

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.

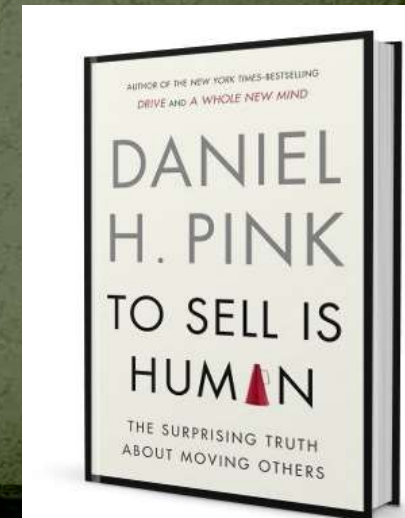
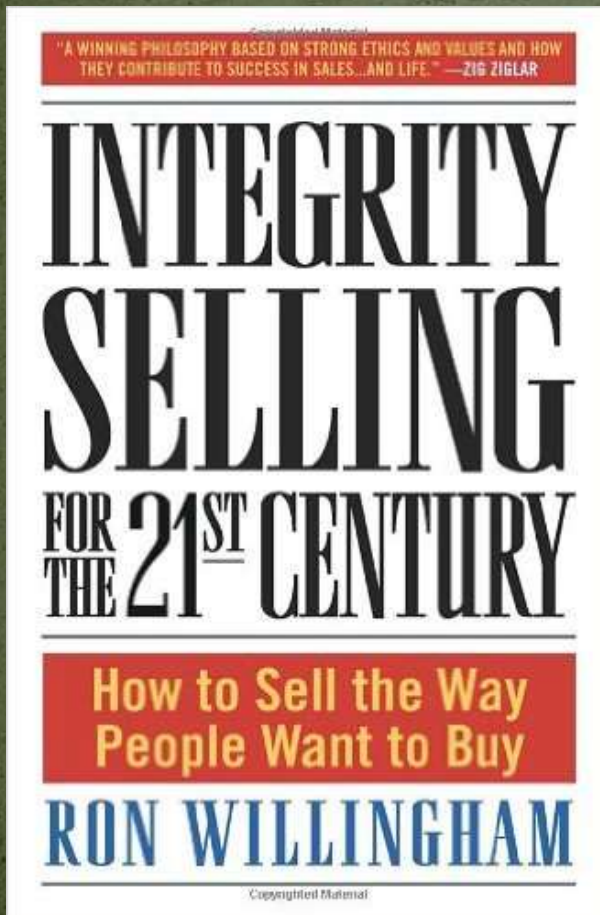
Psychology of Selling

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?



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

CLARITY

Achievement Drive

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



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.

Emotional Intelligence



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

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?

YOU SEE MY BOY JERRY



**LACKS THE SOCIAL
SKILLS**

memegenerator.net

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

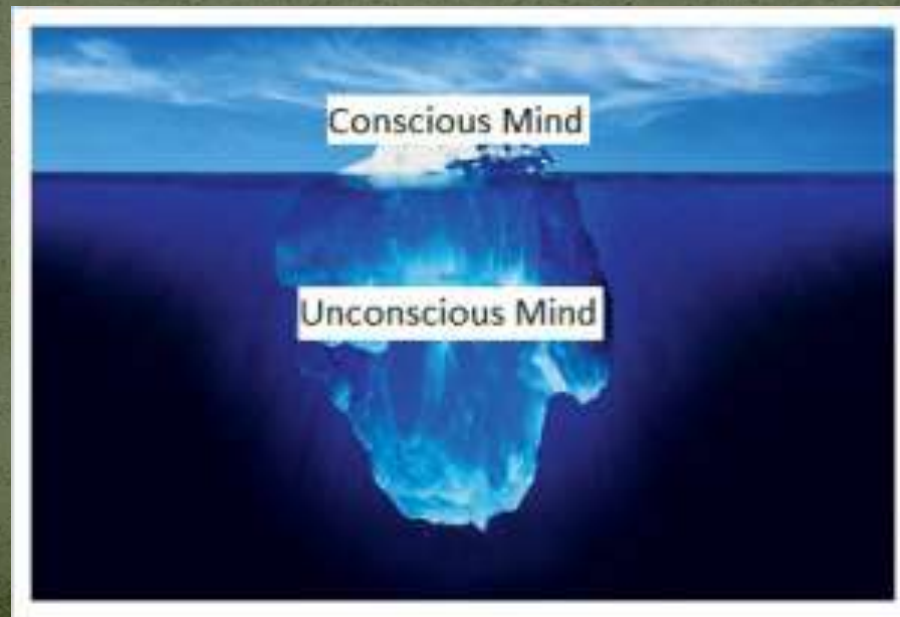
Psychology of Selling

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...

