

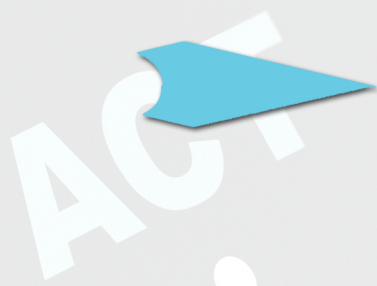


Hands-on Selling FOR COACHES

The Ten Principles of Selling

Below is a list of principles of selling to ponder and study.

1. **You have nothing to sell if there's no one to buy.** (Compare to the competency of establishing the coaching agreement).
2. **Relationships come first, tasks second.** (Compare to the competency of building trust and intimacy with the client).
3. **Selling is to people even if the service is to an organization.** (Compare to the competencies of creating the coaching agreement, building trust and intimacy and coaching presence).
4. **The buyer has the answers; the seller has the questions.** (Compare to the competency of powerful questions where client has the answers, the coach has the questions).
5. **Selling is 70% listening and 30% talking.** (Compare to the competency of listening).
6. **Educating the prospect is not the goal, understanding their problem is.** (Compare to the competencies of creating agreement, coaching presence, listening and powerful questions).
7. **Service is the goal; discovery is the outcome; a sale may be the solution.** (Compare to the competencies of the coaching agreement, powerful questions, direct communication, creating awareness, and designing actions).
8. **People buy only when they can't fill their own needs.** (Compare to the competencies of listening and creating awareness).
9. **People buy using their own buying patterns, not a seller's selling patterns.** (Compare to the competency of creating trust and intimacy, coaching presence and listening).
10. **Follow-up is essential. Successful selling requires on-going interactions with prospects and clients.** (Compare to the competencies of designing actions, planning and goal setting and progress and accountability).



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Consultative Selling Strategies

Don't talk – listen
(Competency: active listening)

Don't tell - ask
(Competency: powerful questions)

Don't sell – solve
(Competency: creating awareness)

Don't pitch – probe
(Competency: powerful questions)

Don't leave – close
(Competency: design actions and/or creating agreement)



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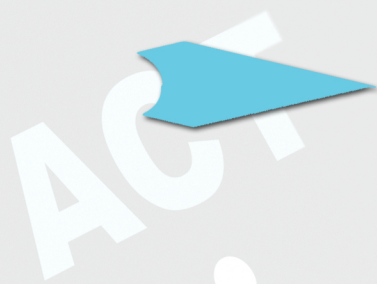
Creating the Agreement in Sales

1. Initial Interaction:

- Scheduling a meeting and/or the next phone call
- Agreement on the goals/objectives for the next meeting or phone call
- Agreement on the amount of time for the call or meeting
- Confirming/agreeing to the process. Example: Will you will send an email confirming the meeting date and time and providing all your contact information
- Discussion on importance of notifying if has to be a change in the meeting date or time

2. During the meeting:

- Agreement on your understanding of the needs/challenges or problems of the prospect
- Outlining the coaching process and what the prospect could expect if you work together
- Agreement from the prospect that they can see where coaching would benefit the organization
- Confirming who else, if anyone is involved in the decision making
- Overcoming objections or concerns so they no longer are a stumbling block for the prospect
- Commitment that prospect is ready to move forward and what is necessary to close the deal (Example: a proposal, a final meeting etc.)
- Agreement on the next steps in the process and time lines including what you will do and what they will do



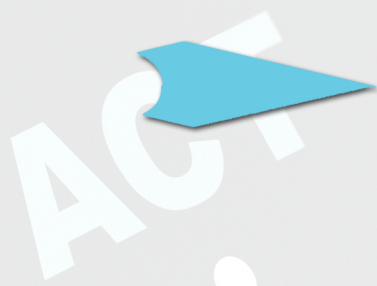
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Lack of Trust Indicators

Like coaching, the sales process must create a safe, supportive space for the client. Trust is built when you are genuine and authentic; you come across as confident in yourself and the process, yet are willing to be vulnerable with the client/prospect. It starts with being yourself, being respectful and considerate of the prospect or client. Trust is the cornerstone to selling. And building high trust relationships is essential to being a masterful sales person.

