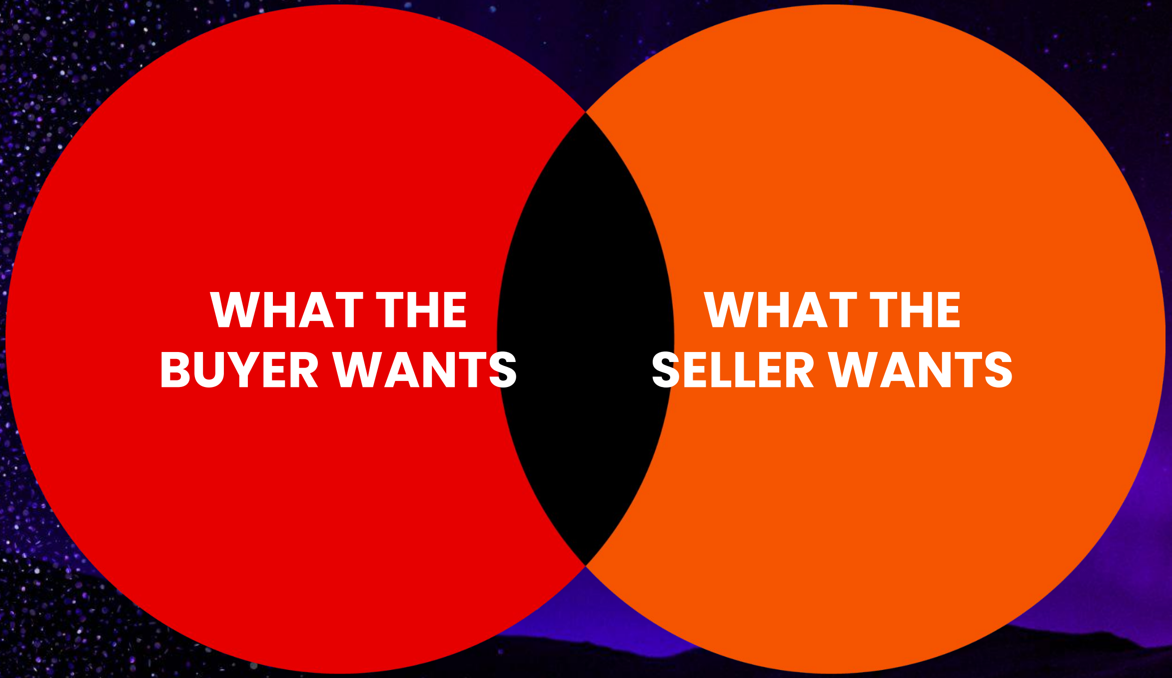


WHAT THE SELLER WANTS ....

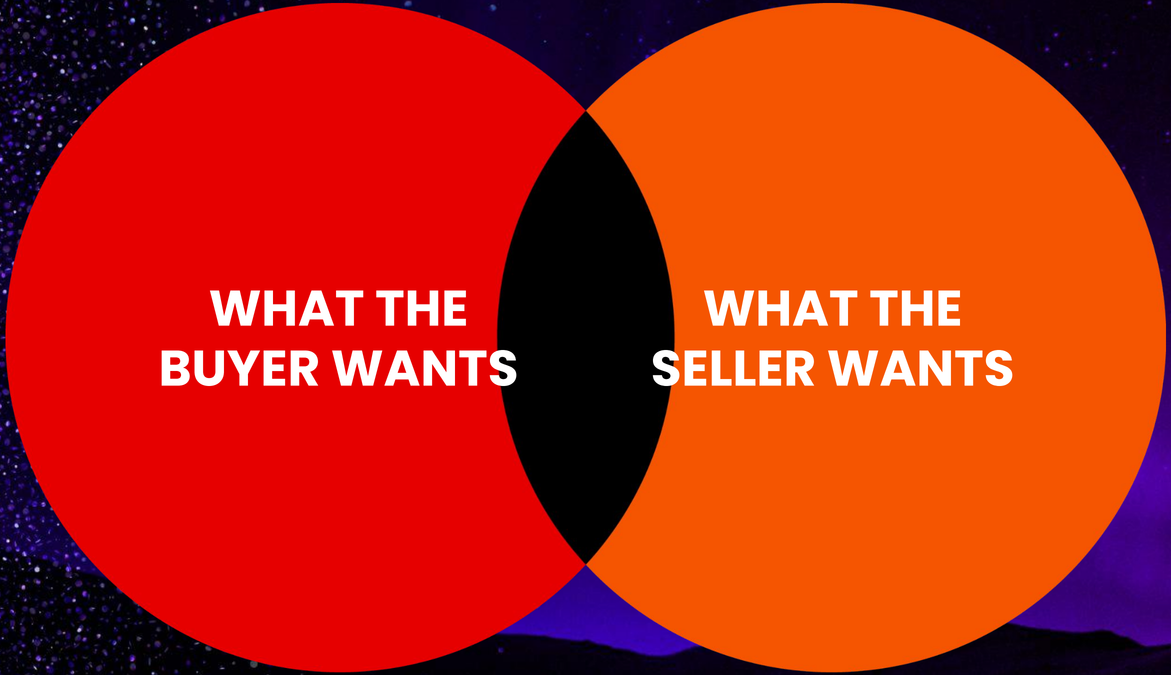
WHILE SELLING SOMETHING.



