

Selling Your Services Without Selling Your Soul

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Agenda

- Definitions
 - A new “language”
- Marketing vs. Sales
- Skills, behaviors & systems –
- Focus on sales

A Few Definitions - For Clarity!

- *Sales – a definition*
 - *Behaviors which influence [customers, consumers, prospects & suspects] to select your solution vs. others'*
 - *Securing commitment*

What SALES is NOT!!!



Successful Sales Behaviors

- Listening
- Probing (questions)
 - Scripts
- Commitment / Decision

Successful Sales Behaviors

- Types of questions
 - Open probes
 - Who, What, Where, When, Why, How and “Hmmm....”
 - Closed probes
 - How many, how much, how often, etc.
 - No more than #3 closed probes in sequence
 - Scripts
- Situation, Problem, Implication, Need

Marketing vis-à-vis Sales

- Marketing Is Intellectual
- Sales Is Behavioral
 - Sales is a Full Contact Sport!

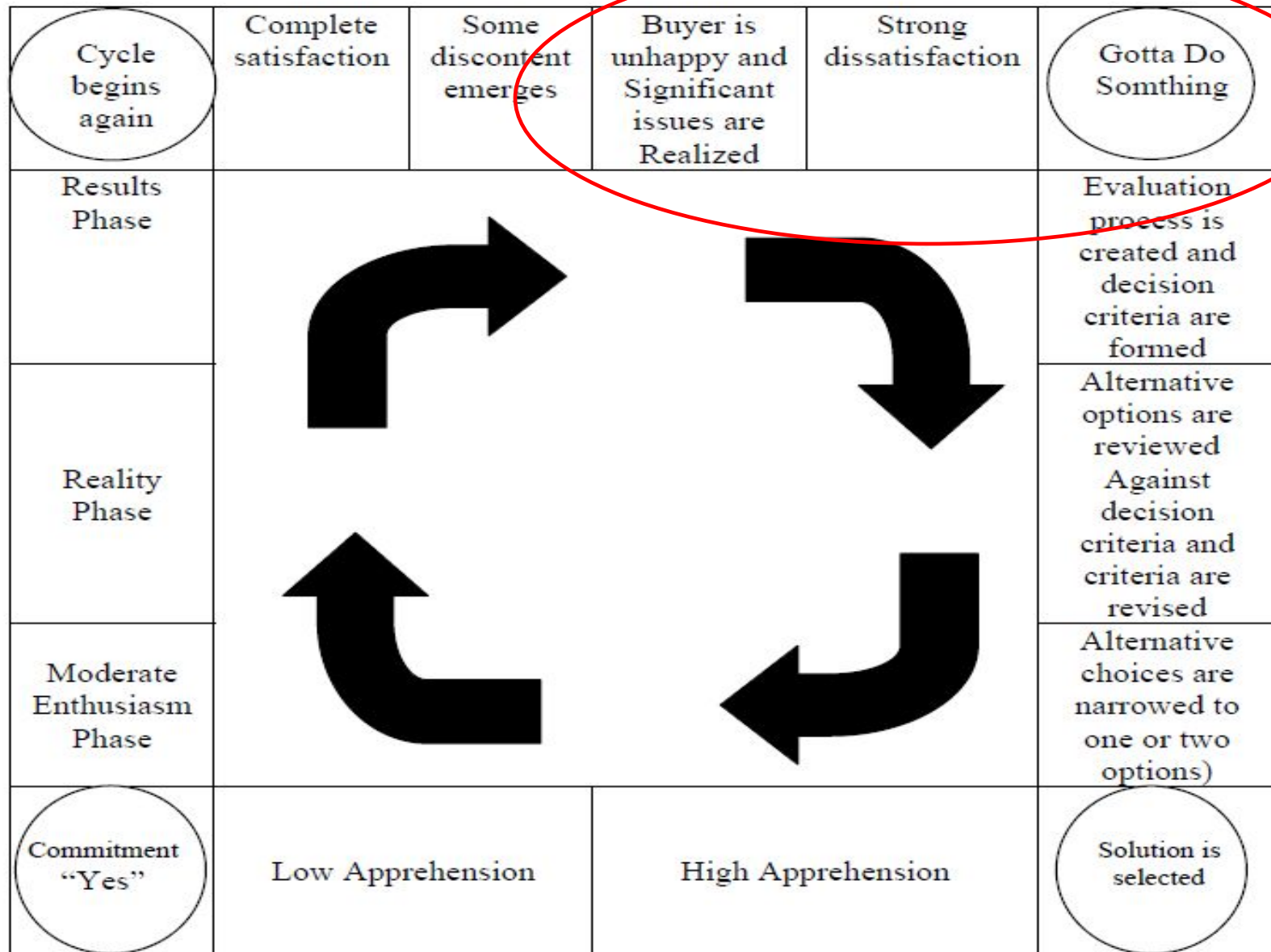
Marketing

- Management of the company / customer interface
 - What do they think of us?
 - How to manage how they think of us?
- Generating leads
 - How many referrals
- Raising / maintaining awareness
 - When the need arises, who do “they” think of?



Satisfaction Stage

Execution Stage



Shopping Stage

Apprehension Stage

Other definitions

- Customers – “choose”
- Consumers – “use”
- Prospects – “know, but not yet”
- Suspects – “don’t yet know”

Who Succeeds at Sales?

- Optimism v. Pessimism
 - Can we predict success?
- The Internal Conversation
- The External Conversation
- Working in the Pandemic

Clear about Sales & Marketing

- Marketers are *seldom* good sales persons
 - They're too realistic!
 - Who never gives up?
- Good marketers are *sometimes* good sales persons
 - Schizophrenia is fun!
- Good sales persons may *never* be good marketers
 - Do you want the report on time, or the volume?
- Don't agonize.. These *are* the choices

Communicating with Humans

- In Marketing *and* Sales, we have to communicate with humans!
 - We are a weird species!
- Sales & Marketing - the job is to “manage the communications”
- We are responsible for not only what we say, but to a large degree, what others hear
 - It's not what you say, but what they hear that counts

