



Selling Your Services Without Selling Your Soul

 STACKPOLE & Associates, Inc.

*Selling Your Services
Without Selling Your Soul*

presented by
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Presentation Available

Selling Your Services
Without Selling your Soul

www.StackpoleAssociates.com

1-800-844-9934

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Background

- Challenges in the industry
 - Occupancies
 - Recession
 - Competition
 - Turnover of sales & marketing staff

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A Few Definitions – For Clarity!

- Sales
 - Behaviors which persuade and influence customers and consumers to select yours vs. others'
 - Securing commitment

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Background

- Marketing
 - Management of the Interface between Customers, (Consumers) & the Organization
 - What do they think of us?
 - Creating preference
 - Generate leads

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Marketing vis-à-vis Sales

- Marketing is intellectual
- Sales is behavioral
 - Sales is a full contact sport!

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Who succeeds at sales?

- *Optimism v pessimism*
 - *Can we predict success?*
- *The internal conversation*
- *The external conversation*
 - *A woman's intuition?*
 - *More than that!!*

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The gender rules

- *Men & women are different*
 - *Very different*
 - *Very, very different*
 - *Men and women have a-b-s-o-l-u-t-e-l-y nothing in common*
 - *Women buy lotsa stuff*
 - *Women buy ALL the stuff*
- *Women's market is #1 opportunity*

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Clear about Marketing & Sales

- **Marketers are committed to being right**
 - Relationships are less important
- **Sales persons are driven by the relationships**
- **Good marketers are seldom good sales persons**
- **Good sales persons are never good marketers**
 - Good sales persons are never on time – they're too optimistic!
 - Do you want the report on time, or the heads in the beds?
- **Don't agonize – these are the choices**

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Communicating with humans

- **In sales, we have to communicate effectively**
 - Our job is to “manage the communications”
 - Responsible for
 - What we say and what others' hear
- **It's not what you say – It's what they hear**

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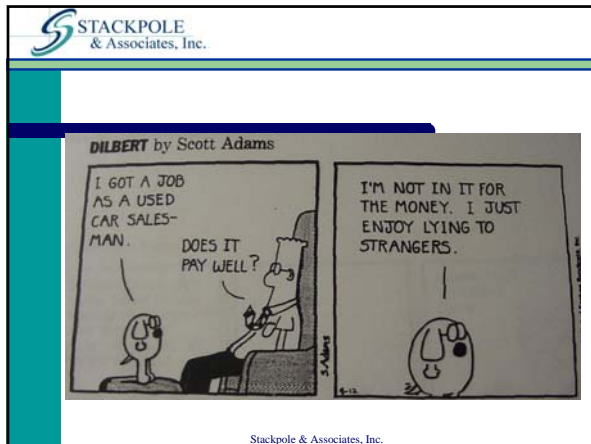
Background

● Marketing terms	● Sales Terms
• Product	• Probing
• Price	• Overcoming
• Placement	• Closing
• Promotions	• Converting
• Position	• Prospecting

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Successful Sales Systems

- Sales Systems - Audit
 - Task Clarity
 - Do sales staff know?
 - Task Alignment
 - Are sales & management aligned about tasks?


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Successful Sales Systems

- Sales Systems - Audit
 - Who Is Selling?
 - Sales activities for *everyone!*
 - Recruitment / selection of sales staff
 - Who Succeeds At Sales?
 - Optimists v. Realists
 - How Is It Being Sold?


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How Is It Being Sold?

- Pressure to ...
 - “Do whatever it takes...”
 - Close the deal
 - Fill the building
 - Make the budget


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Results at any cost?

- Hard Close is a Dead End
 - Buyer's remorse up to 3 times as high when buyer perceives “pressure” from sales representative.
- Smuggling Influence
- The High Price of Deception
- Negative News Travels Fastest
- Policy Regarding Truth and Deception

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What is influence?

- Power to effect others – seen only in the results
- Is influence inherently unethical?


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Ethical Use of Influence

- Juggling 7 influence factors
- Bungling legitimate influence opportunities
- Smuggling influence where it doesn't belong


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Influence Factors

- Contrast
- Reciprocity
- Scarcity
- Authority
- Consensus
- Commitment / Consistency
- Friendship / Liking


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Influence Factors

- Contrast
You can change perception, based on what is experienced just before.
- ❖ Application
Lead with your best feature(s)
Show most expensive first (if price is a factor)


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Influence Factors

- Reciprocity
We are obligated to give back to others the form of behavior that they have given to you.
- ❖ Application
Offer something of value
The “muffin debate”


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Influence Factors

- Scarcity
People are more motivated by the thought of losing a benefit, than gaining the same benefit.
- ❖ Application
Create the perception of scarcity without smuggling
Schedule for competition


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Influence Factors

- Authority
People are inclined to comply with perceived authority.
- ❖ Application
Communicate affiliations, accreditations
Degrees and credentials of staff


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Influence Factors

- **Consensus**
We base how we think, feel or what we do, based on what other people are thinking, feeling or doing.
- ❖ **Application**
Appear to be the place to be
Schedule for consensus


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Influence Factors

- **Commitment / Consistency**
We have a relentless desire to be, and to appear to be, consistent with what we've already done.
- ❖ **Application**
Publicize endorsements (add in Authority)
Create and distribute symbols

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Influence Factors

- **Friendship / Liking**
We are more favorably inclined to say "yes" to people we know and like.
- ❖ **Application**
Match the prospect to the staff person
Listen and learn about *them*.

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What are you really saying?