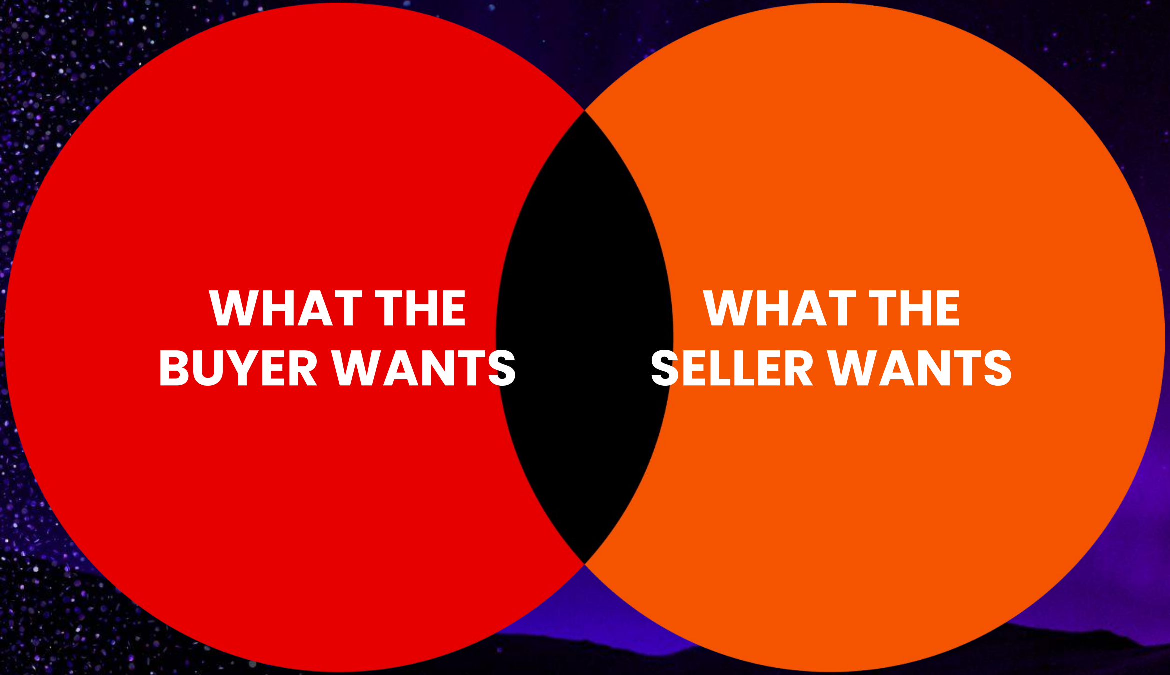
ARE COMPLETELY…
MUTUALLY EXCLUSIVE .



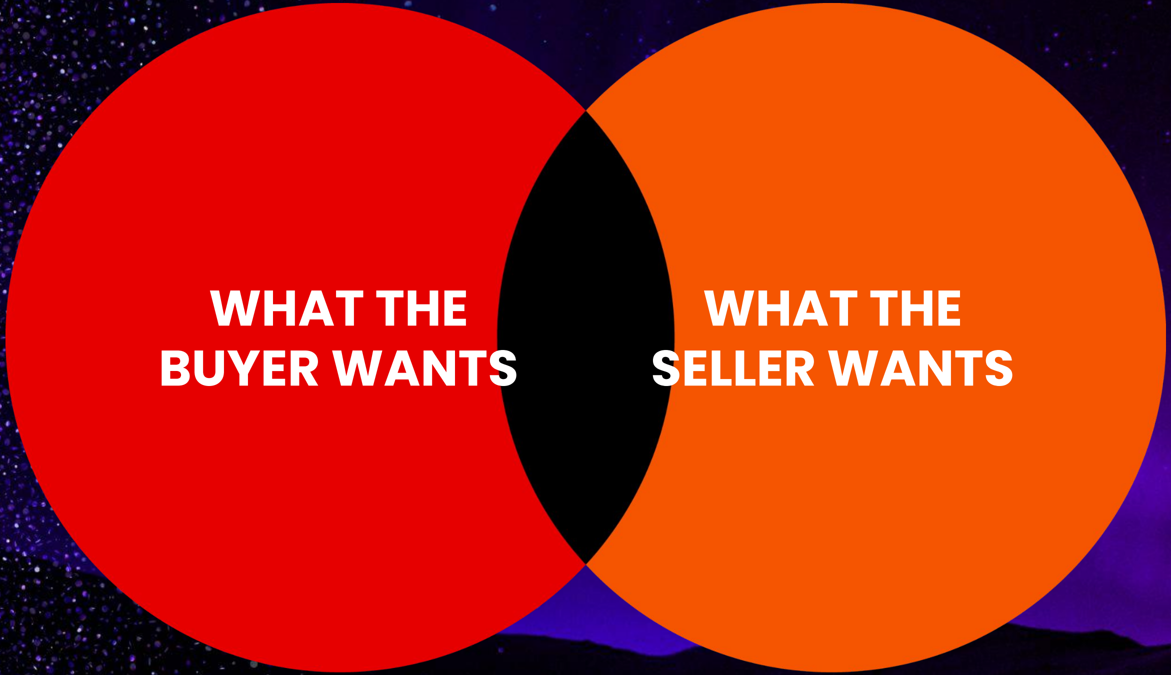
SO, BECAUSE THEIR GOALS …
AREN'T THE SAME .



AND THEIR AGENDAS ...
AREN'T THE SAME .



AND WHAT THEY WANT IS...
MUTUALLY EXCLUSIVE .



THEY JUST DON'T TRUST EACH OTHER.

& THEY SHOULDN'T
REALLY TRUST EACH OTHER.

TRUST DEFINED.....
& THE 3 COMPONENTS OF IT.

1

YOU HAVE TO TRUST...

THAT THEY'RE TELLING THE TRUTH.

2

YOU HAVE TO TRUST...