It's not what you say...

- Percentage of “communication” = words?
- Impact of greetings
 - First Impression
- “Position” for Influence vs. Confrontation
- Walking them down off the mountain
- Gestures as indications of internal states
 - Eyes as windows
 - Truth vs. Deception
- Preferred communications style

Background

- Sales terms
 - Probing
 - Overcoming
 - Closing
 - Converting
 - Prospecting

Successful Sales Systems

- Task Clarity
 - Do sales staff know the critical tasks?
- Task Alignment
 - Are sales & management aligned about tasks?

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?

What We've Learned From Research

- Task Clarity is Critical to Sales Success
 - The sales team are clear about what they're supposed to be doing
- Role Alignment is Predictive of Success
 - Marketing, sales and the entire team accepts responsibility for Sales, as well as Customer / Consumer / Employee loyalty
- Deployment
 - Not only must we be clear about the tasks, and roles, but we must place experienced / inexperienced representatives into the field in flexible configurations.

Results at any cost?

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

What is influence?

Power to effect others – seen only in the results

- *Is influence inherently unethical?*

Ethical Use of Influence

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

Influence Factors

- *Contrast*
- *Reciprocity*
- *Scarcity*
- *Authority*
- *Consensus*
- *Commitment / Consistency*

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)

Cost

- What is the “cost” of the services we offer?

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”

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

What is YOUR schedule?

Influence Factors

- *Authority*

People are inclined to comply with perceived authority.

- ❖ *Application*

*Communicate affiliations, accreditations
Degrees and credentials of staff*

Please remember...

**Without you,
it's just a pill.**

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*

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

Pictures with clients (customers)

Pictures with consumers

Influence Factors

- *Friendship / Liking*

We are more favorably inclined to say “yes” to people we know and like.

