



The Superstat Sales Academy

1

What To Expect.

1 Sixty Minutes

Rapid Fire

Q&A

Recorded



2



2 Participate in the Chat

Prefix a question
with Q:



3

Today's Objective.

- 3 • Differentiate from your competition
- Why traditional selling is inefficient
- Why 'no' isn't a bad thing



4

How to Sell Without Selling

5



What are you struggling with in
your sales process?

6



The word is...
SALESPERSON

7

Most roadblocks, stalls, and objections
you face have evolved from
interactions with the buyer
and are not necessarily tied to a particular
facet of your product or service.



8

Challenge:

Put these **traditional seller** steps in order.

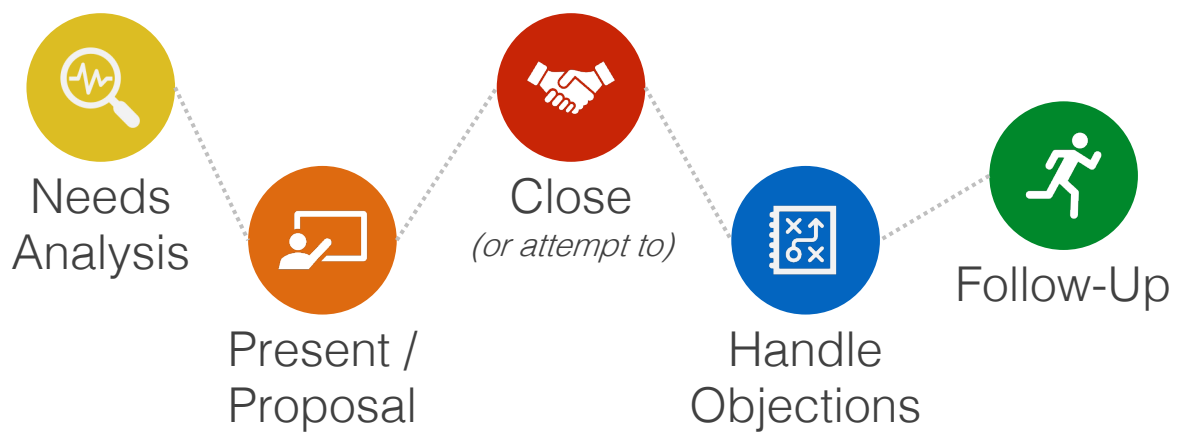


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Typical Seller Order:



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Challenge:

Put these typical Buyer steps in order.