Don't Should on
Yourself



Dimensions of Human Behavior

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



X

X

X

X

X

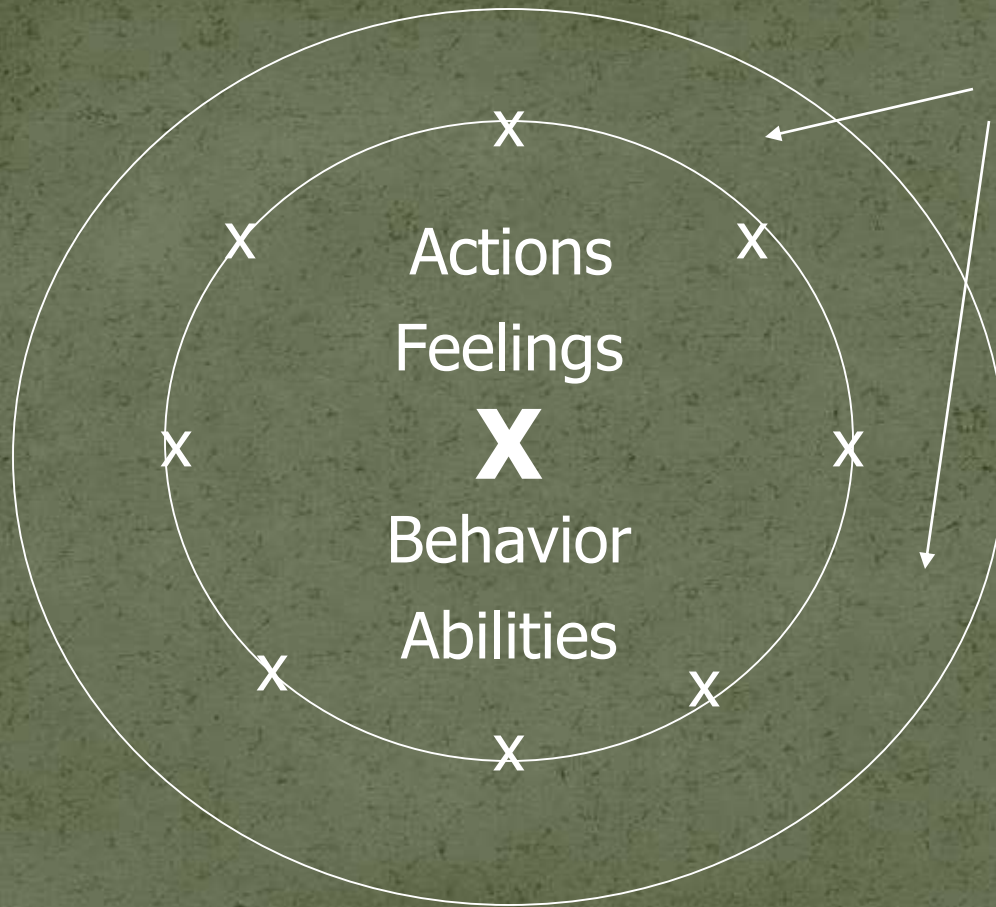
X

X

X

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X



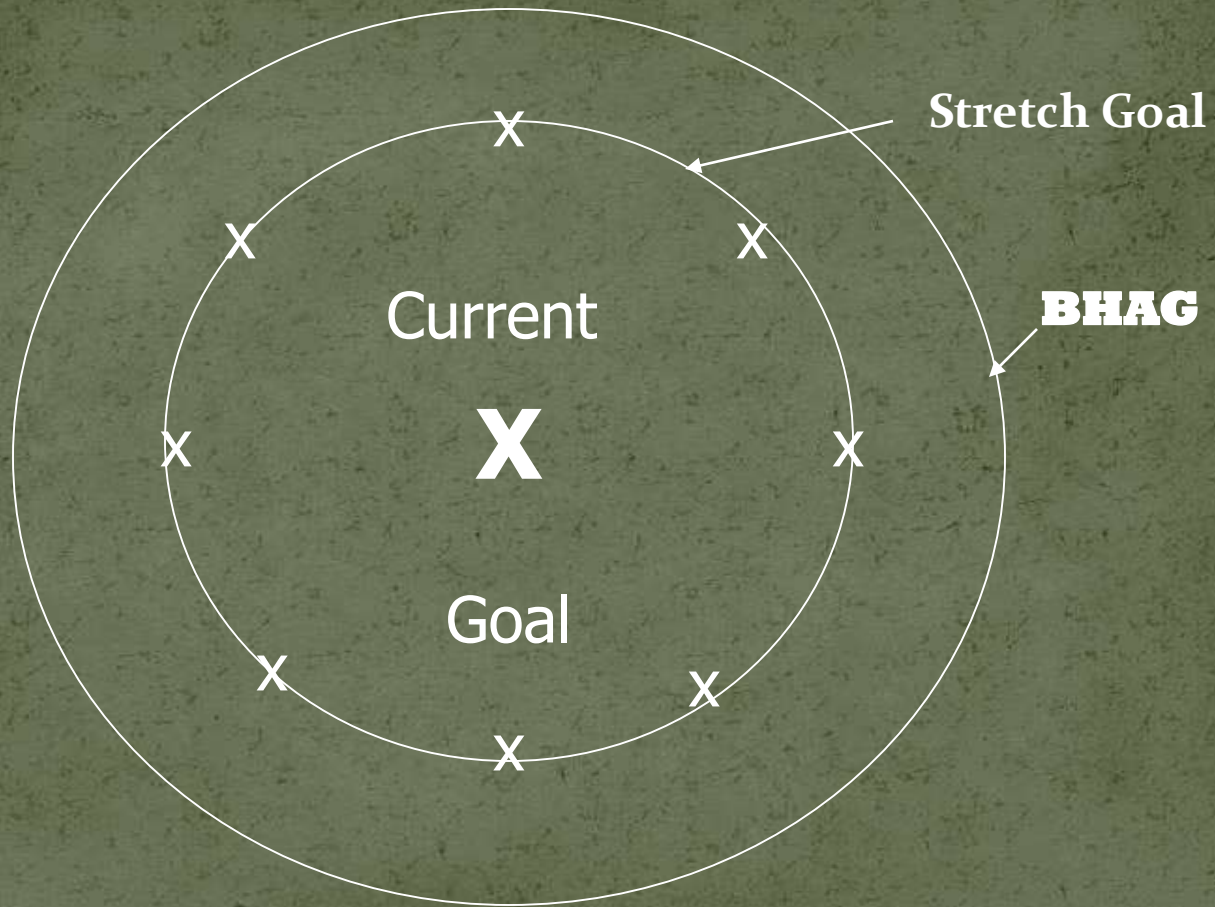
Area of potential
Or Impossible

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.



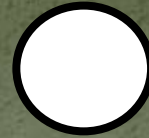
It's done as a growth process—it takes time, practice, reinforcement, and repetition.





3 Dimensions of Human Behavior

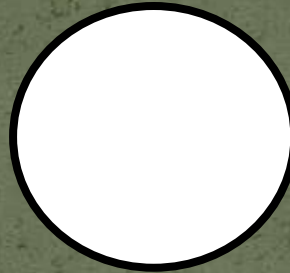
Knowledge



I Think

Logic

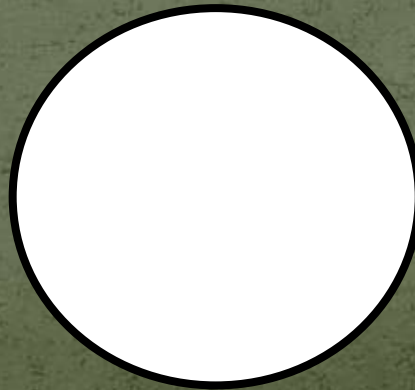
Emotions



I Feel

Feelings

Values & Self-Beliefs



I Am

Life Script
Inner Programming

Sales Congruence Model

con·gru·ent

kən'groʊənt *adj*:

in agreement or harmony.