- ❖ *Application*

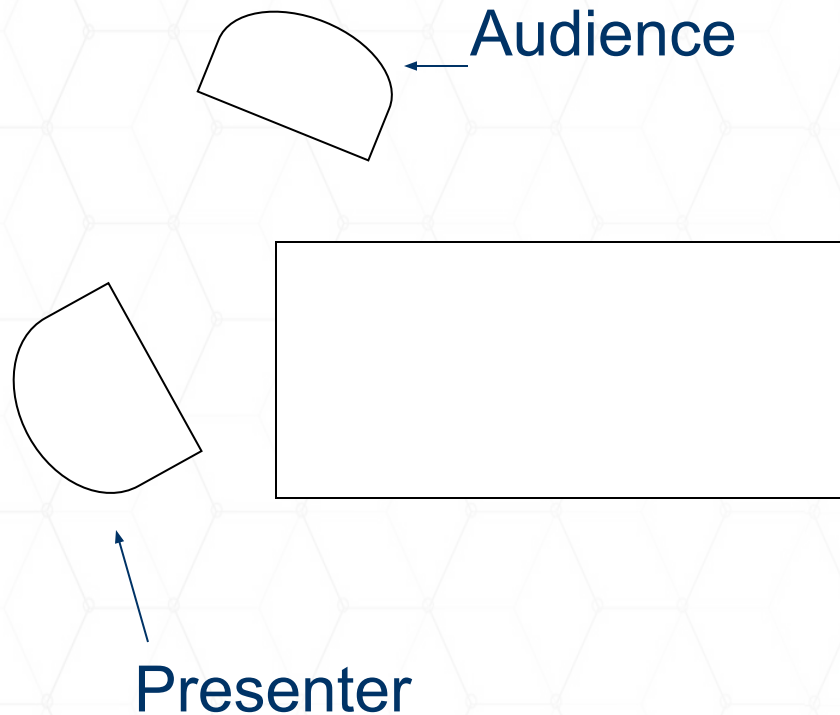
Match the prospect to the staff person

Listen and learn about them.

(What’s his dog’s name?)

COVID brain

Body Language / Position



**One of the best
positions for
delivering
presentations**

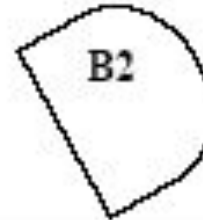
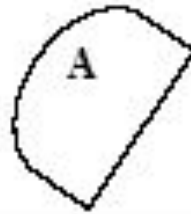
Deliver from your
Left;

