

FCBR Academy 2.0



If we were to ask 10 people this question:
*“What do you think of when you hear
the word ‘Selling’?”*
What might the responses be?



Finish this sentence...

Selling is...

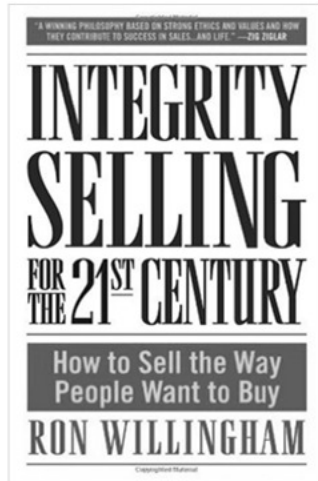
A process of identifying people's needs, discovering ways to fulfill those needs, and creating value in the process.



Selling is not Convincing someone to do something they don't want to do...

Psychology of Selling

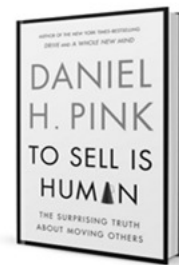
Integrity Selling System...



It is Not Something You Do
It is Something *You Are...*

- Core Traits of Successful Agents
- Dimensions of Human Behavior
- Sales Congruence Model
- The Aid, Inc System
- Behavior Styles

Daniel Pink writes about
how sales is 'moving' others
and we must be authentic in
our speech and actions.



What are some
qualities
salespeople
have that cause
you to want to
buy from
them?



I want you to think about moments when you've been sold – both well and poorly

Psychology of Selling

Core Traits of Successful Salespeople...

Strong Goal Clarity
High Achievement Drive
Healthy Emotional Intelligence
Excellent Social Skills



Strong Goal Clarity

Clear Specific, Written Goals

Deeply Desired

Unconsciously Believe Are Possible

You Deserve to Have Them



Strong Goal Clarity – authentic goal clarity releases a powerful energy called achievement drive...

The more clearly defined and focused you make your goals, the more energy and achievement drive is released.

Achievement Drive

Latent Power
residing in the
limbic system in
your brain (RAS)
Often Dormant
Once Activated,
Releases Energy of Persistence and
Determination,



This energy is set loose to the degree that you believe your goals to be possible for you to achieve and how worthy you feel to enjoy higher goals.

Reticular Activating System

People Don't Buy What You
Do, They Buy Why You Do it!



Emotional Intelligence



1. Understanding & acknowledgment of emotions and the impact on your behavior.



Helps identify fear of rejection and all the other success killers Gives you self-management skills to deal with negative emotions, natural resistance to change, temporary defeats, ephemeral nature of random emotions...

The ability to take control of your emotions and perform the difficult activities that bring you success.

Emotional Intelligence



2. Inner strength to do the activities you don't want to do but **MUST** do in order to be a success .



It is also the willpower/emotional endurance to work through all the ups and downs that we encounter all day every day

Social Skills

Do you have the ability to adjust to people's behavior styles, see the world through their eyes, ask questions, listen, empathize, and build rapport?



- Ask questions and listen
- To gain empathy or rapport with people
- To understand different people's Behavior Styles®
- To hear the unspoken
- To pick up subtle meanings in conversing with people
- To understand body language, voice tones, and gestures

Core Traits

Write down the 4 Core Traits and in the space to the right, rate yourself on a scale of 1-10 (1 being no skill, 10 being highly skilled)...

Strong Goal Clarity

High Achievement Drive

Healthy Emotional Intelligence

Excellent Social Skills



Psychology of Selling

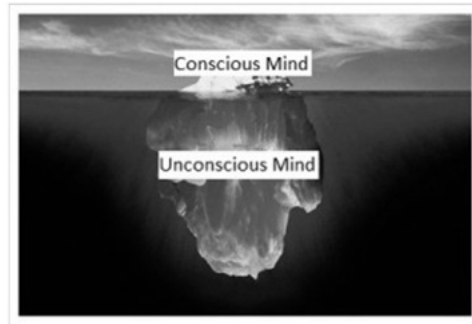
Dimensions of Human Behavior

Have you ever wondered why people with less knowledge, skill, and/or resources can have better results than you?



Dimensions of Human Behavior

This can actually be a result of
unconscious beliefs we develop
over our lifetimes...



Dimensions of Human Behavior

We all have deep inner beliefs
about what or how much we
should be selling...



