The Sales Conversation

CHECKLIST

SLOW DOWN

- ☑ Confirm: The Three R's
- ☑ Position: Expert, busy, expensive
- ☑ Qualify: The Three D's and The Shift
- ☑ Inquire about and dismiss competitors

NOTES

ASK WHY

- ☑ Assume they have misdiagnosed the problem

NOTES

LISTEN

- ☑ Current vs. Desired Future State
- ☑ External Needs (tangibles)
- ☑ Internal Wants (intangibles)

NOTES

EXPLORE OPTIONS

- ☑ Develop hypotheses
- ☑ Ultimate (The Anchor)
- ☑ Goldilocks (The Recommend)
- ☑ The Ask (Decoy)

NOTES

STOP SELLING, START HELPING

- ☑ Verbally present hypotheses
- ☑ Confirm alignment
- ☑ Begin future pacing

NOTES

© 2024, JPMP