IN THEIR AGENDA.

3

YOU HAVE TO TRUST...

IN THEIR ABILITY.

MOST SELLERS….

DON'T GET PASSED #2.

1

YOU HAVE TO TRUST…

THAT THEY'RE TELLING THE TRUTH.

2

YOU HAVE TO TRUST…

IN THEIR AGENDA.

3

YOU HAVE TO TRUST…

IN THEIR ABILITY.

AND BECAUSE OF THE SELLER'S AGENDA....

THEY DON'T GET PASSED #1, EITHER.

1

YOU HAVE TO TRUST...

THAT THEY'RE TELLING THE TRUTH.

2

YOU HAVE TO TRUST...

IN THEIR AGENDA.

3

YOU HAVE TO TRUST...

IN THEIR ABILITY.

& BECAUSE

THEIR AGENDAS ARE DIFFERENT....

BOTH OF THEM....

HOLD THINGS BACK
FROM ONE ANOTHER

3

SO, WHAT ARE BUYERS:
HOLDING BACK FROM SELLERS?

WHAT ARE BUYERS....
REALLY HOLDING BACK FROM YOU?

1. THEIR BUDGET.
2. THEIR TIMELINE.
3. THEIR "DECISION MAKERS".
4. THEIR BUYING PROCESS INTERNALLY.

WHAT ARE BUYERS....
REALLY HOLDING BACK FROM YOU?

5

THEIR "PAIN".

6

THE "IMPACT", IF THEY DON'T BUY/SOLVE.

7

WHO ELSE THEY'RE EVALUATING.

8

COMPETITORS THEY'RE USING NOW:

HOW IT'S GOING,
$$ THEY'RE PAYING,
<u>AND</u>
PROBLEMS THEY'RE HAVING WITH THEM.

4

WHY ARE BUYERS:

HOLDING THAT BACK FROM SELLERS,
& WHAT EXACTLY ARE THEY AFRAID OF?

WHY ARE BUYERS ….
HOLDING THAT BACK FROM YOU?

1

IT'S EMBARRASSING.

2

YOU MIGHT TELL THEIR BOSS.

3

YOU MIGHT TELL THEIR COMPETITOR.

4

THEY DON'T KNOW WHAT YOU'LL DO….

WITH THE INFORMATION.

WHY ARE BUYERS....
REALLY HOLDING BACK FROM YOU?

5

THEY DON'T KNOW WHY YOU EVEN....

NEED THE INFORMATION– TO BE ABLE TO SELL THEM SOMETHING.

6

IT GIVES YOU LEVERAGE....

TO SEND THEM FOLLOW-UP EMAILS.

7

IT GIVES YOU LEVERAGE.....

TO HOLD YOUR PRICE, IN NEGOTIATION.

8

BECAUSE IT'S A "WAR FOR POWER".

5

WHY BUYERS BELIEVE:

THAT SELLERS ARE "HUNTING" FOR PAIN & IMPACT, IN DISCOVERY.

WHY DO BUYERS BELIEVE ......
YOU'RE AFTER, FINDING THEIR PAIN ?

1

SO YOU CAN "MAP", THEIR PAIN....

TO YOUR PRODUCTS AND FEATURES– & TO JUSTIFY THAT THEY SHOULD BUY, FROM YOU.

2

TO BE ABLE TO SELL MORE EFFECTIVELY...

AGAINST YOUR COMPETITORS.

3

SO YOU CAN REMIND THEM....

OF WHAT HAPPENS IF THEY DON'T MOVE FORWARD–
IF THEY'RE NOT RESPONDING.

4

SO YOU CAN JUSTIFY, THE ROI OF BUYING.

WHY DO BUYERS BELIEVE ..... YOU'RE AFTER, FINDING THEIR PAIN ?

5

SO YOU CAN JUSTIFY &/OR ATTRIBUTE...

RANDOM ROI, THAT'S NOT RELATED TO THEIR PROBLEM– DOESN'T HELP THEM– <u>&/OR</u> SOMETHING THAT YOU REALLY CAUSED.

6

SO YOU CAN JUSTIFY, AFTER THEY BUY....

OF WHY YOU'RE <u>NOT</u> THE REASON THEY WEREN'T ABLE TO SOLVE THEIR PROBLEM – & WHAT <u>THEY</u> DID THAT CAUSED IT.

7

SO YOU HAVE FOLLOW-UP FODDER.

8

SO YOU CAN SELL YOUR TEAM INTERNALLY....

THAT THEY'RE "GOING TO CLOSE THIS QUARTER".

WHY DO BUYERS BELIEVE ..... YOU'RE AFTER, FINDING THEIR PAIN ?

9

SO YOU CAN PRESSURE THEM.

10

SO YOU CAN LOCK THEM INTO A TIMELINE.

11

SO YOU CAN HOLD THEM TO NEXT STEPS.

12

SO YOU CAN BUILD A MUTUAL ACTION PLAN.

WHY DO BUYERS BELIEVE ......
YOU'RE AFTER, FINDING THEIR PAIN ?

13

SO YOU CAN LAY ON THE GUILT...

IF THEY <u>AREN'T</u> HOLDING UP "THEIR END OF THE BARGAIN", IN THE MUTUAL ACTION PLAN.

14

SO YOU CAN HOLD YOUR TOP PRICING.

15

SO YOU DON'T HAVE TO GIVE THEM....

ANY KIND OF DISCOUNT, IN NEGOTIATION.

16

SO THERE'S NO JUSTIFICATION TO...

GIVE THEM, ANY BONUS TO CLOSE.

6

WHY DO BUYERS:

HOLD BACK PAIN & IMPACT SPECIFICALLY, FROM SELLERS DURING DISCOVERY?