Receive on the
Right

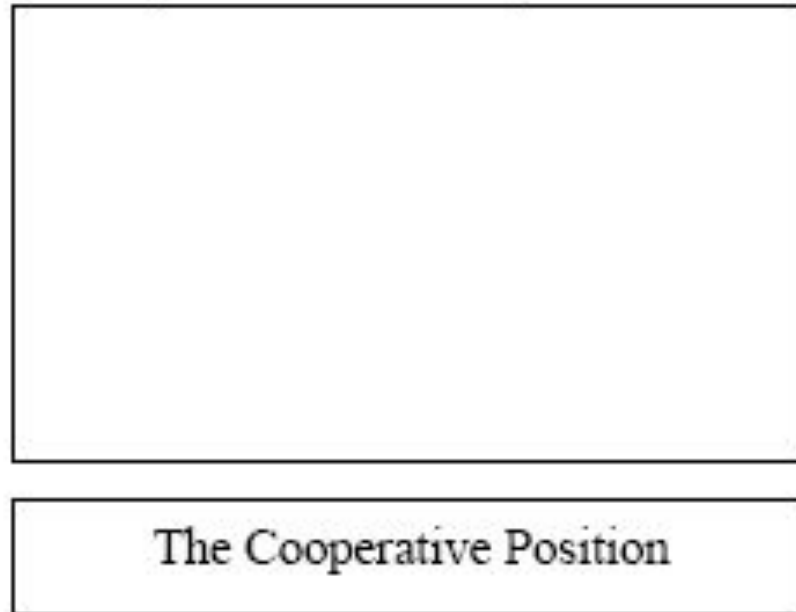
The Corner Position

Body Language / Position

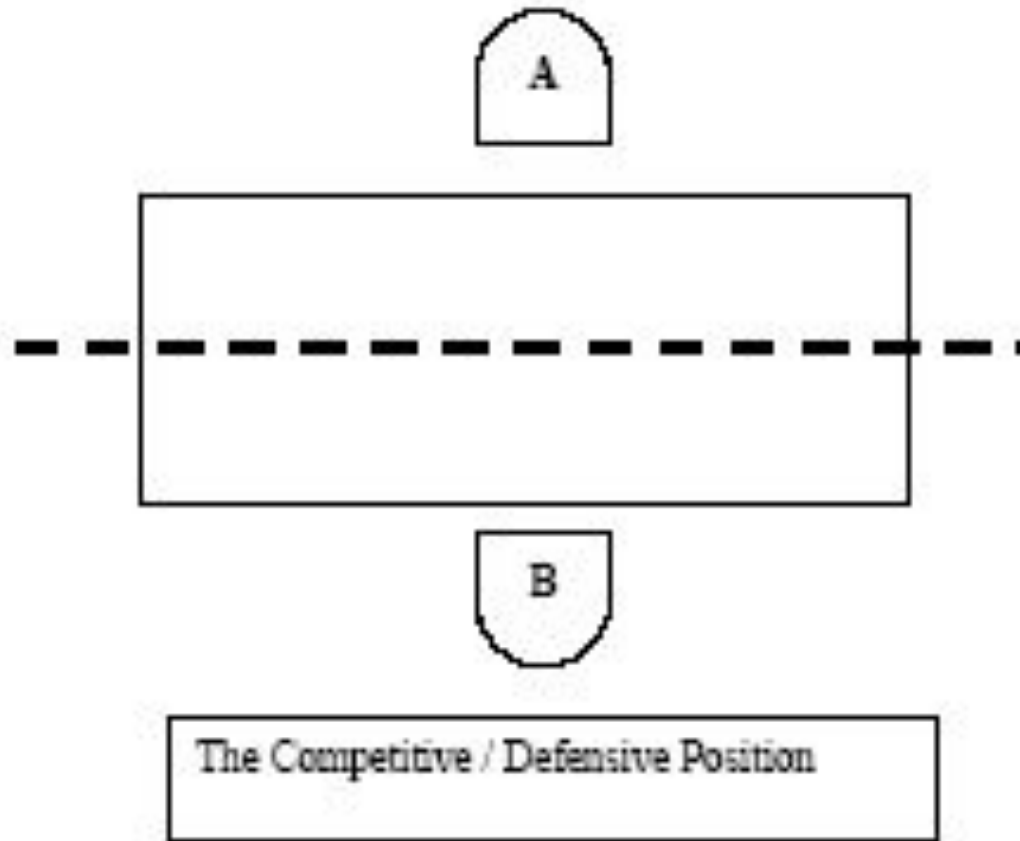
**A very good
position to
achieve
cooperation**