- Small % of communication is verbal content
- Most important are:
 - Eyes
 - Tone & pacing
 - Gestures
 - Position of the "parts"


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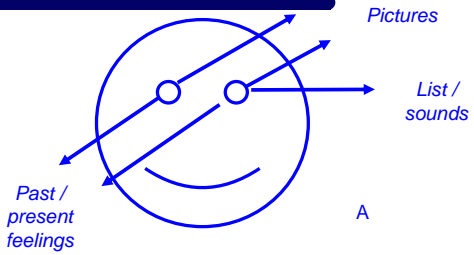
Communicating with Humans

- How do you prefer to learn?
 - What we do is the teacher / learner dynamic
 - Preferred learning styles
 - Who reads the manual v. fiddles with it?
 - How do you retrieve memories
 - Visual – pictures - icons
 - Auditory – lists – text – readers
 - Kinesthetic – physical - experiment

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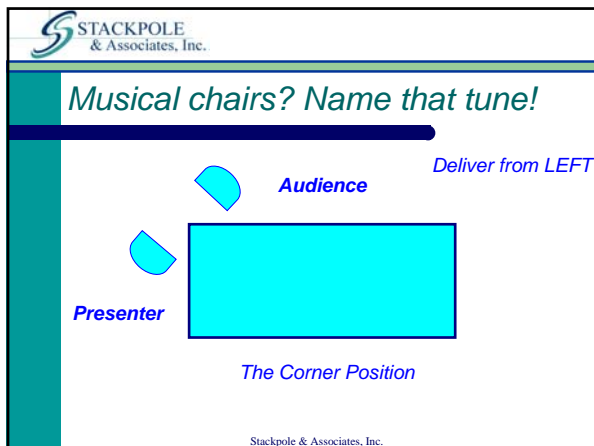
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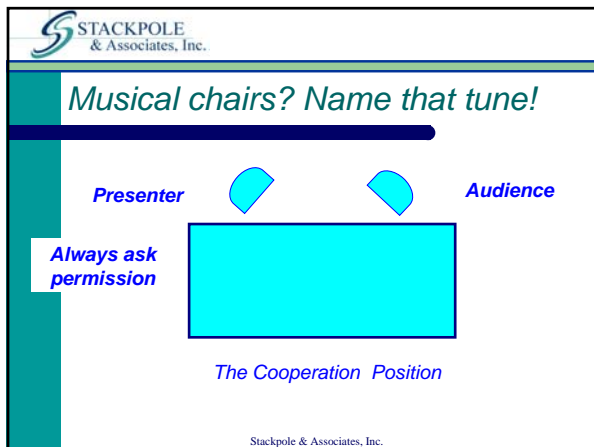
Tell me about the best / worst ...

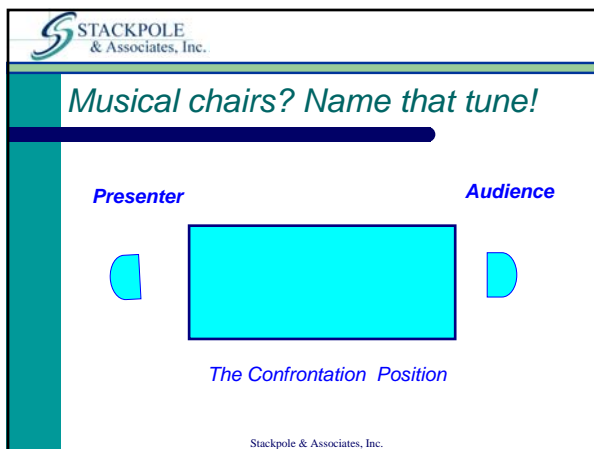


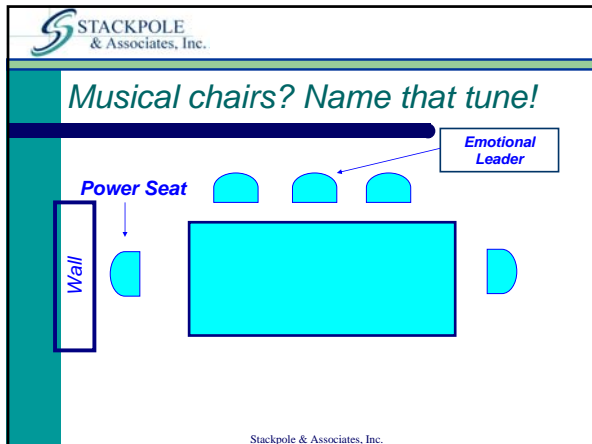
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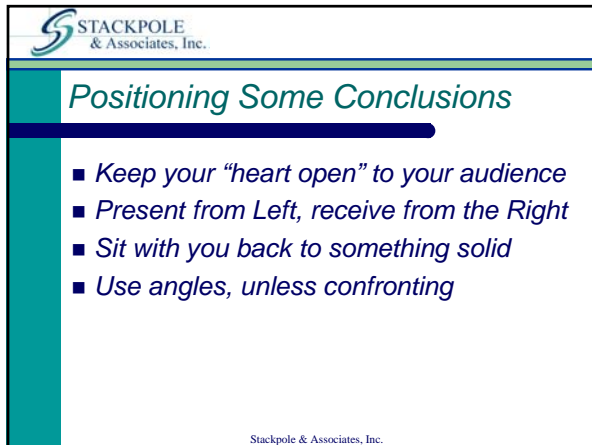
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Communicating With Humans

4 Personality Profiles

	Thinking	+	Feeling
Dominant			
•Thinks •Win •Control			Expressive
			•Feels •Relationship •Dialogue
Decisive ↑ Indecisive ↓			
Analytic			Amiable
•Details •Correct •Thinks			•Relationship •"Get Along" •Feels

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Communicating with Humans

- Conclusion
 - Be responsible for the communications
 - Understand preferences and try to accommodate
 - Have your reactions to customers, but don't be had by them

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