Commitment to Activities

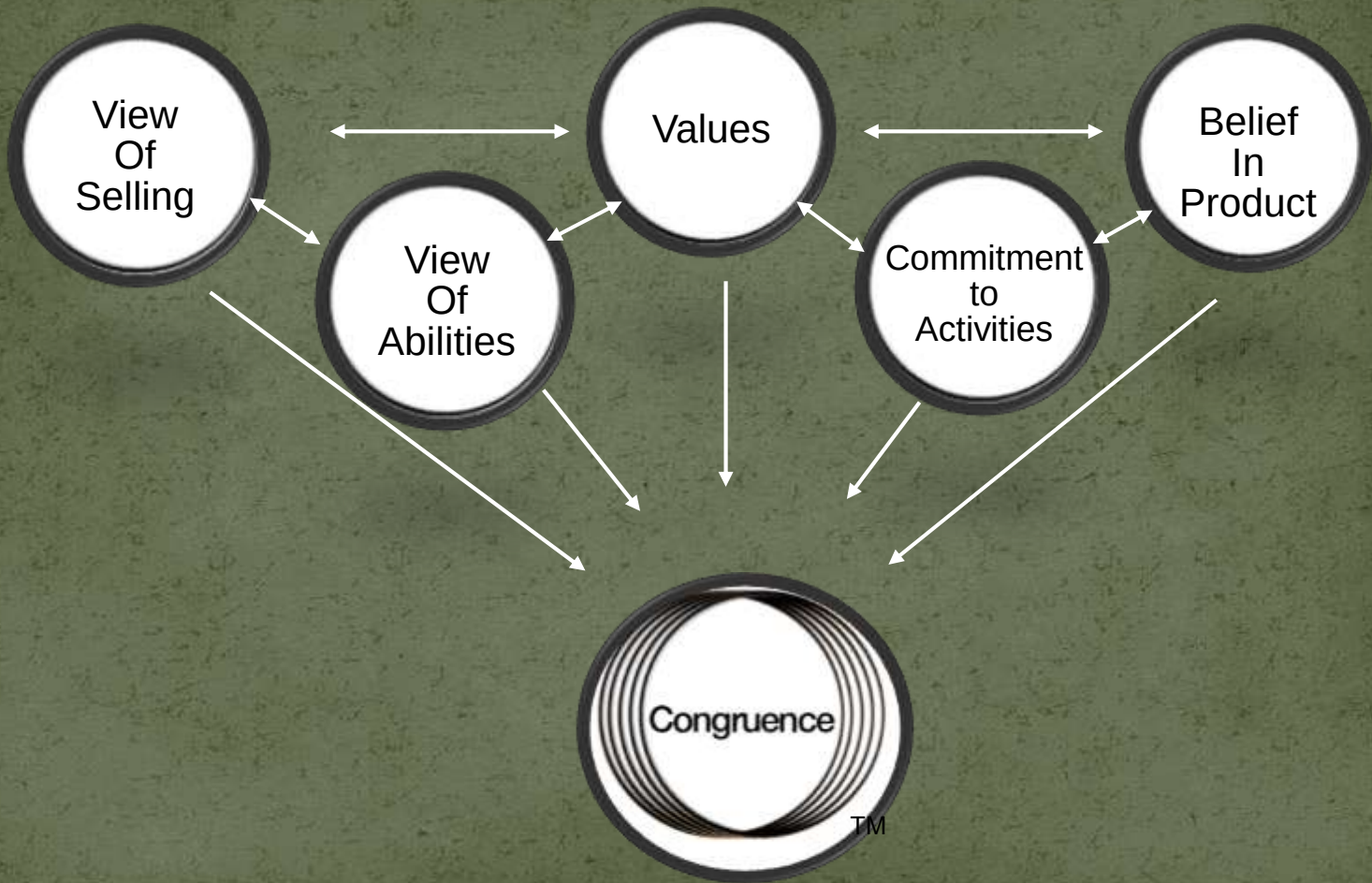
View of Selling

View of Abilities

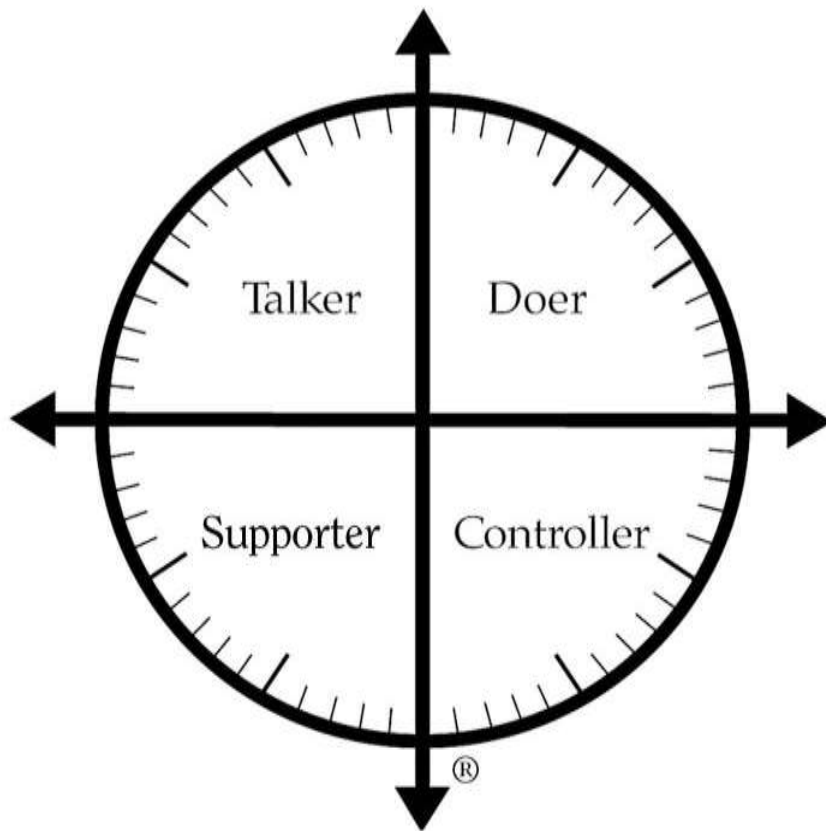
Belief in Product

Values

Psychology of Selling

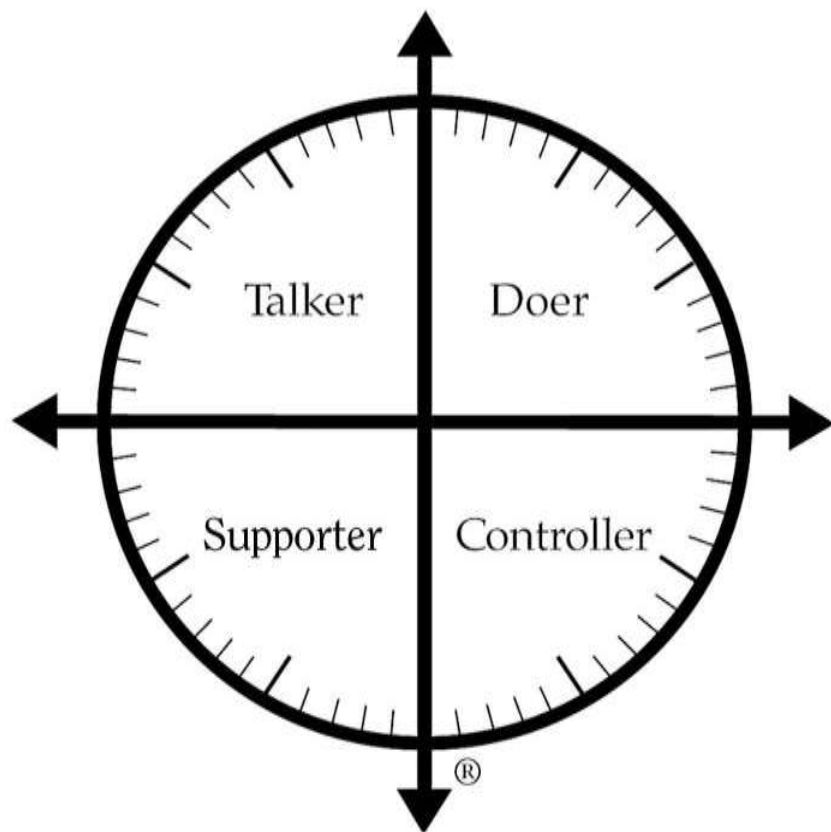


Identifying Different Behavior Styles[®]



Which
Are You?