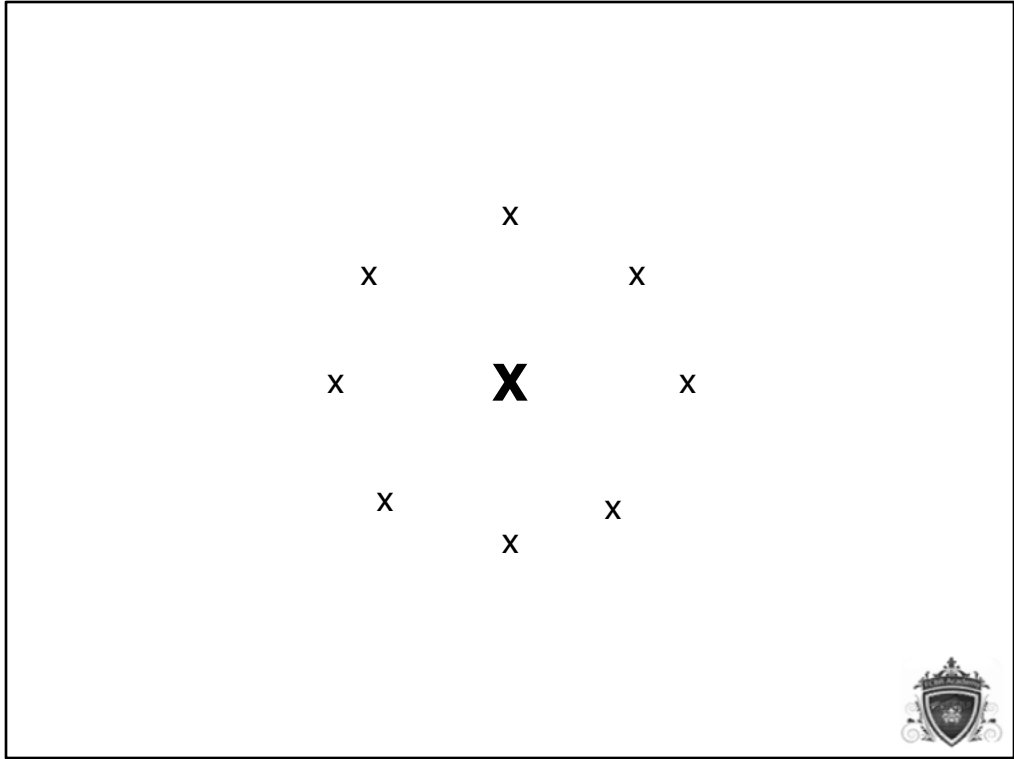
Dimensions of Human Behavior

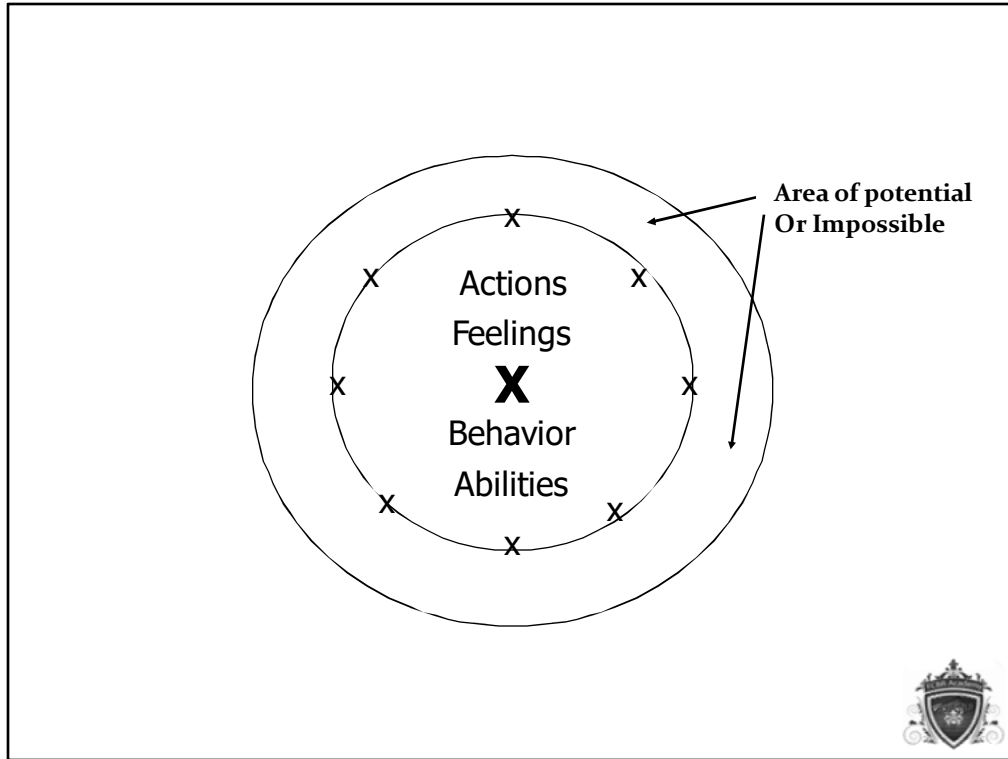
Our sales and results become
consistent with these beliefs...



