

# Session 6:

## Persuasion In Sales Situations

In session 6 you'll learn how to use persuasion in selling and sales situations. You'll also be doing an exercise to help you qualify a buyer and build trust with them faster.

- *Business Persuasion* = sales and marketing.
- A business is about identifying opportunities, creating a product, building systems and having the business become profitable and grow.
- Sales and marketing projects are ethical dilemmas – Customers want to get the most value and spend the least amount of money. Businesses want to give the least amount of value and charge the most amount of money.
- Identify the conflict of interest that is present in all business situations and then resolve it.
- Sales is like the grandfather of marketing – modern marketing techniques were based on face to face sales techniques.
- Sales is about persuasion, discovering the needs of the others, connecting their needs with the benefit of your product and service.
- Excellent sales people have 2 important abilities:
  - The ability to qualify the buyer better.
  - The ability to build trust faster.
- Qualifying the buyer is making sure that the buyer has the motivation, the money, and the decision making power to make a buying decision.
- Building trust - People will buy from someone they trust and people want to be understood. Understanding someone is the quickest way to develop trust.
- Professional selling is about discovering and developing needs.
- "SPIN Selling" by Neil Rackham. He gives 4 types of questions that top sales people use:
  - Situation questions - Questions about the current situation.

- Problem questions - What are the problems and frustrations you are trying to solve?
- Implication questions - What are the implications of those problems?
- Need questions - Ask people what the perfect outcome would be?
- **EXERCISE:**
  - Find someone to whom you want to sell yourself, your product, or your service.
  - Qualify them. Talk to them about their situation and develop their needs. Take notes while you're talking to them.
  - When you are done taking notes on this interaction, read the notes back to them to see if you understand them.
  - To "close the deal" let them know you can help them get what they want and avoid what they don't want. Then, tell them how to do it.