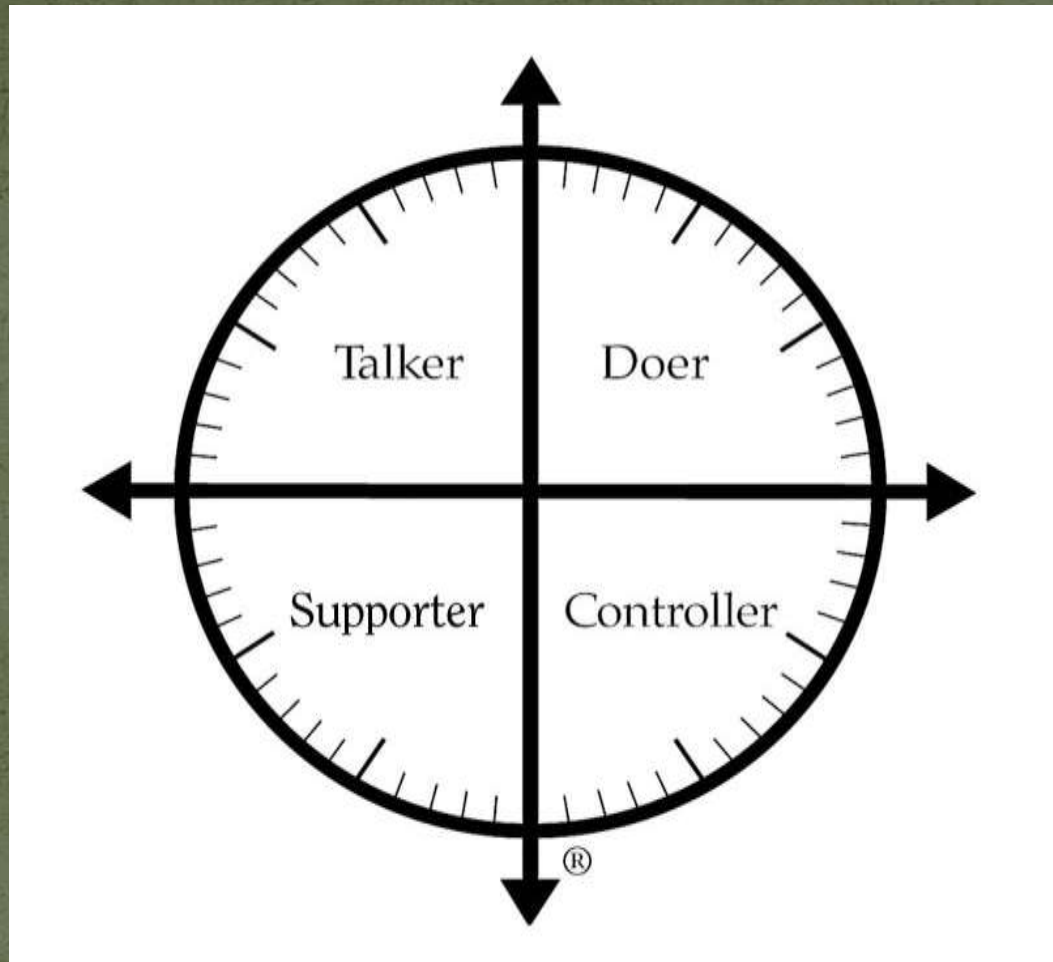
Identifying Different Behavior Styles[®]