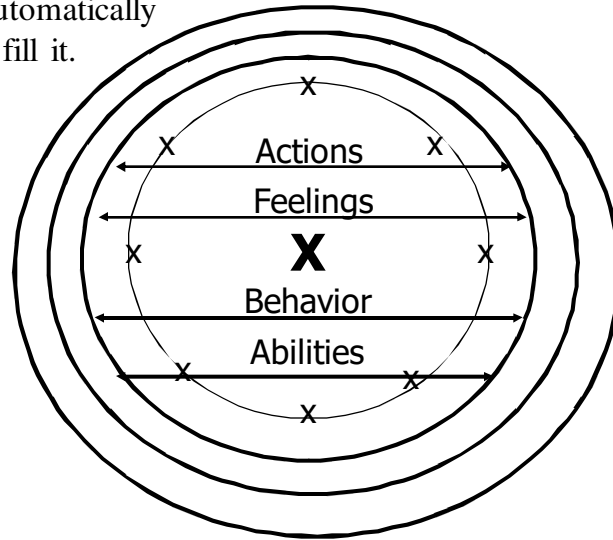
X



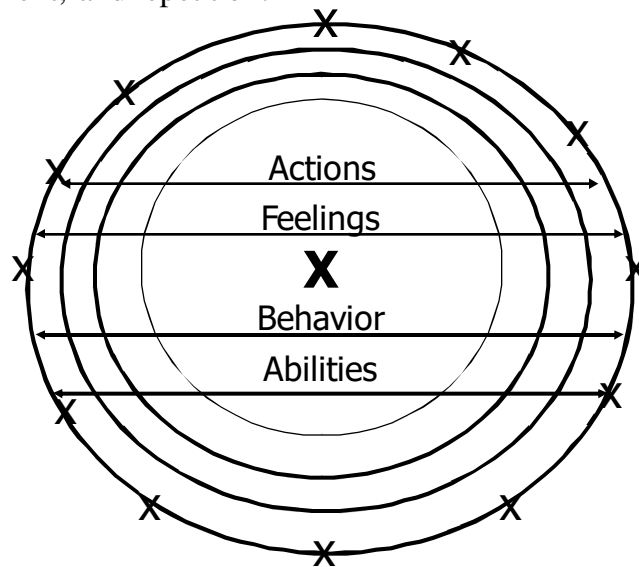


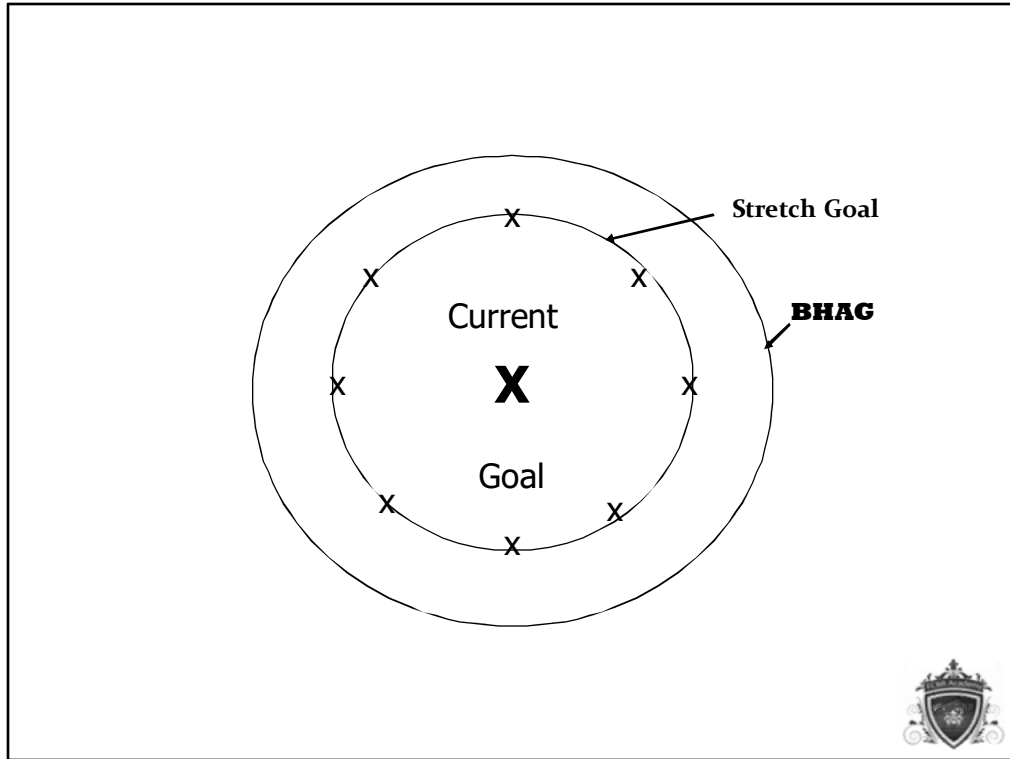


If we are willing to work and undergo the stress of change and expand our belief system, our actions, feelings, behavior and abilities automatically expand to fill it.

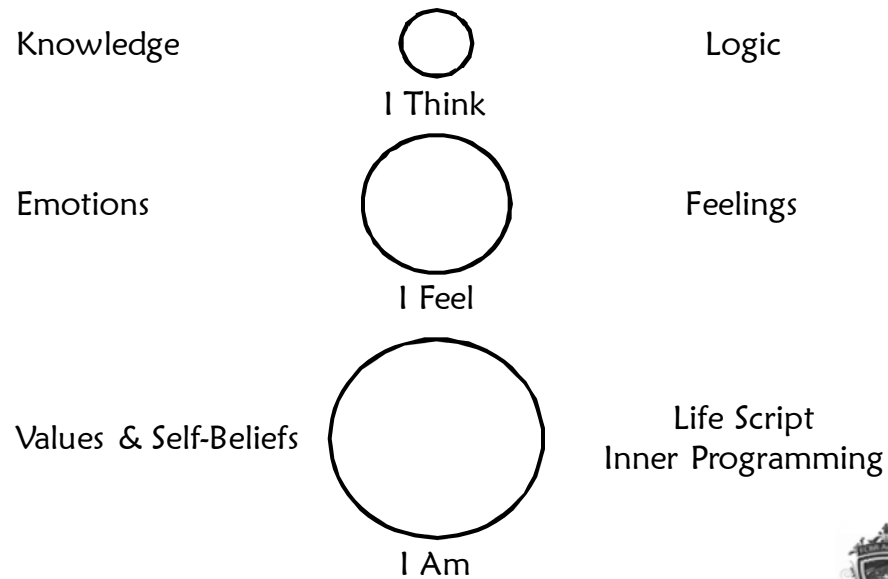


It's done as a growth process—it takes time, practice, reinforcement, and repetition.





3 Dimensions of Human Behavior



Intellectual – our conscious, logical, rational methodical processes

Emotional – our feelings and emotions and irrational thoughts – problem with I feel is that I may not feel like it tomorrow...

Creative/Unconscious – deep unconscious beliefs, senses, and values

Traditional Sales training deals only with the “I Think” by teaching sales skills. If those skills aren’t congruent with our inner self beliefs, we won’t practice them. We only act on ideas that are congruent with our deep inner beliefs.

Sales Congruence Model

con·gru·ent
kən'groʊənt *adj*:
in agreement or harmony.

Commitment to Activities

View of Selling

View of Abilities

Belief in Product

Values



Commitment to Activities – you understand what has to be done in order to succeed

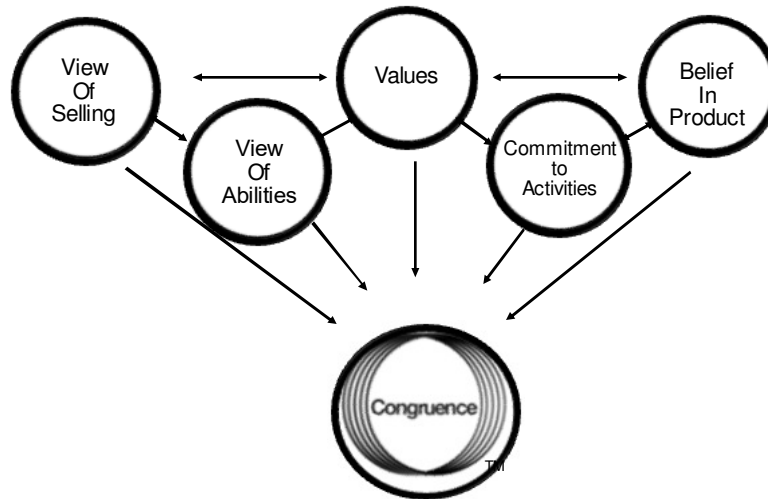
View of Selling – understands selling as a noble/helping profession that creates value and serves people

View of Abilities – Believes you have the necessary talents and abilities to be successful in selling