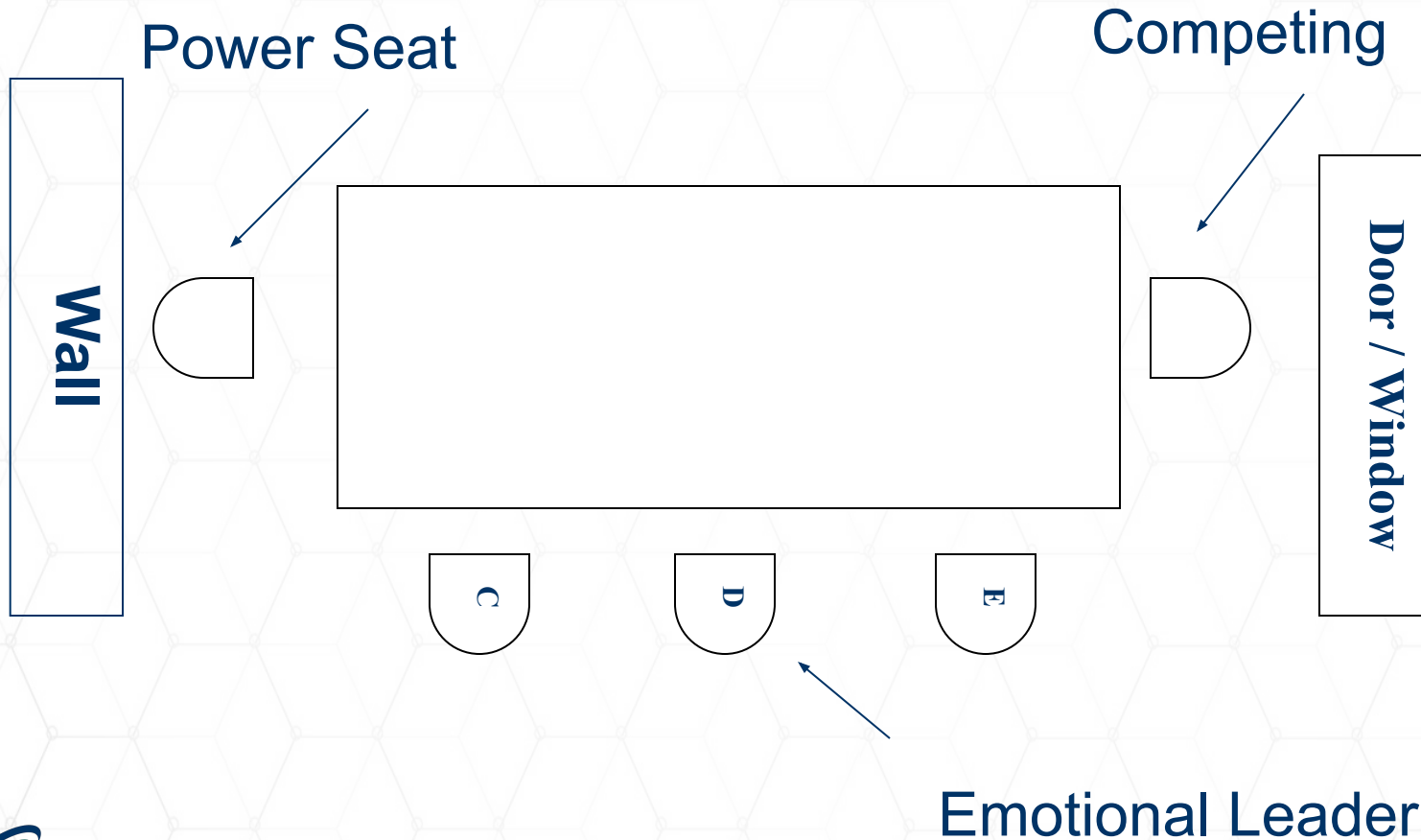
Ask Permission!



Confrontational Position



Where does the power sit?