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

Recognition

Process

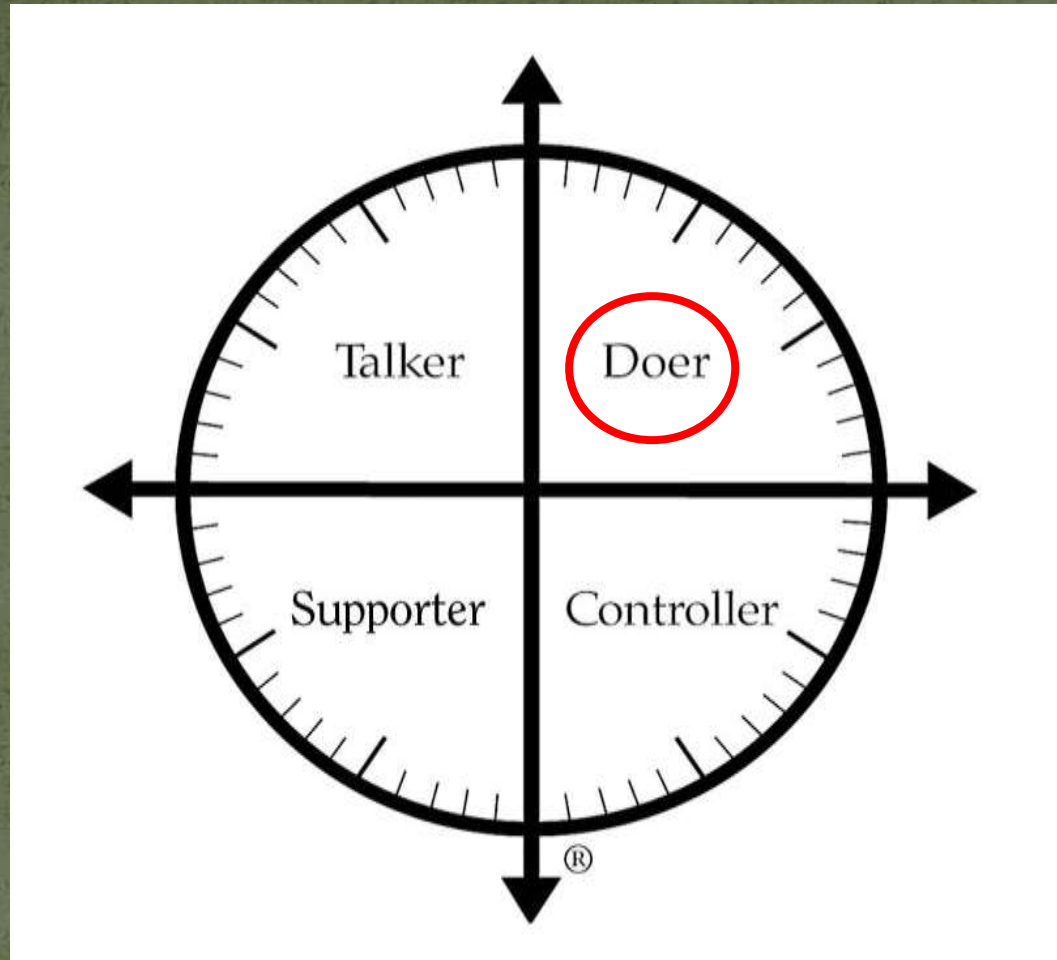


Results

Security

Recognition

Process

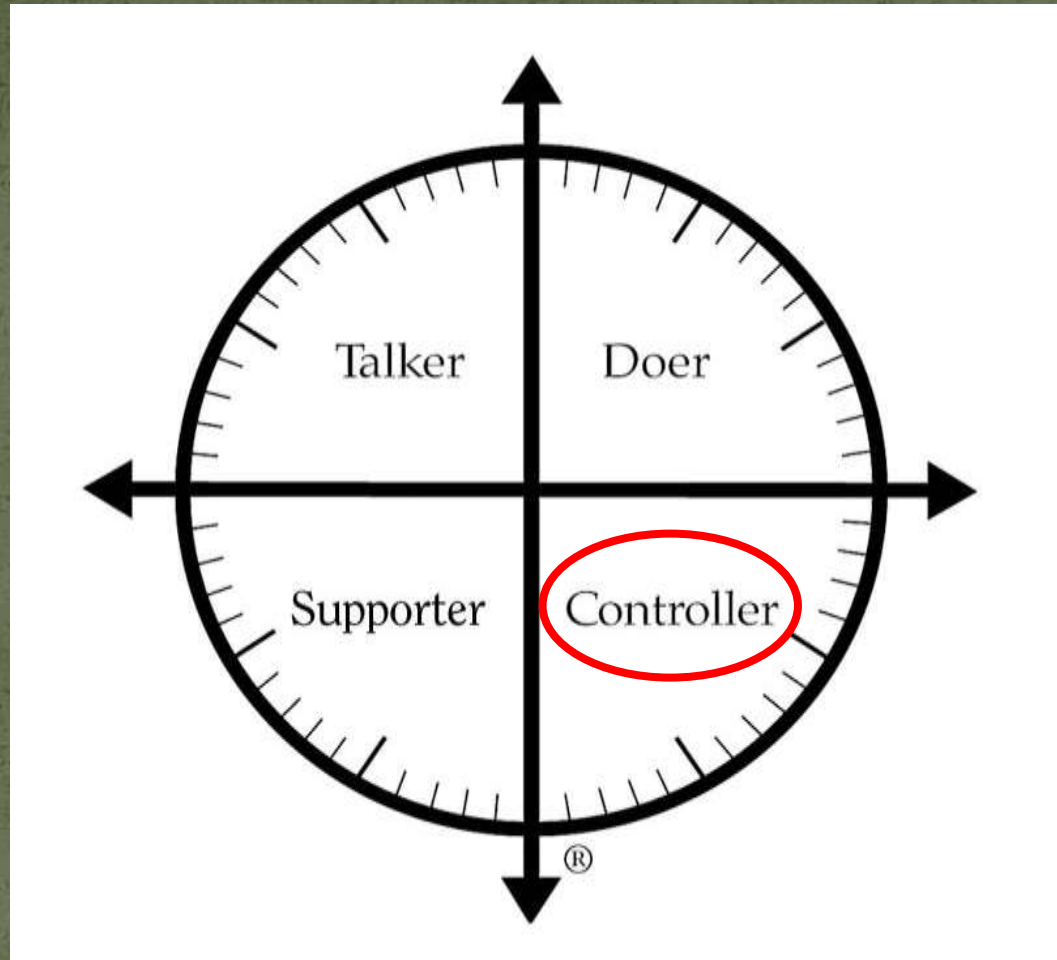


Results

Security

Recognition

Process

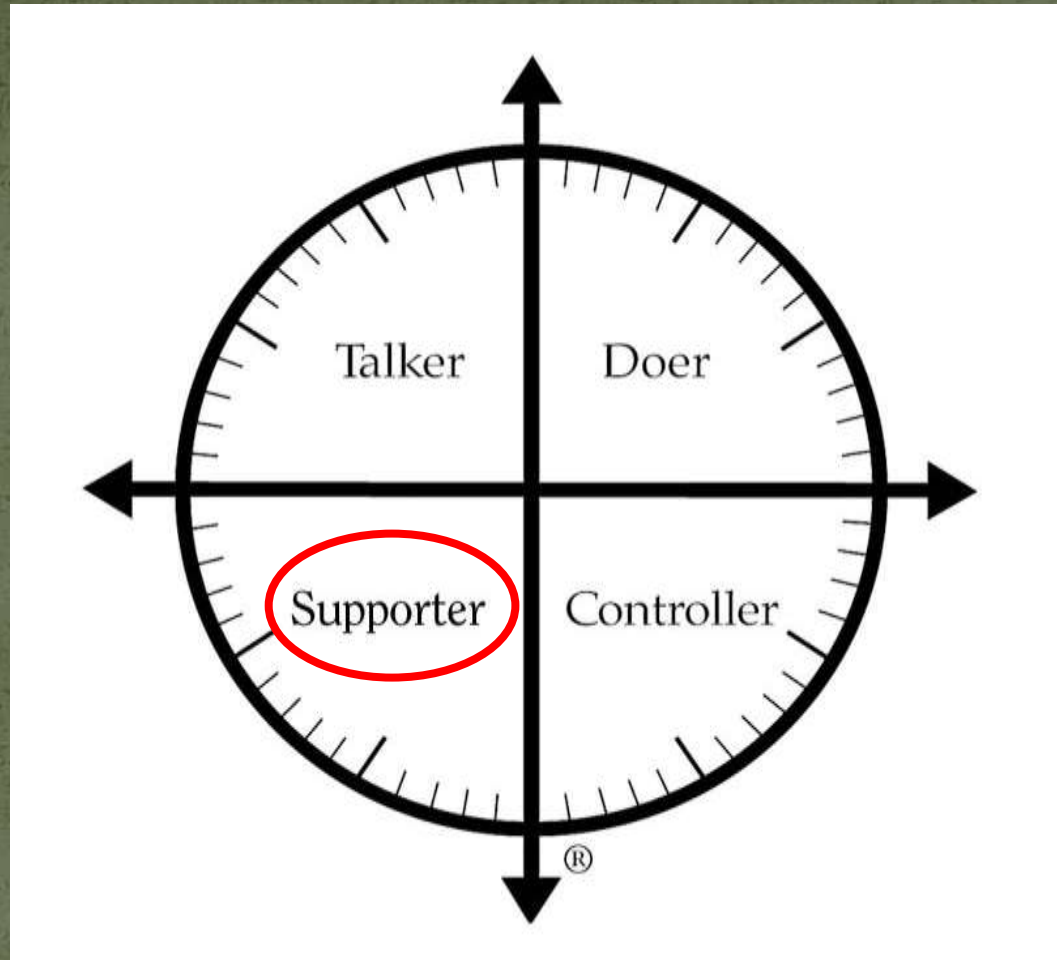


Results

Security

Recognition

Process

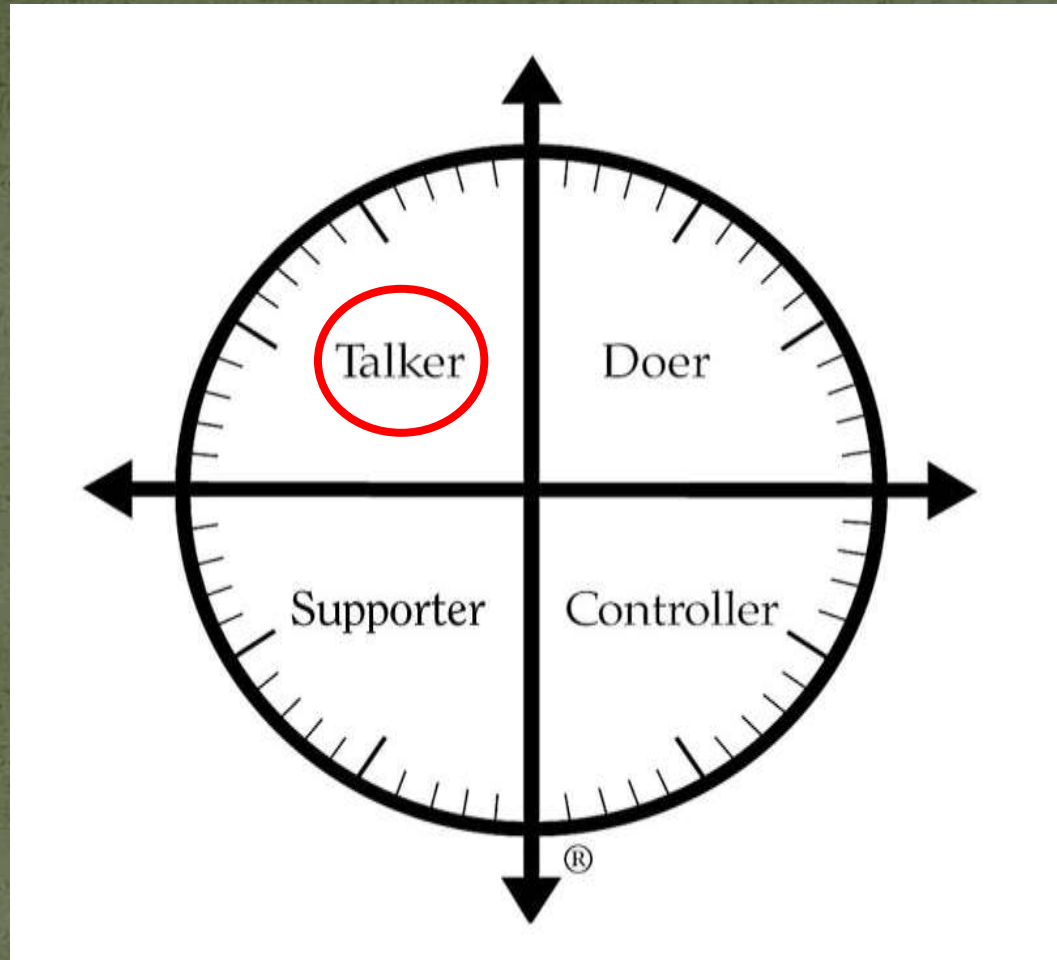


Results

Security

Recognition

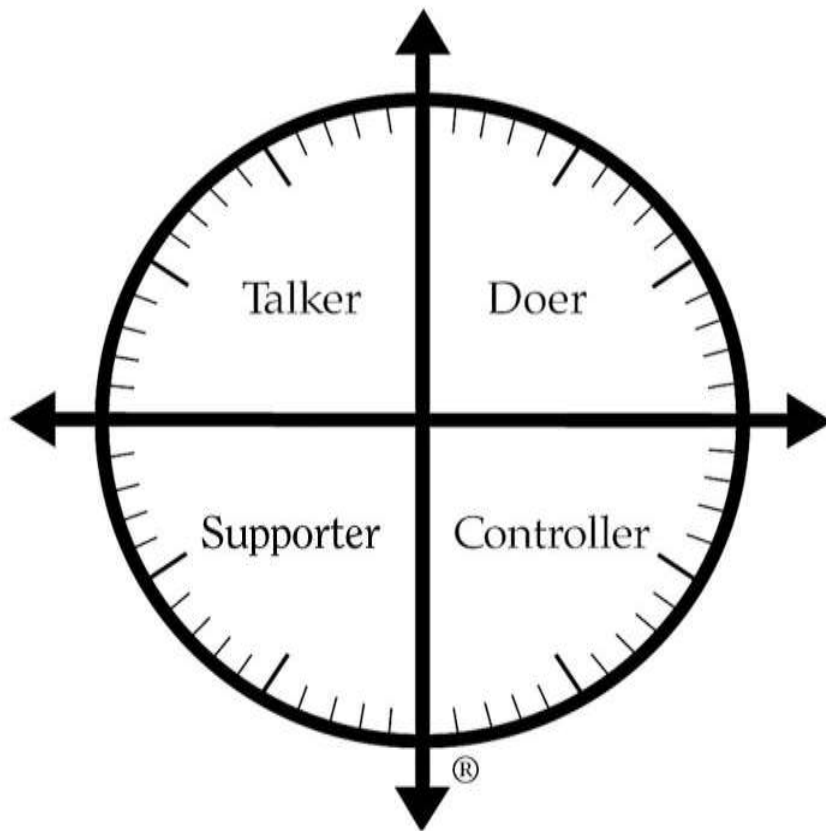
Process



Results

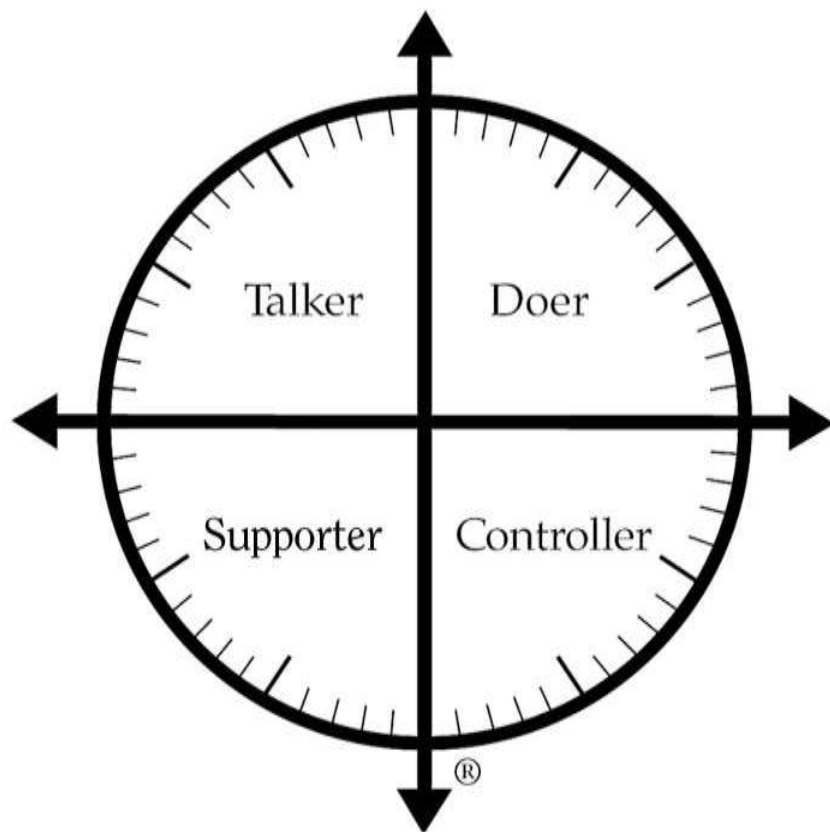