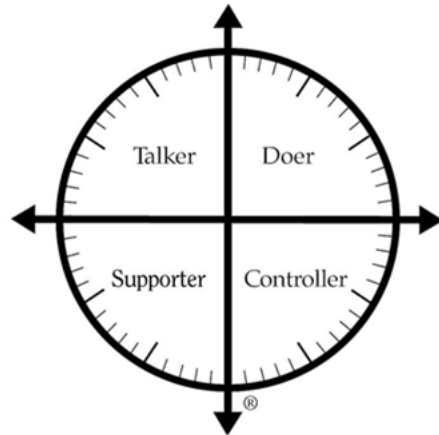
Belief in Product – Has a passionate belief that the product or service you provide will create value for people

VALUES – Possesses a high degree of internal sincerity, authenticity, conscientiousness, and honesty that drives your behaviors

Psychology of Selling



Identifying Different Behavior Styles[®]

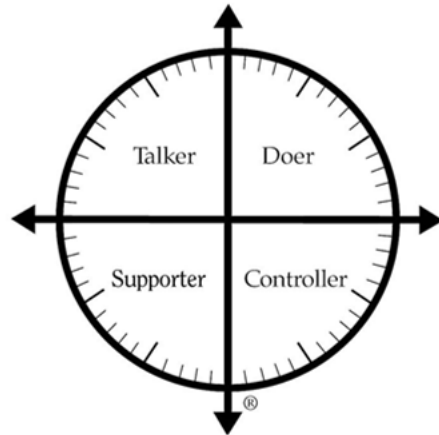


Which
Are You?

1-17 & 1-18



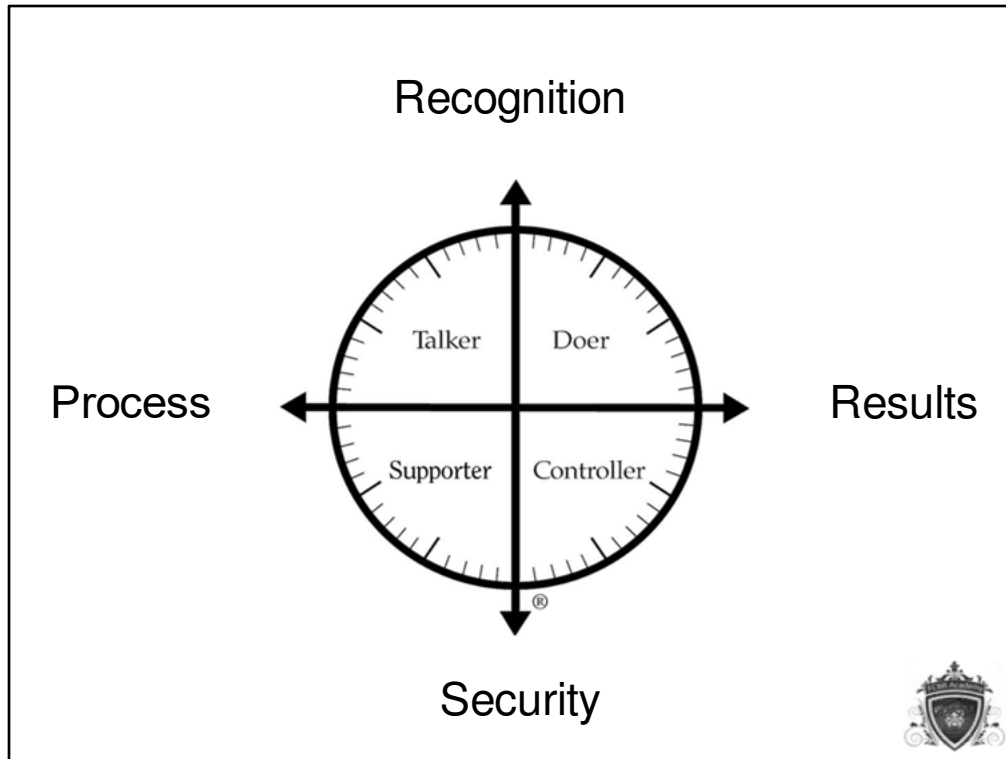
Identifying Different Behavior Styles[®]



It's no surprise that people think, act, and come to decision-making in very different ways.

1-17 & 1-18



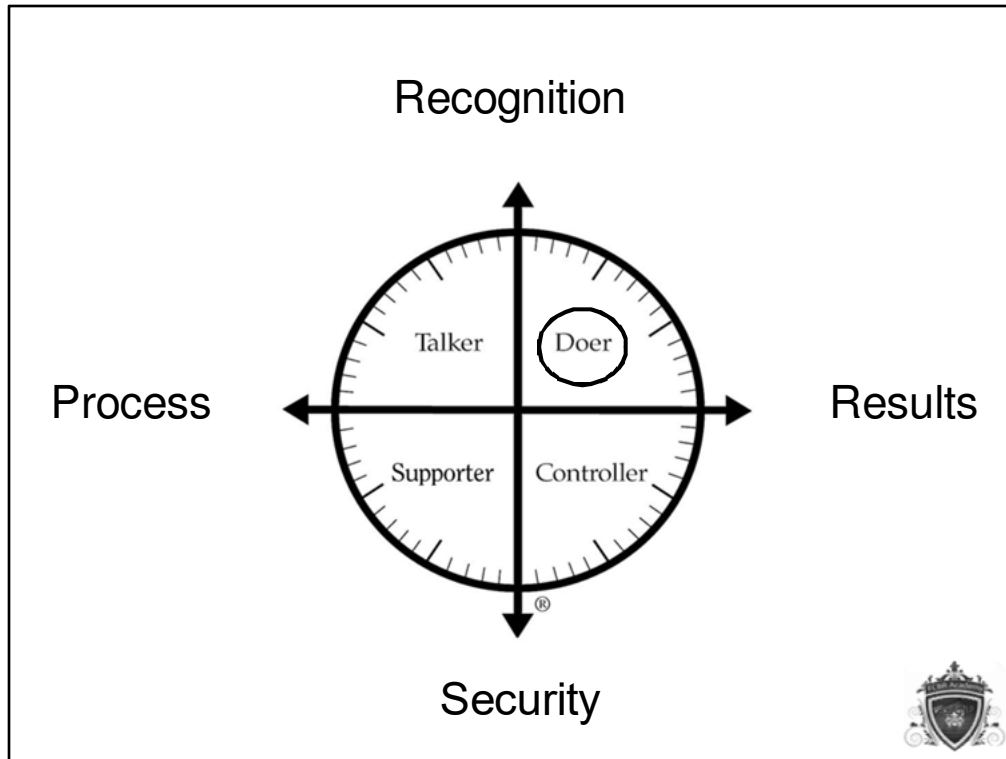


Talkers: Talkers are outgoing, friendly, affable people. They like people and are colorful and fun to be with. They're easy to approach and talk to. They buy from people they like. They often find making decisions difficult because they don't like to reject or disappoint people. They need social approval and acceptance, and their greatest fear is the loss of it.