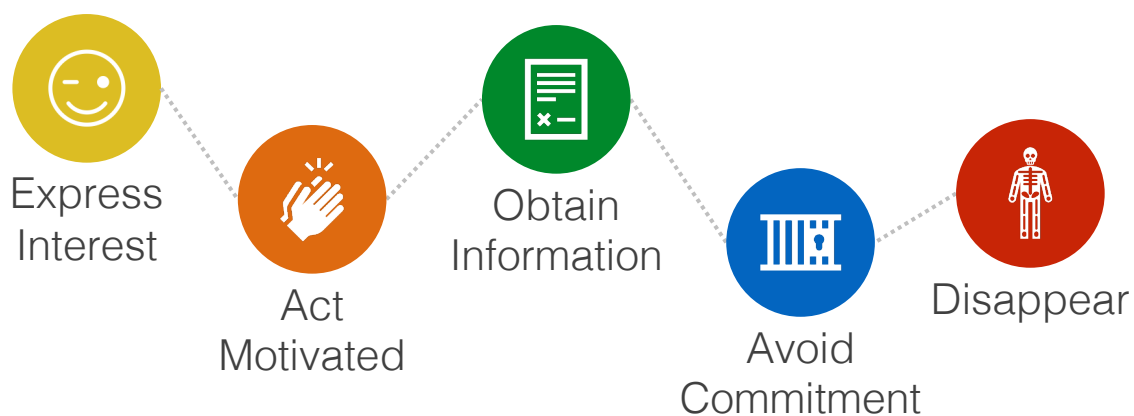


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Typical Buyer Order

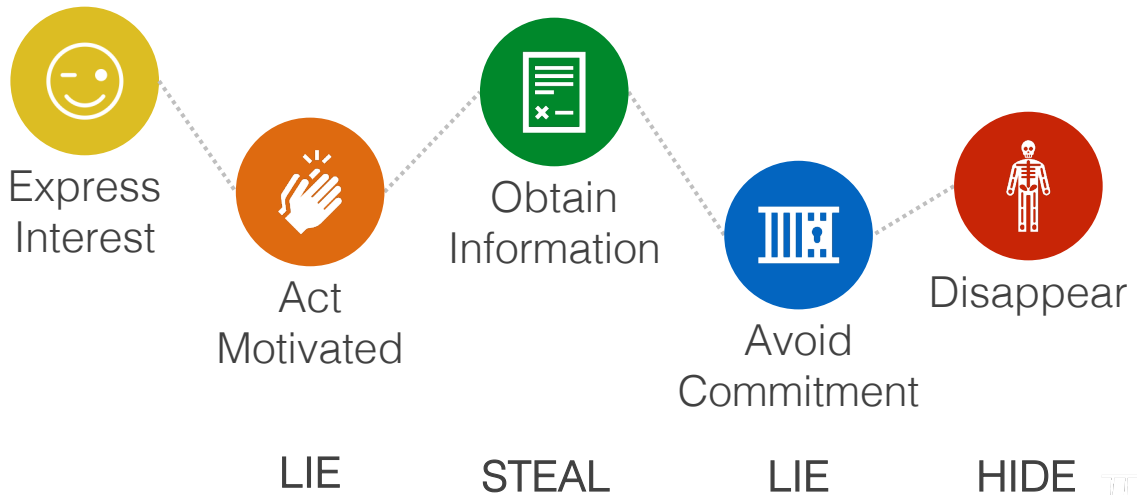


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Typical Buyer Order



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“All buyers are liars”

t.

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The Buyer/Seller Dance

Express
Interest



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**No
Free
Consulting**



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Who is Leading the **Buyer/Seller Dance?**

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What Happens When the **Buyer is in Control?**



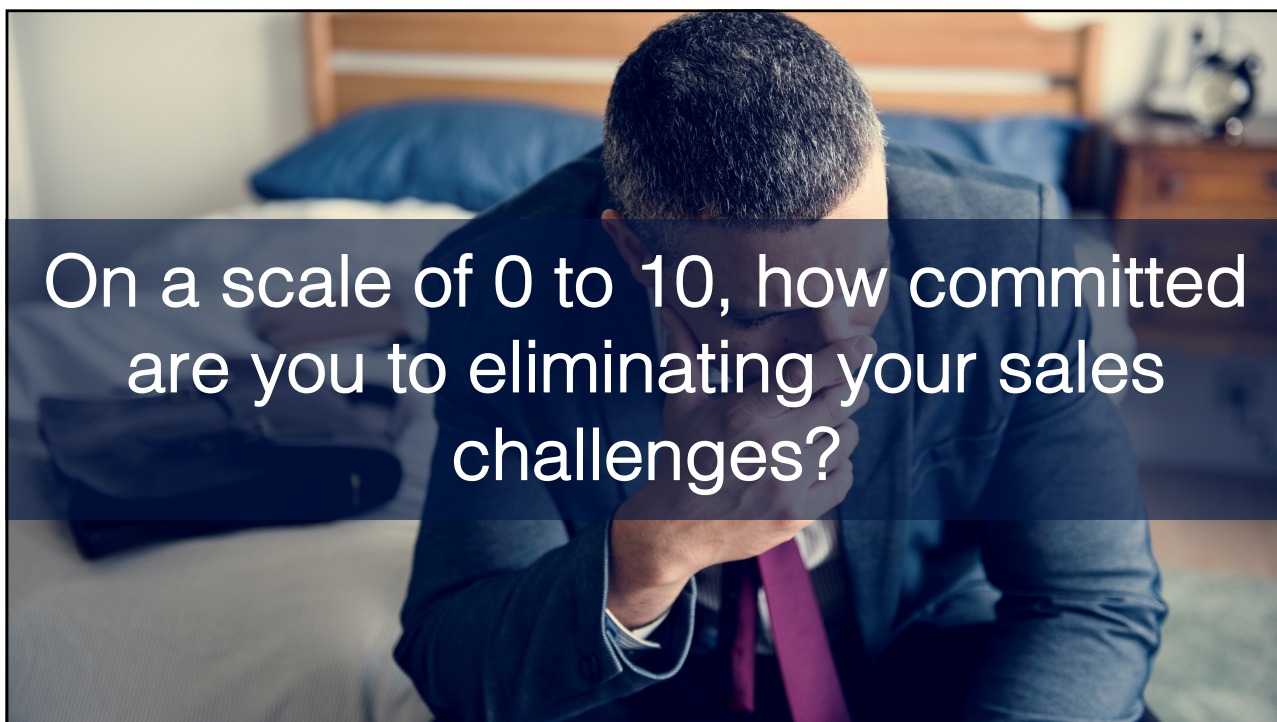
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The **role of the salesperson** is to create an atmosphere and environment which **allows the customer to buy** while the salesperson stays out of the way.