Security

Identifying Different Behavior Styles[®]



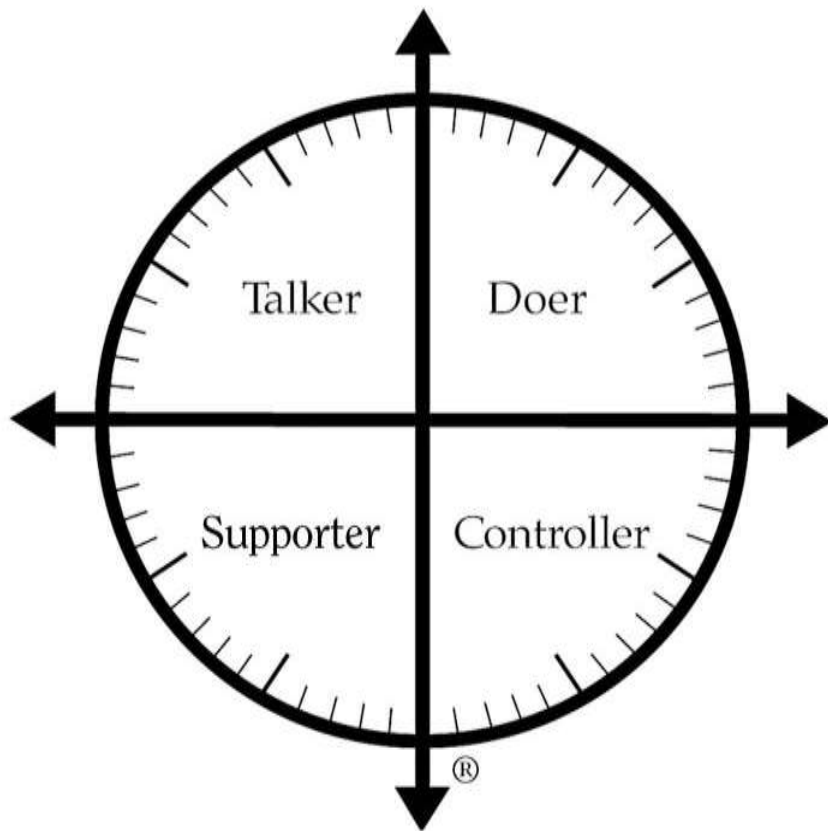
Customers need salespeople to communicate with them the way they want to communicate.

Identifying Different Behavior Styles[®]



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

Identifying Different Behavior Styles[®]



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

Psychology of Selling

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



AID, Inc.