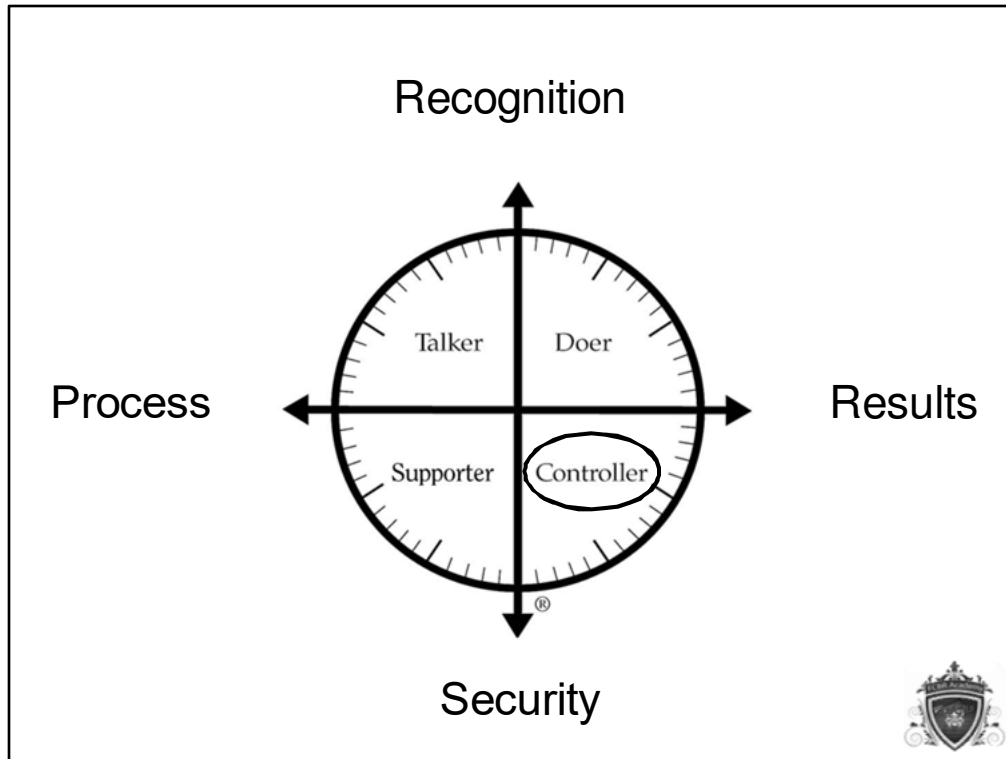
Doers: Doers are bottom-line, get-it-done people. They're pressed-for-time, action-oriented, decisive people who want to deal with the "top person." They make quick decisions once they think they have a grasp of the facts. They crave respect for their achievements. Their greatest fear is the loss of power.

Controllers: Controllers are reserved and distant. They're logical and unemotional. They want facts and accurate information, and aren't swayed by your enthusiasm and personality—they may even be turned off by it. They're very analytical and well organized and will make decisions only after carefully digesting all the facts and data. Their greatest fear is being wrong.

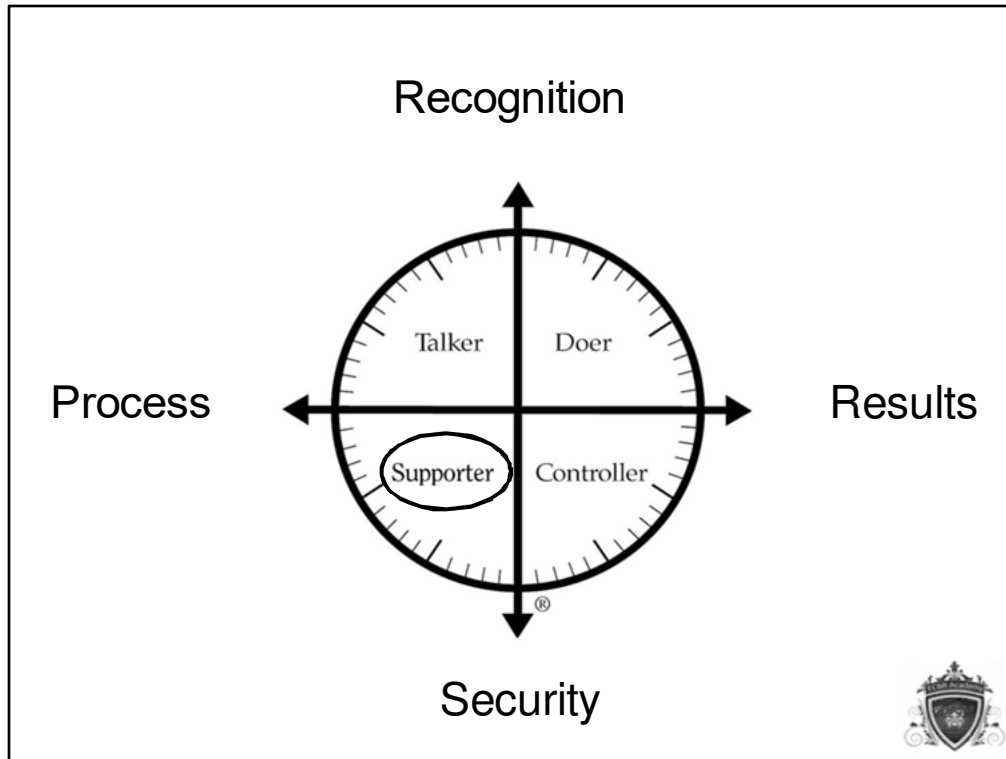
Supporters: Supporters are easygoing, steady, dependable, and loyal. They want to go slow and get a lot of information. They're detail-minded and don't make quick decisions. They usually prefer to work in the background rather than take center stage. They're team players. They need sameness, predictability, and security. Their greatest fear is running risks.