WHY A BUYER SHOULD HOLD THAT BACK…….

PREVIOUSLY STATED .

1. THEN YOU CAN'T HOLD YOUR PRICING.

2. THEN YOU CAN'T HURT THEM WITH THE INFO.

3. THEN YOU DON'T HAVE FOLLOW-UP FODDER.

4. THERE'S NO UPSIDE TO HAND IT OVER TO YOU.

WHY IT'S IN THE BUYER'S BEST INTEREST ....
TO HOLD BACK THE IMPACT & PAIN .

5

YOU CAN'T USE IT TO MANIPULATE THEM.

6

IF THEY'RE GOING TO MAKE A MISTAKE...

THEY WANT TO SPEND AS LITTLE AS POSSIBLE SO THEY HAVE $$ LEFT OVER, TO TRY AGAIN.

7

IF IT'S A MISTAKE, BUT THE PRICE IS LOW....

THEY CAN JUSTIFY IT AS A "WIN" TO OTHERS– BECAUSE THEY SAVED $$ FROM WHAT THEY WERE PREVIOUSLY PAYING.

8

IF IT'S A MISTAKE, THEN AT LEAST....

THEY CAN SAY IT WAS A CHEAP ONE.

WHY IT'S IN THE BUYER'S BEST INTEREST ....
TO HOLD BACK THE IMPACT & PAIN .

9

IF YOU KNOW IT IMPACTS OTHERS....

THEY CAN REACH OUT TO & INVOLVE OTHERS IN THE ORG.........

10

IF IT'S A MISTAKE, THE LESS PEOPLE....

THAT KNOW THAT THEY MADE A MISTAKE– THE BETTER.

11

THEIR INTERNAL CREDIBILITY.....

WILL TAKE LESS OF A HIT, THE FEWER PEOPLE THAT KNOW.

7

WHAT IS THE SELLER'S JOB? (FROM THE BUYER'S VIEW)

HINT…

IT'S NOT TO MAP YOUR PRODUCTS——–—›
TO THEIR PAIN OR PROBLEMS.

WHY YOUR JOB (FROM THE BUYER'S VIEW)....
IS NOT TO MAP THEIR PAIN—› YOUR PRODUCTS/FEATURES.

1

BECAUSE THEY COULD DO THAT THEMSELVES.

2

THAT MAKES THEM FEEL "GASLIT"....

BECAUSE THEY HAD TO RESEARCH, BECAUSE YOU DIDN'T.

3

BECAUSE YOU'RE LESS QUALIFIED THAN THEM:

TO DO THAT, BECAUSE THEY KNOW MORE ABOUT THEIR ROLE– SO THEY SHOULD JUST DO THAT THEMSELF.

4

BECAUSE YOU'RE LESS QUALIFIED THAN THEM:

TO DO THAT, BECAUSE THEY KNOW MORE ABOUT THEIR INTERNAL PROCESS– SO THEY SHOULD JUST DO THAT THEMSELF.

WHY YOUR JOB (FROM THE BUYER'S VIEW)....

IS <u>NOT</u> TO MAP THEIR PAIN—› YOUR PRODUCTS/FEATURES.

5

BECAUSE YOU'RE LESS QUALIFIED THAN THEM:

TO DO THAT– BECAUSE THEY KNOW MORE ABOUT HOW TO SOLVE THE PROBLEM– SO THEY <u>SHOULD</u> JUST DO THAT THEMSELF.

6

BECAUSE YOU'RE LESS QUALIFIED THAN THEM:

TO DO THAT, BECAUSE THEY EVEN KNOW MORE ABOUT <u>YOUR</u> FEATURES– SO THEY <u>SHOULD</u> JUST DO THAT THEMSELF.

7

BECAUSE YOU'RE LESS QUALIFIED THAN THEM:

TO DO THAT, BECAUSE THEY KNOW MORE ABOUT <u>YOUR</u> COMPETITORS– SO THEY <u>SHOULD</u> JUST DO THAT THEMSELF.

8

YOU DON'T HAVE THE CREDIBILITY TO DO THAT.

WHY YOUR JOB (FROM THE BUYER'S VIEW)....
IS <u>NOT</u> TO MAP THEIR PAIN—› YOUR PRODUCTS/FEATURES.

9

IT'S UPSETTING FOR THEM, BECAUSE...

YOU'RE TREATING THEM LIKE A KID– BY GATEKEEPING INFO & PRICING.
(BECAUSE YOU THINK "YOU KNOW BETTER".)

10

IT'S UPSETTING FOR THEM, BECAUSE....

THEY <u>WANTED</u> YOU TO LEARN THEIR ROLE, TO HELP THEM– BUT THEY HAD TO RESEARCH INSTEAD, BECAUSE <u>YOU DIDN'T</u>.

11

& IT'S UPSETTING FOR THEM, BECAUSE....

AFTER THEY <u>HAD</u> TO DO ALL OF THE RESEARCH– YOU'RE TRYING TO MAKE THEM "RUN THEIR DECISIONS BY YOU."

12

IN THEIR EXPERIENCE, WITH SELLERS....

THEY NEVER EVEN MAP THEIR PAIN & IMPACT —-› TO THE PRODUCTS THEY SHOULD USE, ANYWAY.

WHY YOUR JOB (FROM THE BUYER'S VIEW)....
IS NOT TO MAP THEIR PAIN—> YOUR PRODUCTS/FEATURES.

13

IN THEIR EXPERIENCE, WITH SELLERS....