Indicators that you have yet to establish trust and intimacy:

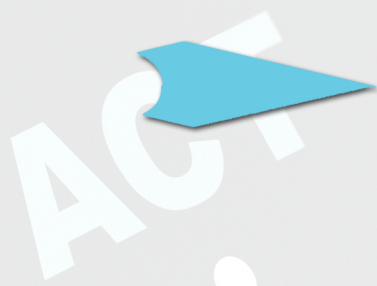
1. Objections. These could be objections about the service, the fee or anything else.
2. Unwilling to commit. This could be to next steps, a decision or anything else.
3. They resist answering your questions. It doesn't matter what questions they won't answer just that they resist answering them.
4. Prospect or client shares superficial information. When you ask a question they respond but they provide answers that do not give you much substance or understanding of the real problems or challenges they face.
5. They aren't paying attention. In a meeting you will notice them looking at their watch or something else. You might hear them typing if you are on the phone or talking to someone.
6. You realize you are doing most of the talking. When this occurs something is missing.
7. They are quick to get off the phone or end a meeting.
8. The conversation is more about you than them.
9. Body language may be closed or tone of voice clipped. Watch for arms folded or eyes wandering or tone of voice is short or brusque as examples.



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10. They say no when you ask for permission. You ask permission to share an observation or ask a question or anything else and they say no or something that means no.
11. They break agreements. Postpone calls or meetings, don't call you back when they say they will, they don't respond to emails or voice mails or anything else they agreed to but don't follow through with.

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Finkle's Secrets on Selling

When I teach selling there are a number of 'secrets' that I always include. Here are my top eleven secrets on successful selling.

- 1. Asking for permission.** Asking for permission can be used in all stages in the sales process. It demonstrates concern and respect for the other person. Once they say yes you have their attention. It will eliminate barriers.
- 2. Play offense not defense.** Too often we are playing defense; dealing with objections, coming to meetings unprepared, telling instead of selling, not gaining commitment and more. Work to eliminate objections before they arise. Review information of messaging and other communication skills so you are in an offensive rather than defensive posture.
- 3. Active listening is the most important skill to learn.** Active listening ensures you heard and understood the other person, has the other person feeling 'heard', clarifies your understanding and helps gain commitment. Besides that it's the one skill you can use where you can never be wrong, regardless of what you say.
- 4. You have the opportunity to impact 60% of the sales.** Remember there are 20% of the deals you couldn't close regardless. There are 20% you are going to get just cause. So there are 60% in the middle you have the opportunity to turn your way. That's a big number!
- 5. Every interaction needs to have goals.** Without having goals for your interactions with customers or prospects they are simply conversations. Have goals for all interactions and make sure you know at the end whether you accomplished your goal.
- 6. Objections are just that, objections.** We assume objections are no or some version of no. More often than not they are just a way to not have a conversation with you. What they indicate is the objection is often just a smoke screen for something else. Don't let them discourage you, stop you or have you move onto the next client. Listen, ask questions and handle.



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- 7. People need to know you care.** People need to know you care about them and their business. Spend time asking questions, determining their challenges, finding out how you can help and spending more time on them than you or your products. Zig Ziglar said “If you help enough other people get what they want you will always get what you want.”
- 8. Information is key.** Information is key and where the power lies. If you don’t have information you are making decisions based on assumptions and beliefs. Power in the sales process is in the information. This is true from the beginning to the end, and especially true in gaining commitment and knowing if you are moving the ball.
- 9. Commitment and Closing.** Selling is about taking steps throughout the process and gaining commitment at each of these steps, which ultimately leads to the close. Closing isn’t something you do at the end. It’s something you do each step of the way.
- 10. Your attitude is showing.** Attitude determines your altitude. Passion, excitement, creativity, lightness...they will all affect how you come across. No one wants to deal with someone who is monotone, not excited, boring or needy. Pick up your attitude and watch your sales soar.
- 11. Ask for the business.** It’s amazing how often sales people do not ask for the business. Every human being wants to feel important and like they matter. Asking for the business is critical.