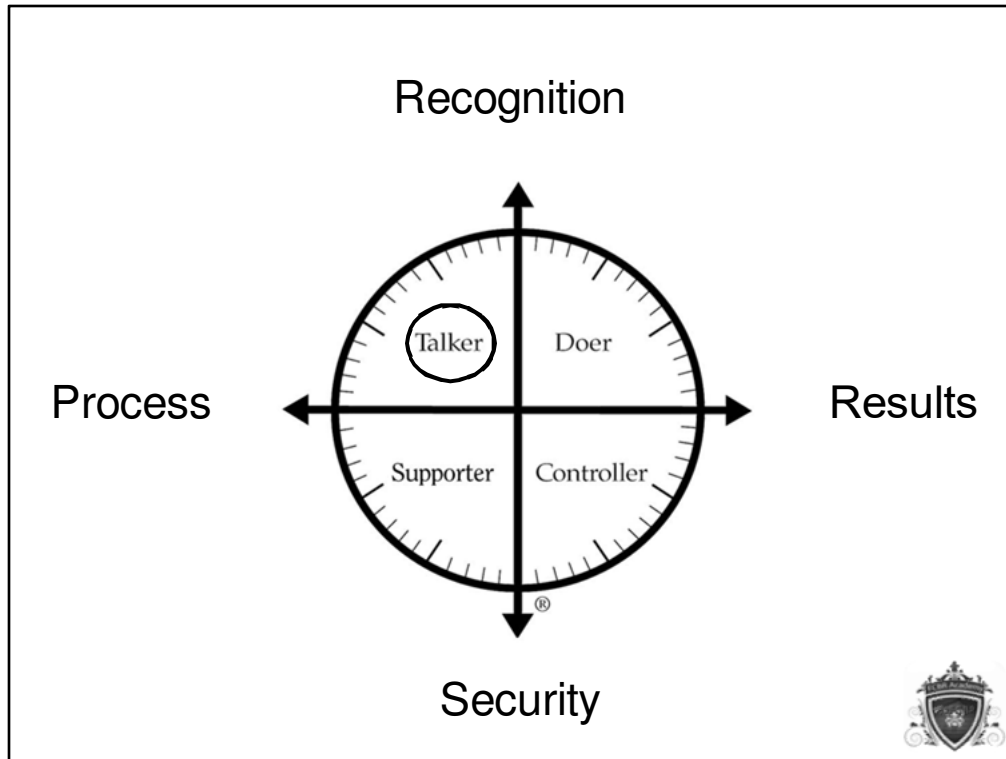
Doer: bottom line get it done people, pressed for time, action oriented, decisive, want to deal with the “top person”. Make quick decisions once they think they have a grasp of the facts. They crave respect for their achievements. Their greatest fear is the loss of power.



Controllers: reserved and distant. Logical and unemotional. They want facts and accurate information – and aren't swayed by enthusiasm and personality – in fact they may be turned off by it. Highly analytical, well-organized and will make decisions only after carefully digesting all of the facts and data. Greatest fear is being wrong.

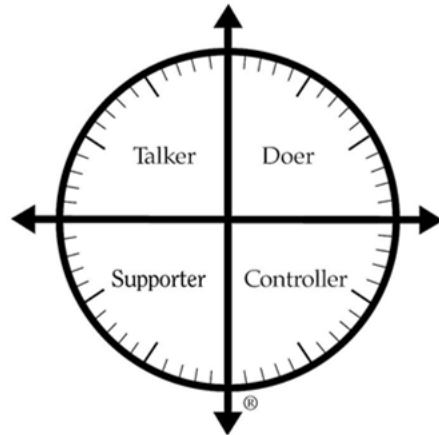


Supporters: easygoing, steady, dependable, loyal. They want to go slow and get lots of information. Detail minded and don't make quick decisions. Usually prefer to work in the background rather than take center stage. Team players. Crave sameness, predictability, and security. Greatest fear is running risks.



Talkers: Outgoing, friendly, affable. They like people and are colorful and fun to be with. Easy to approach and talk to. They buy from people they like. They often find making decisions difficult because they don't like to reject or disappoint people. They need social approval and acceptance. Greatest fear is loss of acceptance or approval.

Identifying Different Behavior Styles[®]

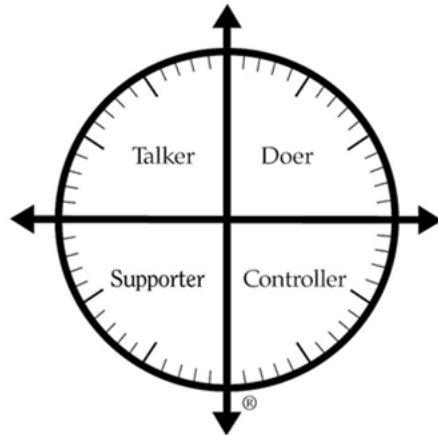


Customers need salespeople to communicate with them the way they want to communicate.

1-17 & 1-18



Identifying Different Behavior Styles[®]

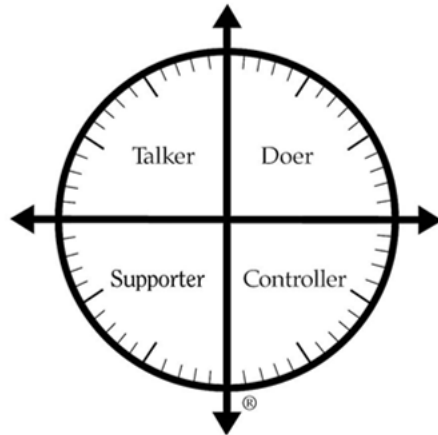


When we follow our own natural styles, we may disconnect with people and not know why.

1-17 & 1-18



Identifying Different Behavior Styles®



Use the “Sales Strategy for Each Style” handout to sharpen your interview and communication skills with everyone you meet!!

1-17 & 1-18



Psychology of Selling

The Sales
Process is as
predictable
as the sun
rising in the
east and
setting in
the west!



AID, Inc.