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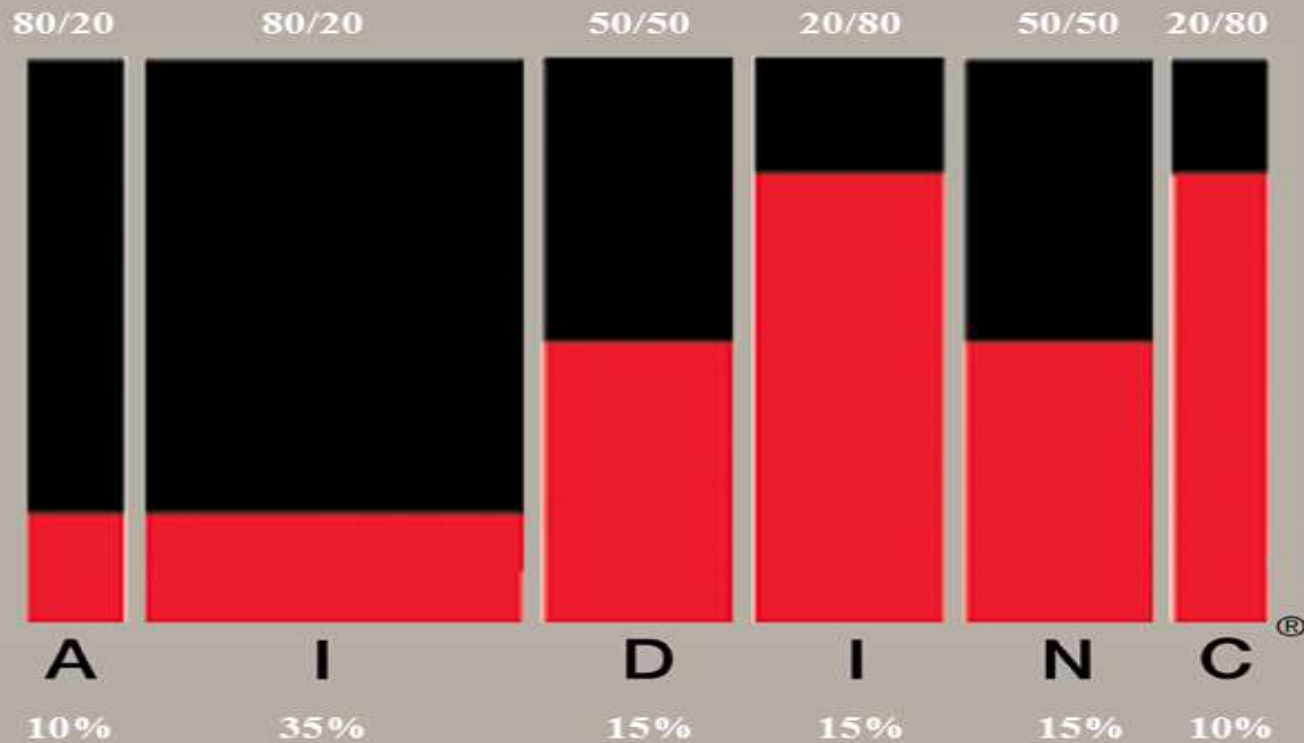
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Integrity Selling[®]

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



APPROACH

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



**KEEP
CALM
AND
BE MY
GUEST**

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



**WE ASK A LOT OF QUESTIONS.
GET USED TO IT.**

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 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...