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Sandler Rule:

Hard selling is good
for one thing...
hard pushback.

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Sandler Selling System[®]

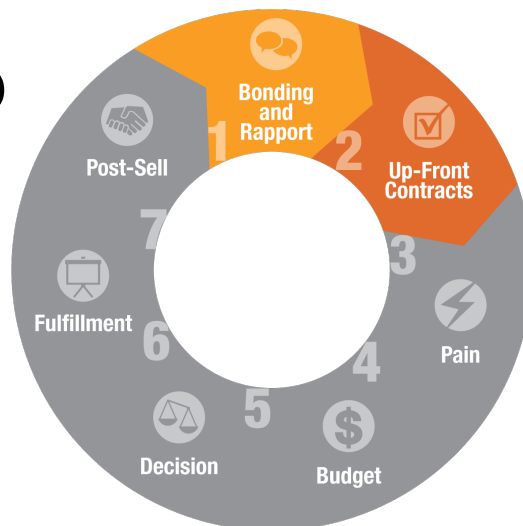


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Building the Relationship



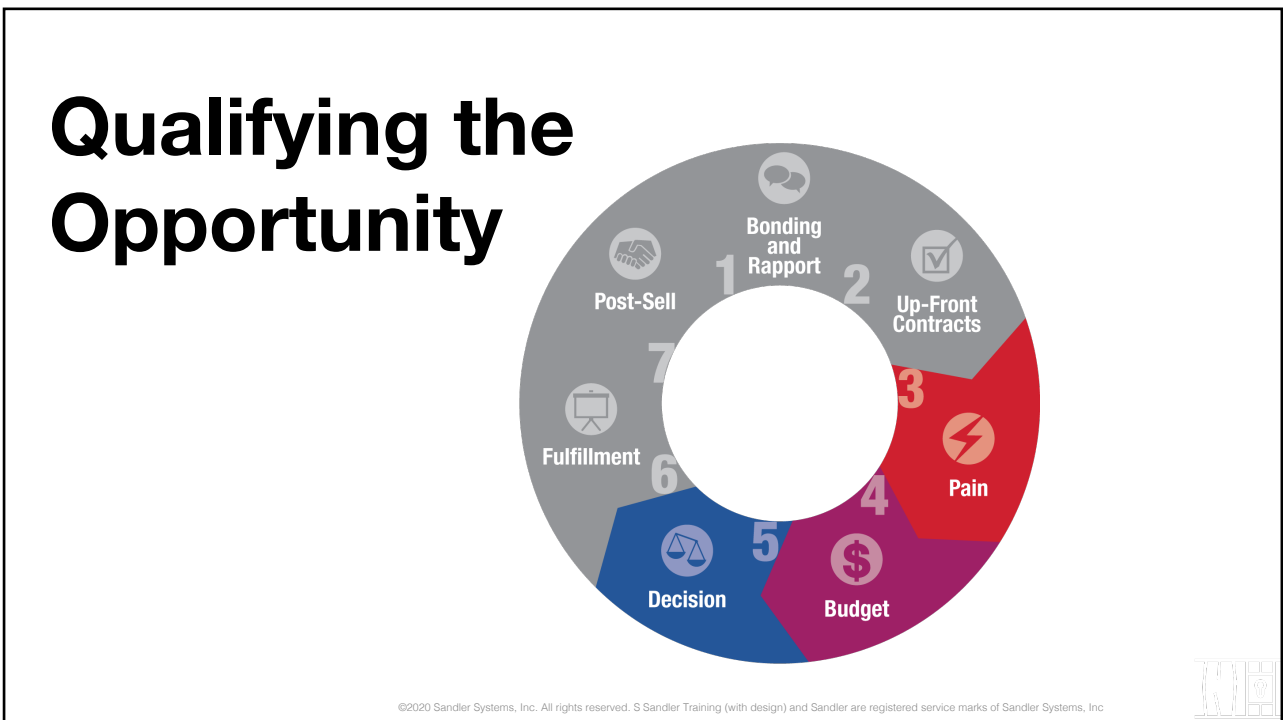
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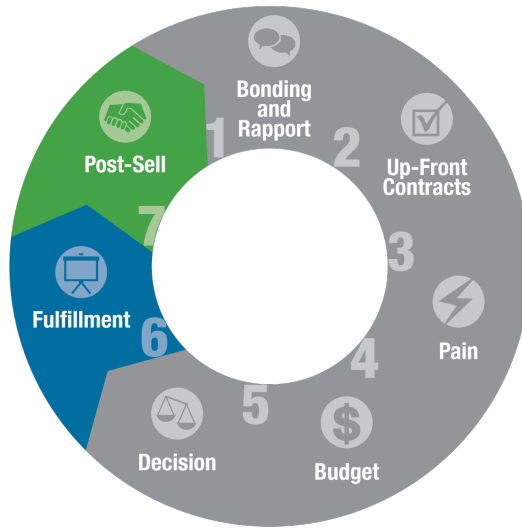