THEY'RE LEFT ALONE TO SOLVE THEIR PROBLEM ANYWAYS. (EVEN IF THEY DO TELL YOU THEIR PAIN & IMPACT)

14

IN THEIR EXPERIENCE, WITH SELLERS....

EVEN IF THEY DO TELL YOU WHAT THEY'RE TRYING TO SOLVE—> YOU DON'T RELAY THAT TO CX, AFTER THEY BUY.

15

IN THEIR EXPERIENCE, WITH SELLERS....

SELLERS SIMPLY DON'T KNOW ENOUGH, TO BE ABLE TO HELP THEM– & THEY KNOW THAT.

(& THE STATS CONFIRM THAT THEY KNOW THAT.)

16

IN THEIR EXPERIENCE, WITH BDRs & SELLERS...

THEY ALREADY HAD TO REPEAT THEMSELVES WITH YOU & THE BDR– SO THEY THINK THAT THEY'LL JUST HAVE TO DO THAT AGAIN.

8

IF A BUYER, TELLS YOU THEIR PAIN:

HOW DOES IT HIT THEM, PSYCHOLOGY WISE?

IF A BUYER TELLS YOU THEIR PAIN……

HOW DOES IT HIT THEM, PSYCHOLOGY WISE ?

1

THEY FEEL EVEN MORE EMBARRASSED.

2

YOU LOOK LIKE A "KNOW IT ALL".

3

THEY FEEL A BIT PLACATED.

4

THEY FEEL LIKE A LOSER, IF YOU TELL….

THEIR "STORY"– OR MAKE THEM A CASE STUDY.

IF A BUYER TELLS YOU THEIR PAIN……

HOW DOES IT HIT THEM, PSYCHOLOGY WISE ?

5

IT FEELS GREAT TO BE "THE HELPER"….

& FEELS AWFUL, TO BE "THE HELPED".

6

MAKES THEM FEEL AT ODDS WITH YOU…

BECAUSE YOU'RE IN THE AUTHORITY ROLE– WHO "HAS IT ALL TOGETHER".

7

THEY'RE THE "VILLAIN", IN THE STORY.

8

"TELLING YOUR DOCTOR THE TRUTH…."

IF A BUYER TELLS YOU THEIR PAIN……
HOW DOES IT HIT THEM, PSYCHOLOGY WISE ?

9

YOU'RE GATHERING THE STORY….

& RELISHING IN IT– OF THE STORY OF THEM BEING UNSUCCESSFUL, IN THEIR ROLE.

10

THEIR JOB IS TO MAKE GOOD DECISIONS….

& YOU'RE GATHERING ALL OF THE EVIDENCE, OF HOW THEY DIDN'T.

11

IF THE PROBLEM IS AN INHERITED ONE…

THEY DON'T WANT TO RISK SOLVING FOR IT– BECAUSE THEY COULD GO FROM THE ROLE OF THE SPOTLESS HERO…. TO THE BLAMED.

12

IF YOU'RE ACTIVELY HUNTING FOR PAIN….

THEY FEEL LIKE YOU'RE PLAYING A GAME WITH THEM.

IF A BUYER TELLS YOU THEIR PAIN……
HOW DOES IT HIT THEM, PSYCHOLOGY WISE ?

13

THEN THEY FEEL LIKE IF THEY DO BUY….

FROM YOU– THEN THEY'RE THE ONE "CHUMP" THAT YOUR TRICKS, ACTUALLY WORKED ON.

14

IF YOU'RE PLAYING A GAME IN SELLING….

EVEN IF IT'S A GOOD DECISION– THEY FEEL LIKE IF THEY BUY… YOU "WIN"…. & THEY "LOSE".

15

IF YOU'RE PLAYING A GAME IN SELLING…

BECAUSE THEY KNOW YOU'RE JUST AFTER THEIR PAIN FOR YOUR REASONS– WHICH MEANS YOU'RE NOT ON "THEIR TEAM".

16

IF YOU'RE NOT ON "THEIR TEAM"….

THEY WON'T SHARE A LOT OF NECESSARY INFO FROM YOU– & NEVER BE FULLY OPEN WITH YOU.

9

THE ULTIMATE (& FAIR) REASON:

WHY YOUR BUYERS HOLD BACK.

ULTIMATELY....

THEY HOLD BACK
ALL OF THEIR INFORMATION….

AND THEY <u>SHOULD</u> HOLD BACK THEIR INFORMATION....

BECAUSE EVEN IF THEY DO

TELL YOU ALL OF THAT INFORMATION....

THERE'S JUST NOTHING IN IT–

FOR THEM.

10

HOW A BUYER CAN TELL: A SELLER <u>ISN'T</u> TRYING TO HELP THEM.

AKA....
YOU'RE <u>NOT</u> TRYING TO HELP SOLVE THEIR PROBLEM.

HOW YOUR BUYER CAN TELL ....
THAT YOU'RE NOT AFTER SOLVING THEIR PROBLEM.

1

THEY GET QUALIFIED, BY A BDR, FIRST THING.

2

YOU CLEARLY HAVEN'T LISTENED TO THE CALL:

WITH THE BDR, THAT THEY ALREADY HAD.

3

YOU CLEARLY HAVEN'T LOOKED THEM UP...

OR DONE ANY "RESEARCH" ON THEM.

4

YOU AREN'T TAKING NOTES.

HOW YOUR BUYER CAN TELL ....

THAT YOU'RE NOT AFTER SOLVING THEIR PROBLEM.

5

YOU DON'T EVEN KNOW...

THE TYPICAL METRICS THAT THEIR PERSONA IS MEASURED ON.

6

YOU GIVE THEM "PROBLEM PROFILES":

AND ASK THEM IF ONE OF THEM "RINGS A BELL".