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!*

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 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.

REMEMBER:

People buy end result benefits.



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.



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:

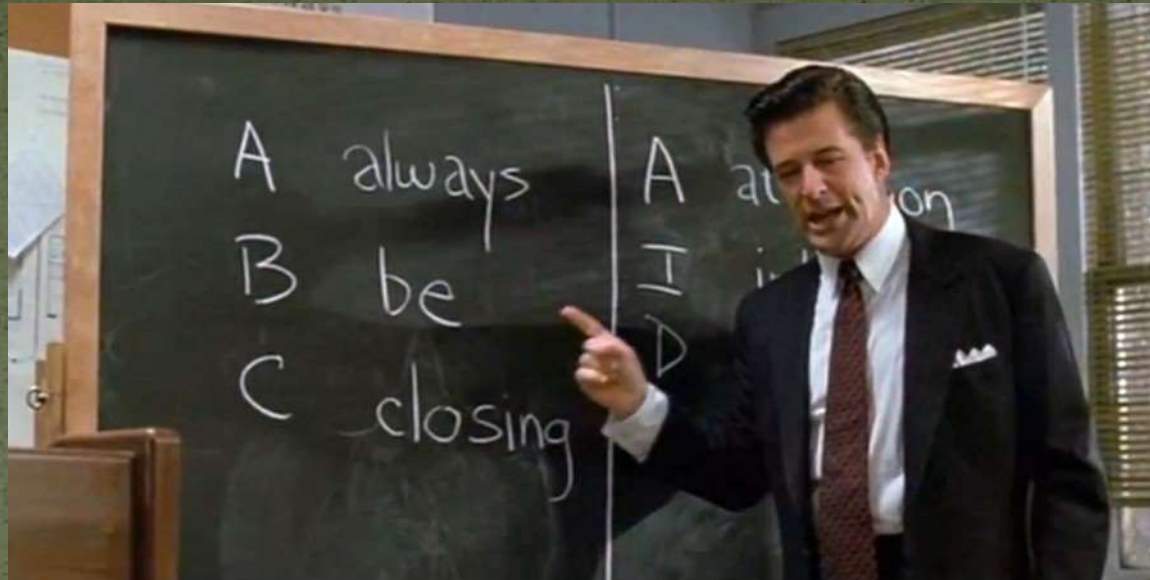
**Understand
How People
Think And
Feel**



“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

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

CLOSE

Closing is the
natural conclusion
to any sales *proposal*

—
YĒT...

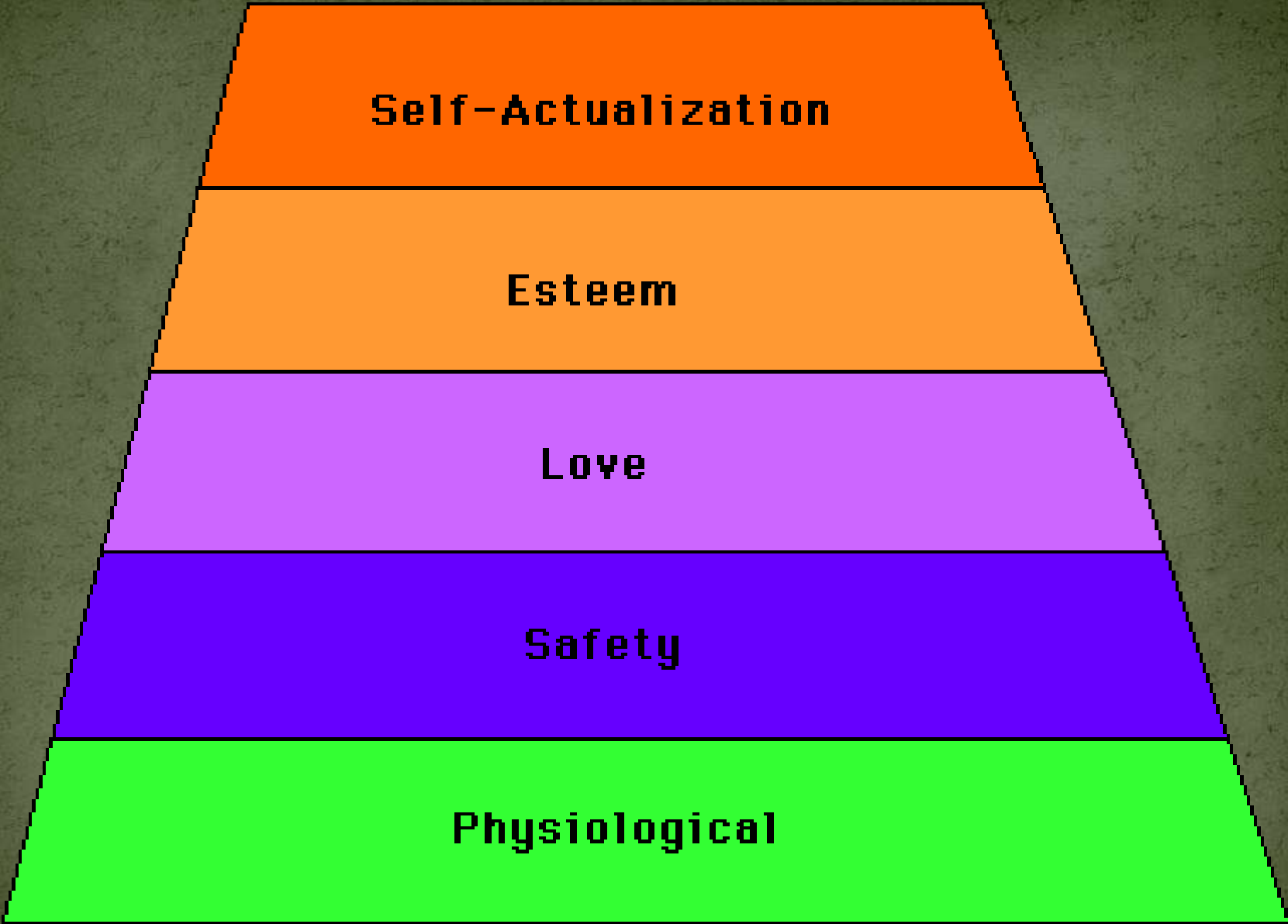
*You must EARN
the right to close.*



CLOSE:

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





Self-Actualization

Esteem

Love

Safety

Physiological

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”!!!



**KEEP
CALM
AND
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...*

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