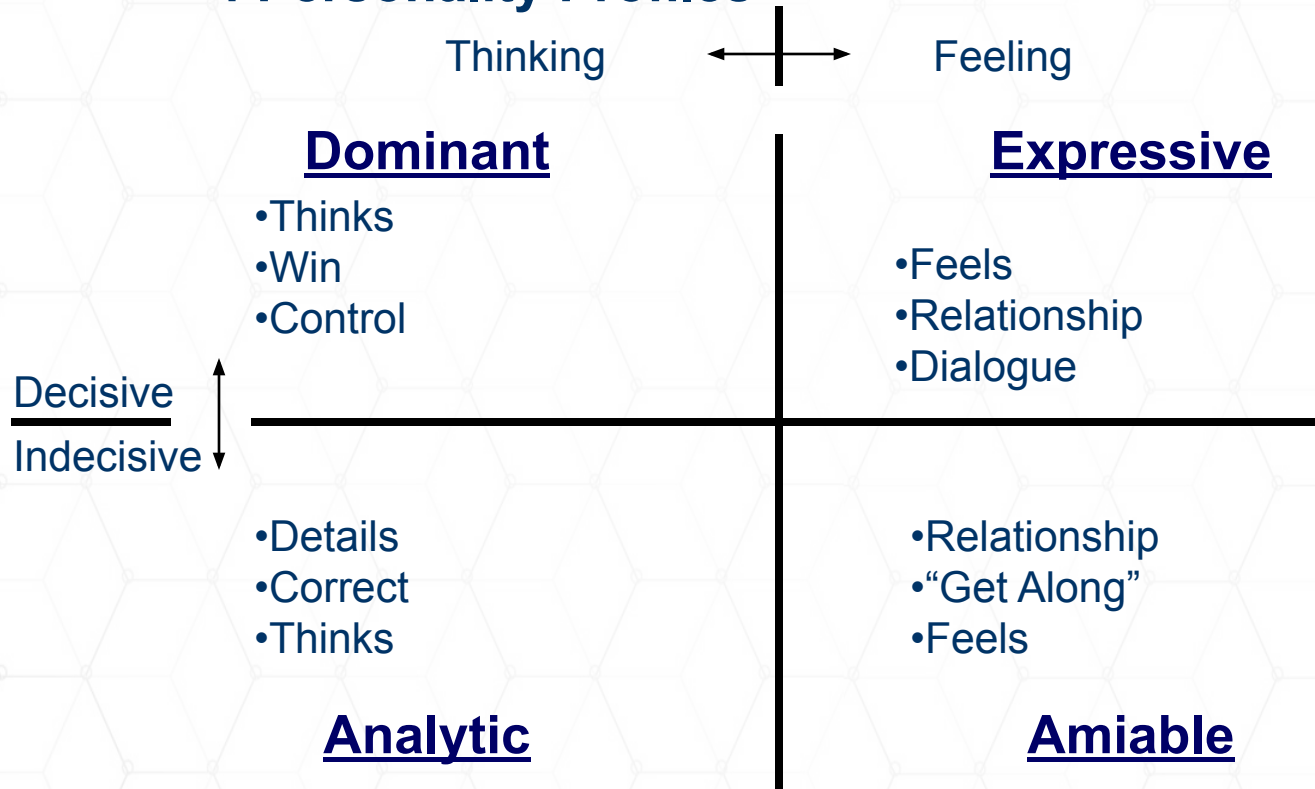


Positioning – Some Conclusions

- Sit with your back to something solid, if possible
- Unless you are confronting, create angles
- Present from the ***left***, receive on the ***right***
- ***Don't*** use confrontation position to influence or persuade

Communicating With Humans

4 Personality Profiles



Communicating with Humans

- *What about emotional states?*
- *Can we “see” what others are “feeling”*
 - We do it all the time, but most often it’s subliminal
- Left side ⇨ “Public” face
- Right side ⇨ “Private” face