P
P
R
O
A
C
H

N
T
E
R
V
I
E
W

E
M
O
N
S
T
R
A
T
E

V
A
L

D
A
T
E

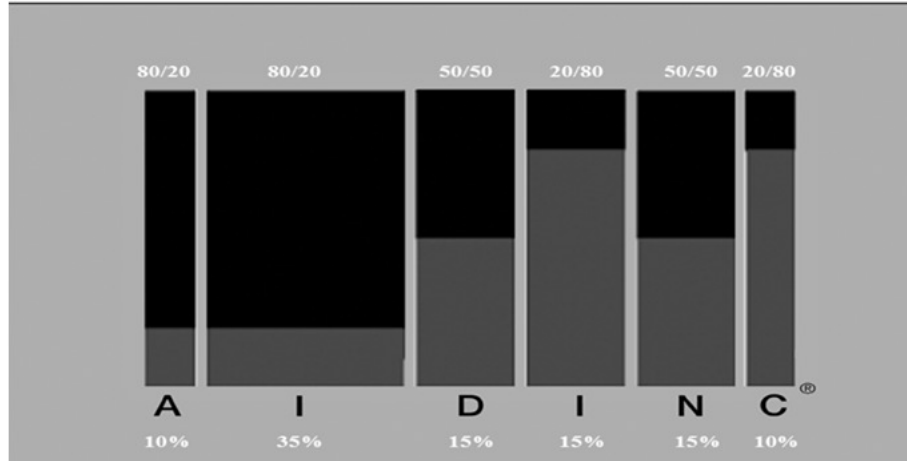
E
G
O
T
I
A
T
E

L
O
S
E



Integrity Selling®

■ = time client spends talking
 ■ = time you spend talking



APPROACH

The purpose of the Approach step is to break preoccupation and establish rapport with people.



The approach step is what we did at the very beginning of this class with the buddy cards.

APPROACH

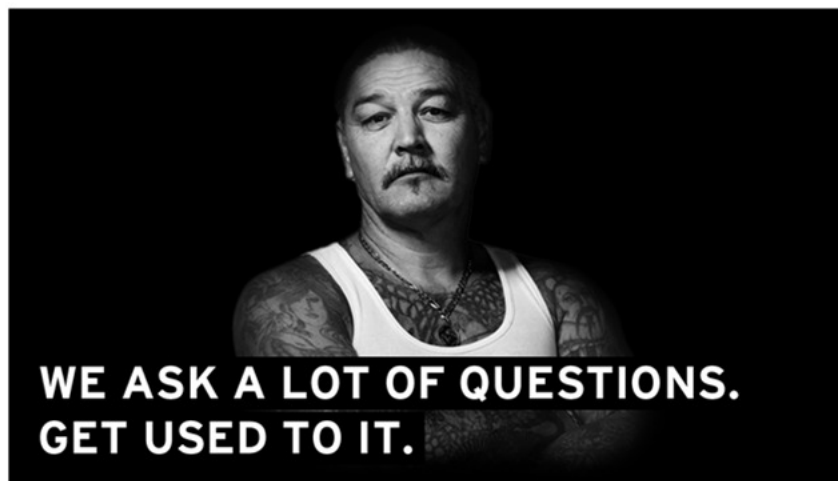
**In The Approach Step
You Accomplish The
Following Objectives:**



- Tune the world out and people in.
- Put them at ease and make them feel important.
- Get them talking about themselves.
- Hold eye contact and listen to how they feel.



INTERVIEW



INTERVIEW

In The Interview You Accomplish The Following Objectives:

- Further put people at ease.
- Get them talking and you listening.
- Help them discover, clarify, and verbalize their wants or needs
- Put them in a position of “selling” themselves.



INTERVIEW

Practice Indirect Interview Questions:

On the left side of the sheet make a list of wants or needs a person may have that you can help them fulfill.

On the right side of the sheet write down a list of indirect questions you can ask that would help someone reveal their needs or wants – even if they didn't know for sure what their needs and wants are...



What would be your concerns if you lived in a bi-level, ranch, 2-story?

What would be your concerns if the school your children attended was 5 miles away?

Where's your favorite place to shop for groceries? Where's your favorite place to have an economical family meal? What kinds of things do you like to do on the weekends?

DEMONSTRATE

The purpose of the Demonstration step is to show how your product or service will satisfy your clients' admitted wants or needs.



***A Good Demonstration Is Not
Just a Product Dump!***



You've got to watch people for personality signals that guide you to emphasize that which is most important to them.

VALIDATE

Validation isn't really a separate step;
It' is an ongoing activity throughout the sales process.
Before we negotiate and close, we must have validated.



When we validate, we cause people to have confidence in us and believe what we tell them.



We are establishing and reaffirming our authenticity, our integrity, our commitment to finding a workable solution.

We Validate when People Say...



"I trust you as a person of integrity."

**"I believe your product or service
will fill the needs I have."**

**"I have confidence in your
organization."**



VALIDATE

Six Magic Words!



To help you validate:

Mention the product or service;
say “**What this means to you is...**”

Tell the BENEFITS the person will
enjoy because of this feature - how it
achieves their wants/needs.



Features tell; Benefits Sell!

You’ve just told your Seller that you’re a REALTOR... So what, says the seller. Aren’t all real estate brokers REALTORS?

No sir! As a REALTOR, I am part of a dynamic organization whose members close 90% of all real estate transactions in the area. I know most of the REALTORS in my local association, and they know me. So when I reach out to my key REALTOR colleagues, they are the ones most likely to be working with the buyer that will purchase your home. What this means to you is – as a REALTOR, I deliver results not just web-visits.

REMEMBER:
People buy end result benefits.



Is my goal to have a drill bit? Nope. It is to have a HOLE!

Why is the seller selling? Dig a little deeper in your interview process.

NEGOTIATE:

Negotiating is...

- **Critical to Sales Success!**
- **Identifying challenges or concerns, and successfully working through them!**
- **Working out the challenges that keep customers from making buying decisions...**



NEGOTIATE:

When we're in a negotiation position, there are two possibilities



- a. People don't want to buy what we're showing them. They're making excuses instead of telling us "no!"
- b. They do want what we're showing them, but they have real concerns that must be handled first.



We've got to let people know we can take the truth. If they're just making excuses call them on it and move forward.

NEGOTIATE:

If they don't want what you've shown them and recommended, it could mean:



- a. There are needs or challenges that haven't been discovered yet.
- b. They didn't perceive that what you've shown them would fill their needs.
- c. They just aren't ready to make a decision.