7

YOU TRY TO BRACKET THEM.

8

IF THEY SAY THEY'RE IN A BRACKET...

YOU DON'T DOUBLE DOWN, ON WHERE THEY ARE, IN SPECIFIC.

HOW YOUR BUYER CAN TELL ....
THAT YOU'RE NOT AFTER SOLVING THEIR PROBLEM.

9

YOU GO ON MICRO RANTS, ON EACH BIT.

10

YOU INTERRUPT THEM, WHEN THEY GIVE....

YOU ANSWERS– WITH CUSTOMER STORIES, ABOUT HOW MUCH YOU'VE HELPED "PEOPLE LIKE THEM".

11

YOU CLEARLY HAVE A CHECKLIST OF...

QUESTIONS– THAT YOU ASK EVERY PERSON ON A CALL.

12

YOU ASK GENERIC QUESTIONS, LIKE....

"WHAT ARE YOUR TOP PRIORITIES, THAT YOU'RE CURRENTLY FOCUSED ON?"

HOW YOUR BUYER CAN TELL ....
THAT YOU'RE NOT AFTER SOLVING THEIR PROBLEM.

13

YOU DON'T KNOW WHAT THE POSSIBLE....

ANSWERS MIGHT BE– TO THE QUESTIONS THAT YOU ASK THE BUYER.

14

YOU ASK QUESTIONS, THAT CLEARLY...

HAVE AN AGENDA– LIKE LEADING, DIGITAL, SUBJECTIVE, OR SELF-DIAGNOSIS QUESTIONS.

15

YOU WANT TO CONFIRM THAT....

A PROBLEM EXISTS– BUT AREN'T INTERESTED IN WHAT THE PROBLEM IS.

16

YOU ASK CONFIRMING QUESTIONS, LIKE....

"CAN YOU AGREE WITH ME THAT____?"

HOW YOUR BUYER CAN TELL ....

THAT YOU'RE NOT AFTER SOLVING THEIR PROBLEM.

17

YOU QUICKLY MOVE PAST THINGS...

THAT THEY TELL YOU– & HARDLY (IF EVER), DIG DEEPER, FOR MORE.

18

THEY GIVE YOU AN ANSWER....

AND YOU HARDLY (IF EVER), DOUBLE DOWN FOR MORE, OR CLARITY ON WHAT THEY SAID.

19

THEY BRING UP A PROBLEM THEY HAVE...

AND YOU DON'T DEFINE THE LEVEL.

20

YOU GO AFTER THE BUSINESS PROBLEM...

FIRST THING/EARLY IN THE CALL, & THEN YOU STOP AFTER YOU'VE GOT IT.

HOW YOUR BUYER CAN TELL ....
THAT YOU'RE NOT AFTER SOLVING THEIR PROBLEM.

21

YOU DON'T ASK ROOT CAUSE QUESTIONS.

22

THEY TELL YOU ABOUT A PROBLEM THAT...

THEY BELIEVE THEY'RE HAVING– & YOU DON'T ASK QUESTIONS THAT HELP YOU KNOW, THAT IT'S THE RIGHT ONE.

23

YOU TAKE WHATEVER THAT THEY SAY....

AT FACE VALUE– & HAVE NO THOUGHTS ON WHETHER WHAT THEY'RE SAYING, IS CORRECT.

24

YOU REQUIRE WHAT THEY BELIEVE...

TO KNOW WHAT THE PROBLEM IS– YOU CAN'T DIAGNOSE WHAT'S WRONG, WITHOUT THEIR TAKE.

HOW YOUR **BUYER CAN TELL** ....

THAT YOU'RE NOT AFTER SOLVING THEIR PROBLEM.

25

YOU BRING "ONBOARDING REPS"..

TO YOUR CALLS– TO TRAIN THEM, ON "HOW TO YOU SELL A BUYER".

26

YOU BRING YOUR BOSS TO THE CALL.

27

WHEN A SOLUTION ENGINEER ATTENDS...

ANY CALL– YOU HAVE NOTHING TO SAY, & COMPLETELY STAY SILENT.

28

YOU DON'T FOLLOW-UP FOR.....

INFORMATION THAT YOU NEED– (ABOUT THE PROBLEM)– THAT YOU DIDN'T GET ON THE FIRST CALL.

HOW YOUR BUYER CAN TELL ....
THAT YOU'RE NOT AFTER SOLVING THEIR PROBLEM.

29

YOU ONLY FOLLOW-UP WITH THEM FOR....

LOGISTICS TO SET-UP ANOTHER CALL– OR JUST TO CONFIRM NEXT STEPS, IN THE BUYING PROCESS.

30

YOUR QUESTIONS DON'T BUILD OFF OF...

ON ANOTHER– OR THE LAST ANSWER, THAT THEY GAVE YOU.

31

YOUR QUESTIONS ARE ALWAYS ABOUT....

THE BUYING PROCESS– YOURS, OR THEIRS INTERNALLY.

32

YOU ASK THEM TO BRING SOMEONE ELSE...

WITH THE EXCUSE THAT YOU WANT TO "KILL 2 BIRDS, WITH ONE STONE."

HOW YOUR BUYER CAN TELL ….
THAT YOU'RE NOT AFTER SOLVING THEIR PROBLEM.

33

YOU DON'T FIND ADDITIONAL THINGS..

ON THE CALLS, LATER DOWN THE ROAD– ONLY ON THE INITIAL DISCOVERY CALL.

34

ALL OF THE PROBLEMS THAT YOU LOOK FOR…

IN DISCOVERY— ARE THE PROBLEMS THAT YOU DIRECTLY SOLVE FOR, AS A VENDOR.