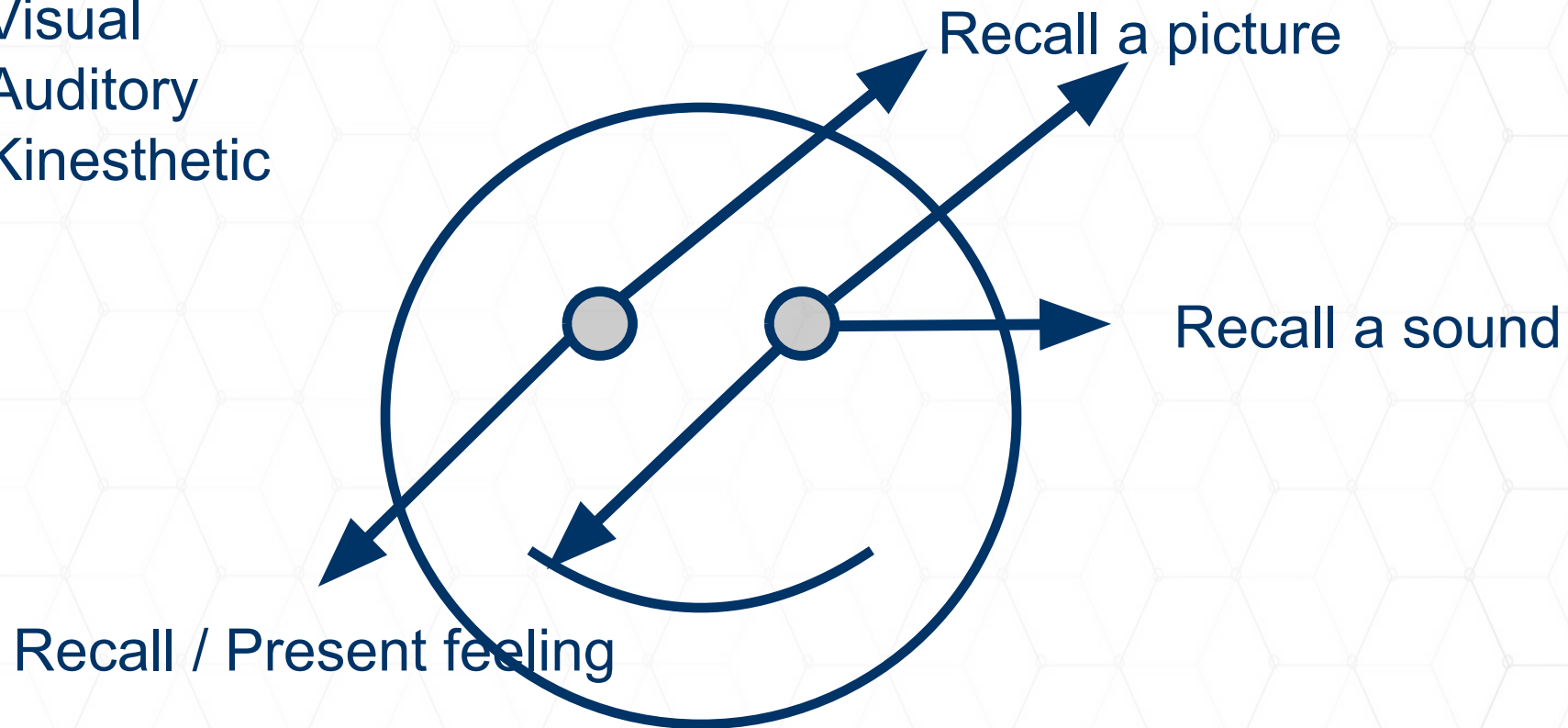
Communicating with Humans

- *How do you prefer to learn?*
- *A large part of what we do is teaching*
- *We all have preferred learning styles*
 - Similar principles to preferred communication styles
- Who reads the manual v. wants to physically interact?
- How do you “retrieve” memories of experiences?
 - Visual -images - pictures
 - Auditory - lists - text
 - Kinesthetic - Physical experiences

“Tell me about the best / worst...”

Eye Accessing Cues

Visual
Auditory
Kinesthetic



Communicating with Humans

- **DON'T**

- *Over analyze or “psych people out”*

- **DO**

- *Be responsible for the communications*
 - *Understand preferences and try to accommodate*
 - *Try to “see” and “listen” so you can be effective*
 - *Have your emotions, but don't let your emotions have*

(Cheap Subliminal Suggestion)



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