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Closing the Sale



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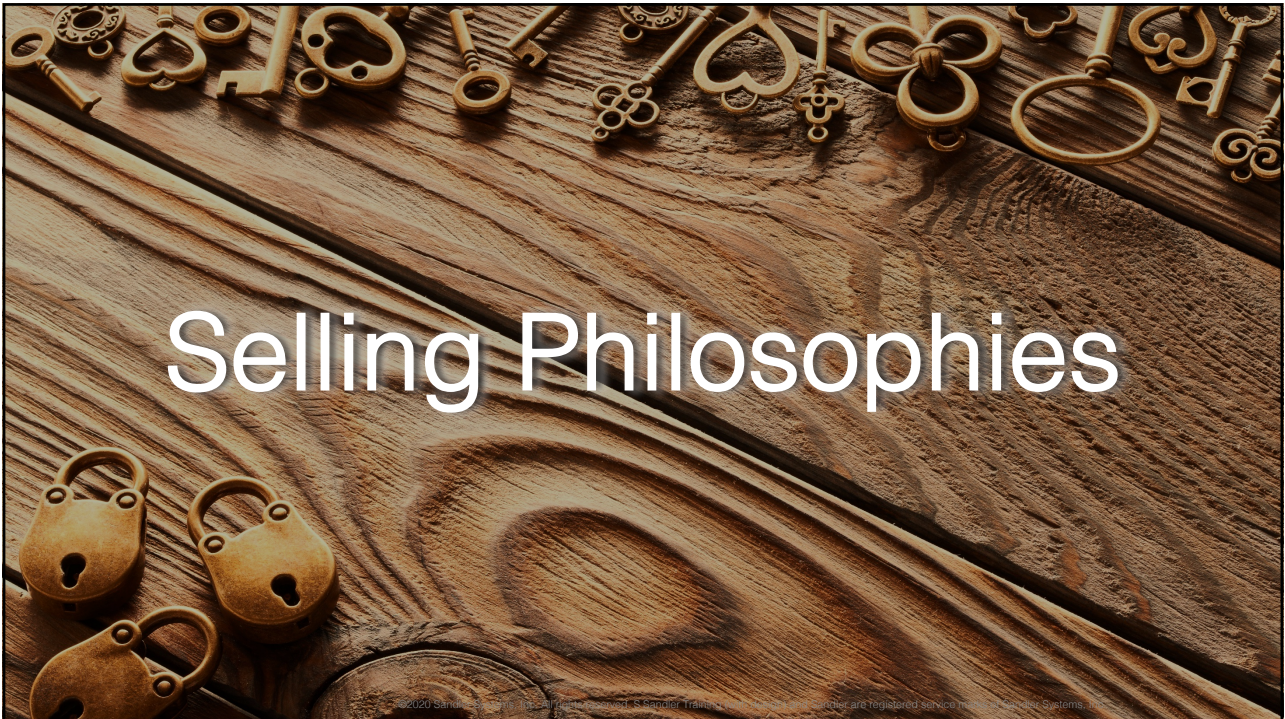
Sandler Success Triangle



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Selling Philosophies

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Selling Philosophies.

1. Salespeople are professionals
2. The buyer must qualify for the salesperson's time and efforts
3. Developing a business opportunity must be done in a systematic manner
4. Some buyers won't qualify for the salesperson's time
5. Stalls and objections should not be part of the selling process
6. Controlling the selling process is a function of asking the right questions, at the right time, of the right people
7. There should be a start and finish to every selling opportunity
8. Go for the no



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Stop 'selling' to sell more

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Wrap Up.

- Differentiate yourself from the competition
- Traditional selling is inefficient
- 'No' isn't a bad thing



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