35

EVEN IF THEY'RE TALKING ABOUT….

A BIG PROBLEM– IF IT'S NOT THE ONE YOU SOLVE FOR, YOU NAVIGATE THE CONVERSATION BACK.

36

YOU SAY THAT YOUR ROLE IS TO….

SOLVE THEIR "SPECIFIC & UNIQUE PROBLEMS"– BUT THEN DON'T ASK OR UNCOVER WHAT THOSE PROBLEMS ARE.

HOW YOUR BUYER CAN TELL ....
THAT YOU'RE NOT AFTER SOLVING THEIR PROBLEM.

37

YOU DON'T HAVE A "TAKE", AT THE END.

38

YOU SAY THAT YOUR ROLE, IS FACILITATOR.

39

ON GROUP CALLS, YOU NAVIGATE THE CHAT...

AWAY FROM TOPICS, EVEN IF THEY'RE IMPORTANT– IF THE TOPIC DOESN'T SUIT OR INVOLVE YOU.

40

YOU APPEAR TO BE STEERING THE GROUP..

TO DISCUSS THE THINGS, THAT ARE TO YOUR ADVANTAGE AS A SELLER.

11

THE ONLY (POTENTIAL) REASON:

WHY A BUYER GIVING THEIR INFO, TO A SELLER.... COULD BE WORTH IT.

12

HOW YOU CAN SOLVE, THE PROBLEM:

A LITTLE BIT.
(WITH TECHNIQUE)

WHAT TECHNIQUES YOU CAN USE....

TO "SOLVE IT". (A LITTLE BIT)

1

TALKING WELL ABOUT A COMPETITOR.

2

EXPLAINING WHY YOU ARE ASKING....

A QUESTION- OR YOUR REASON FOR ASKING IT.... IF THEY SEEM CLOSED OFF, OR LIKE THEY DON'T TRUST YOU.

3

GIVING THEM POSSIBLE ANSWERS...

TO THE QUESTIONS YOU'RE ASKING THEM– EARLY ON IN THE CALL, TO SHOW A LEVEL OF BASIC UNDERSTANDING.

4

DOWN-SELLING THE BUYER.

WHAT TECHNIQUES YOU CAN USE....

TO "SOLVE IT". (A LITTLE BIT)

5

TELLING THE BUYER THE TRUTH....

WHEN YOU TRULY DON'T THINK, THAT THEY NEED TO BUY SOMETHING, TO SOLVE THEIR PROBLEM.

6

TELLING THEM THE TRUE DOWNSIDES....

TO USING YOUR PRODUCTS, OR SERVICES– BASED ON WHAT YOU KNOW ABOUT THEIR SPECIFIC SITUATION.

7

TELLING THEM THE THINGS THAT THEY'LL..

LIKELY NEED, TO SOLVE THEIR PROBLEM... (IN ADDITION TO YOUR PRODUCTS)– IF THEY DO DECIDE TO MOVE FORWARD WITH YOU.

8

WARNING THEM ABOUT THINGS THEY SHOULD...

LOOK FOR ON THE BACK END– IF THEY DECIDE TO MOVE FORWARD WITH YOU– & WHAT TO DO ABOUT IT, WHEN & IF THEY SEE THAT.

13

HOW YOU CAN SOLVE, THE PROBLEM:

A LOTTA BIT.
(BY SHIFTING THE OUTCOME)

HOW YOU CAN COMPLETELY SOLVE IT.....

& WHAT TO DO, TO SOLVE IT. (A LOT 🙂)

1

FIND AN UNKNOWN DIAGNOSIS(PROG):

A MISSED ROOT CAUSE, TACTICAL PROBLEM, IMPACT, OR OUTCOME... THAT THE BUYER HAD PREVIOUSLY MISSED.

2

FIND AN MIS-DIAGNOSIS(PROG):

A ROOT CAUSE, TACTICAL/BUSINESS PROBLEM, IMPACT, OR OUTCOME... THAT THE BUYER INCORRECTLY SELF-DIAGNOSED.

3

GIVE INDUSTRY STATS, OR BENCHMARKS...

OF WHAT'S "NORMAL"—AS YOU'RE DIAGNOSING, DURING THE CALL.

4

GIVE A BOILING POINT, OF WHAT TO LOOK FOR:

WHEN SOMETHING IS A PROBLEM, THAT PREVIOUSLY WASN'T, OR CLOSE.

HOW YOU CAN COMPLETELY SOLVE IT.....

& WHAT TO DO, TO SOLVE IT. (A LOT 🙂)

5

TRY TO FIND 2 THINGS THEY DIDN'T KNOW....

EARLY ON IN THE FIRST CALL– TO SET THE TONE, PACE, & WHAT THEY SHOULD EXPECT FROM YOU, MOVING FORWARD.

6

END THE CALL ON A WHOMPER UNKNOWN.

7

DON'T "NEXT STEPS" THEM, AT THE END. 🙂

8

FOLLOW-UP WITH INFO THAT WILL HELP THEM...

SOLVE A PROBLEM, THAT YOU DON'T EVEN SOLVE FOR, WITH YOUR PRODUCTS.

HOW YOU CAN COMPLETELY SOLVE IT.....

& WHAT TO DO, TO SOLVE IT. (A LOT 🙂)

9

START WITH A "NON" BUSINESS PROBLEM.

10

BUT DON'T LEAVE THE CALL, WITHOUT IT.

11

WHEN YOU ASK THEM FOR INFO THAT THEY...

DON'T HAVE READILY AVAILABLE– BE PATIENT, WHEN THEY'RE LOOKING IT UP.

12

FOLLOW-UP ON FINDING MORE INFO...

