

# 8 Step "Buyer Focused" Selling System

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## 1 Build Rapport:

- Find commonality
- Mirror and Match Physiology, Tonality, Words
- Open Ended Question – Listen
- Determine Visual, Auditory or Kinesthetic

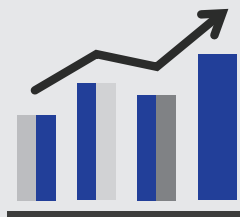


## 2 Set Parameters:

- Time, Objective, Agenda.
- End Result - Outcome, Yes/No,
- Permission to Ask Questions – Take Notes, Interruptions and Biggest Objection

## 3 Buying Motivators:

- Rule of 3 + 70/30 Rule
- How long has the problem existed for?
- What have they done to fix it?
- Why hasn't it worked?
- How much is it costing them or their organization?
- How does it make them feel personally?



## 4 Financial Ability:

- Review three or four Problems Identified
- "Have you got a budget set aside?"
- No - how do you plan on proceeding?
- Yes - "Sharing" and "Round Numbers"
- Price Ranges, Bracketing

## 5 Decision Making Process:

- Review of Problems and Budget
- "When will you be making a decision?"
- "Who 'Besides Yourself' is involved in the decision-making process?"
- Partner, Manager, Owner, Committees, Agencies, etc.



## 6 Summarizing:

- Buying Motivators, Financial Ability, Decision Making
- Confirm a Yes/No Response prior to Presentation
- In the prospects/client's words and dominant sense
- Asking for other Issues or Problems before proceeding
- Know the Client's Presentation Expectations



## 7 Prescribing Solutions:

- Prescriptions - Sell Today, Educate tomorrow
- Remember the Client's point of view (Dominant Sense)
- Beginning (Summary), Confirm nothing has changed – Important in follow up meetings and calls
- Middle (Solutions) - Features & Benefits (Draft Proposals)
  - "Which problem would you like me to provide a solution for first?"
- Interest Technique: 1 to 10 scale, 1 no, 10 yes
  - Rating under 6 - Take the fault
- Ratings 7 - 9 - What must I do to get you to a 10?
- End (Letting the Customer Buy)
  - "What would you like me to do next?"

## 8 Let the Buyer Buy:

- Account Retention and Development:
- Follow up / Buyer's Remorse
- Show Appreciation Move all clients up a level and appreciate A Clients.
- Ask for Referrals / Introductions
- Be Proactive