NEGOTIATE:

If they do want what we're showing them, but they have real concerns that must be handled first, we must look at 4 critical elements:



- 1. Identify the concerns or objections.**



NEGOTIATE:

If they do want what we're showing them, but they have real concerns that must be handled first, we must:



2. Welcome and understand the objections.



NEGOTIATE:

If they do want what we're showing them, but they have real concerns that must be handled first, we must:

3. Identify and isolate specific objections.



NEGOTIATE:

If they **do** want what we're showing them, but they have real concerns that must be handled first, we must:



- 4. Discuss possible solutions**
 - ask their opinions for best solutions.**



NEGOTIATE:

**Understand
How People
Think And
Feel**

connect listen
mirror
identify respect
rapport relate
explain **build**

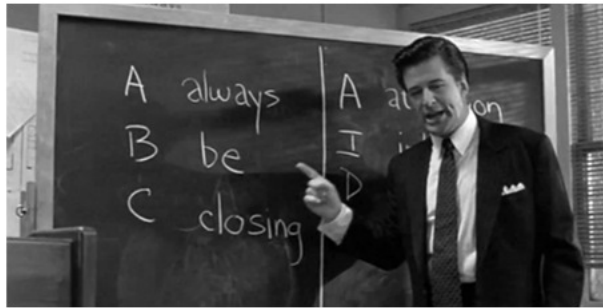
“The greatest form of persuasion is to understand how other people feel and then repeat back to them your understanding.” In doing this, you not only remove any adversarial feelings; but you also strengthen your rapport.

-Dr. Carl Rogers



So based on our earlier discussion of your goals, my understanding is that you would like to be And have in order to accomplish

CLOSE



- Nothing Can Happen Until We Close
- Closing Can't Occur Until a Decision is Made
- Making a Decision Can Create Stress
- Human Nature Seeks to Avoid Stress
- To Avoid Stress, We Avoid Making Decisions



AIDA – Attention – Interest – Decision - Action

CLOSE

**Closing is the
natural conclusion
to any sales
proposal –**

YET...

***You must EARN
the right to close.***

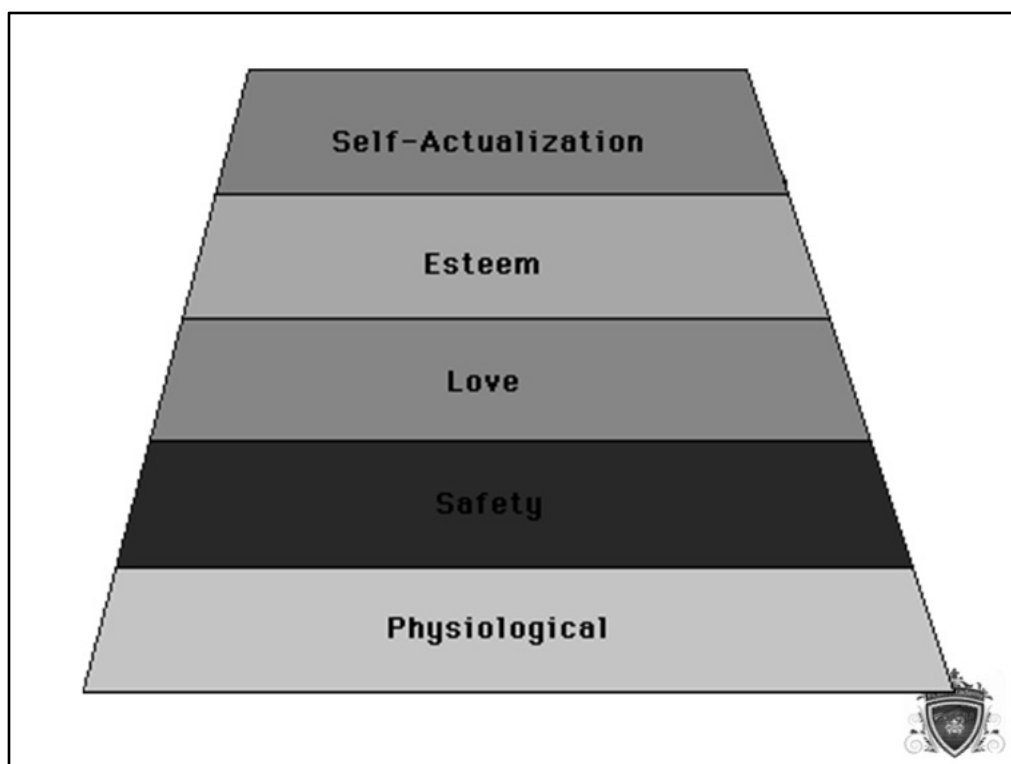


So often, we're afraid to close because we don't know for sure if we've earned the right!!

CLOSE:

**What
emotions can
you possibly
experience
just before
making a
decision or
commitment?**





CLOSE:

**Closing Is
Simply Asking
For A Decision
At The Right
Time.**

We get to identify the right
time to ask for that decision.



CLOSE:

When is the
right time to ask
for a decision?

**When you
know your
client is ready
to say “YES”!!!**



CLOSE:

**How do we know
if your client is
ready to say
“YES”?**

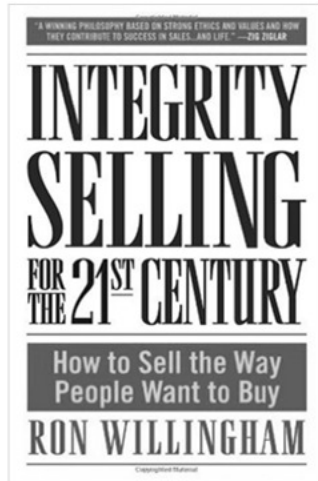


- **You understand their needs or wants.**
- **You offered a solution that they like and want.**
- **You worked through any problems or concerns they had.**
- **You agreed on terms and price.**



Go Buy This Book!!

Integrity Selling System...



It is Not Something You Do
It is Something *You Are...*

- Core Traits of Successful Agents
- Dimensions of Human Behavior
- Sales Congruence Model
- The Aid, Inc System
- Behavior Styles

Daniel Pink writes about
how sales is 'moving' others
and we must be authentic in
our speech and actions.