THAT YOU NEED TO HELP THEM FURTHER– THAT YOU DIDN'T GET ON THE CALL.

(& NOT BUYING-CENTRIC INFO.)

HOW YOU CAN COMPLETELY SOLVE IT.....

& WHAT TO DO, TO SOLVE IT. (A LOT 🙂)

13

ASK THEM SPECIFIC PROBLEM QUESTIONS.

14

REFUSE SUBJECTIVE ANSWERS FROM THEM.

15

ONLY ASK OBJECTIVE QUESTIONS.

16

NEVER LET A QUESTION EASILY GO....

UNANSWERED– IT SHOWS YOU (& THEM) DIDN'T REALLY NEED TO KNOW THE ANSWER, TO HELP THEM.

HOW YOU CAN COMPLETELY SOLVE IT.....

& WHAT TO DO, TO SOLVE IT. (A LOT 🙂)

17

IF THEY SEEM A LITTLE LOST OR SUSPICIOUS...

GIVE THEM A "RANGE" WHEN YOU'RE ASKING ABOUT A PROBLEM– OF WHAT THEY'D LIKELY BE SEEING.

18

ASK Qs TO THEIR SPECIFIC METRICS.

19

ROLE THE DICE, OF WHAT THEY MIGHT....

BE SEEING– BUT AGAIN, ONLY IF YOU'RE IN THE DISCOVERY DOGHOUSE.

20

ASK QUESTIONS TO AN ADJACENT DIAGNOSIS.

HOW YOU CAN COMPLETELY SOLVE IT.....

& WHAT TO DO, TO SOLVE IT. (A LOT 🙂)

21

DIAGNOSE OTHER PROBLEMS....

THAT THEY'D NEED TO SOLVE IN TANDEM– THAT YOU DON'T DIRECTLY SOLVE FOR.

22

TELL THEM WHAT COULD HAPPEN...

IF THEY DON'T SOLVE THE ADJACENT PROBLEM– WHEN THE PROBLEM IS ONE, YOU DON'T SOLVE FOR.

23

TELL THEM WHEN/IF IT DOESN'T MAKE SENSE..

TO BUY FROM YOU, IF THEY DON'T SOLVE THE OTHER PROBLEM AS WELL– AKA. IT'S NOT WORTH IT TO BUY.

24

TELL THEM WHEN/IF THEY NEED TO SOLVE...

ANOTHER PROBLEM FIRST– BEFORE THEY THINK ABOUT MOVING FORWARD WITH YOU.

HOW YOU CAN COMPLETELY SOLVE IT.....

& WHAT TO DO, TO SOLVE IT. (A LOT 🙂)

25

WALK THEM THROUGH WHAT WILL HAPPEN....

IF THEY DON'T SOLVE THE OTHER PROBLEM (YOU DON'T HELP WITH)– OR IF THEY DON'T SOLVE THAT PROBLEM FIRST.

26

TELL THEM WHEN THEY DON'T NEED TO BUY.

27

TELL THEM WHEN YOU THINK THEIR PROBLEM:

ISN'T AS BAD, AS THEY THINK THAT IT IS.

28

WHEN YOU DON'T KNOW WHY....

THEY WOULD SOLVE THE PROBLEM, THEY SAY THEY WANT TO SOLVE– TELL THEM YOU THINK IT'S NOT WORTH SOLVING.

HOW YOU CAN COMPLETELY SOLVE IT.....

& WHAT TO DO, TO SOLVE IT. (A LOT 🙂)

29

WHEN THEY'RE COMPLAINING ABOUT..

YOUR COMPETITORS– DON'T BITE.

30

WHEN THEY BRING UP A COMPETITOR....

FLIP THE CONVERSATION TO– WHAT PROBLEM THEY WANT TO SOLVE, WITH EITHER ONE OF YOU.

31

IF THEY MENTION OTHER OPTIONS....

THEY'RE EVALUATING– DON'T BITE.

32

IF YOU HAVE TO ASK QUESTIONS ABOUT...

THE COMPETITOR– AKA. YOU JUST CAN'T HELP IT.. 🙂
MAKE SURE THEY'RE VERY OBJECTIVE IN NATURE.

14

GOOD SIGNS:

THAT THEY DON'T SEE YOU, AS A SELLER. (OR SLEAZEBALL)

SIGNS—› THEY DON'T THINK THAT YOU'RE A SLEAZEBALL

GOOD SIGN #1

THE BUYER DOESN'T ASK YOU
HOW YOU DIFFERENTIATE, FROM OTHERS.

SIGNS—› THEY DON'T THINK THAT YOU'RE A SLEAZEBALL

GOOD SIGN #2

THEY ARE "TEAMING UP" WITH YOU
ON A PLAN AROUND OTHER PROCESSES OR PEOPLE INTERNALLY.

SIGNS—› THEY DON'T THINK THAT YOU'RE A SLEAZEBALL

GOOD SIGN #3

THEY EXTEND YOUR CALLS

OR REQUEST CALLS WITH YOU.

SIGNS—› THEY DON'T THINK THAT YOU'RE A SLEAZEBALL

GOOD SIGN #4

THEY ADVOCATE FOR YOU/YOUR CREDIBILITY

TO OTHERS INTERNALLY, ON OTHER TEAMS.

SIGNS—› THEY DON'T THINK THAT YOU'RE A SLEAZEBALL

GOOD SIGN #5

THEY DON'T HAVE "OBJECTIONS"

IF ANYTHING IT'S A COLLABORATIVE & MUTUAL DISCUSSION ABOUT HURDLES– & IT FEELS LIKE YOU'RE TRULY TEAM MATES.

IN SUMMARY…

THE END.