

I. The Service Side of Selling

Introductory Remarks:

“The purpose of a business is to attract and retain customers.”

Dr. Peter Drucker

A. Earning customer loyalty

1. U_____ customer expectations
2. M_____ customer expectations
3. E_____ customer expectations

B. The Loyalty Ladder

C_____

A_____

C_____

C_____

P_____

S_____

C. The formula for usage:

- 1.
- 2.

3.

4.

D. The best way to gain results is to perform customer service Miracles!

1. *A customer service miracle* defined: Anything you can do that will make your customer say W____!
2. Example...The Keith Bennett Story

II. Needs-Analysis Selling

"Prescription before diagnosis is malpractice!"

Jim Cathcart

A. The Importance of Goal Congruence

<Close “communications gaps with extraordinary communication skills!>

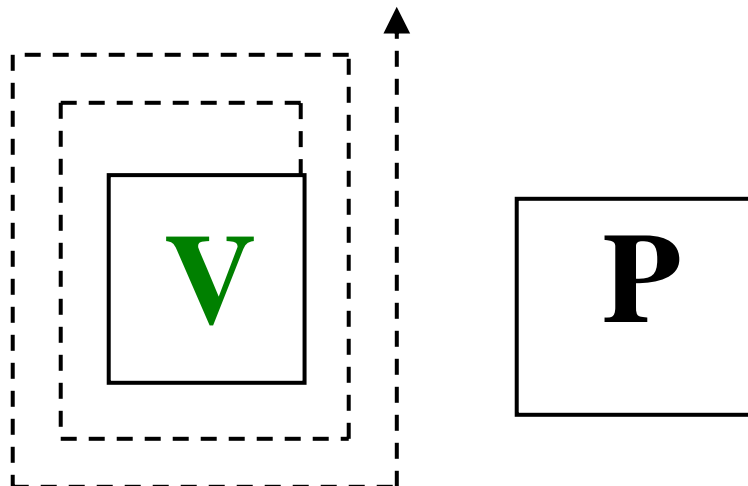
B. Needs Analysis Principles

1. What is it?... An I_____ G_____ process
2. When do we use it?... On E_____ C_____
3. Why?... It gives your prospects some “A_____” over what you ultimately present to them. A good needs-analysis will enable you to deliver a presentation which your prospect H_____ D_____!

4. How?...the recommended process:
 - a. Be sure to talk to the key D_____ influencers
 - b. Be conscientious in you're A_____;
 - c. Impress them with the quality of your Q_____;
 - d. Always take N_____;
 - e. Ask P_____ questions;
 - f. C_____ all substantive points; related not only to their needs but to their G_____ and O_____.
 - g. Seek clear U_____;
5. The “Aerojet Story”

C. The Value Price Perspective

1. Their V_____ is their reality
2. Talk about the B_____ to them
3. The Value-Price Perspective



III. The Evolution of Professional Selling

“Sales professionals are the gas and oil of the free enterprise system.”

Dr. Kenneth McFarland

A. The P_____ P_____*

B. The H_____ S_____*

C. R_____ Selling +

1. a high level of T_____ is enjoyed by both parties

2. Relationship S_____ is kept at a minimum

3. Strive to Sell them as they L_____ to be S_____

4. Focused Constantly on relationship A_____

D. N_____ Analysis Selling+

1. Information G_____ is the cornerstone

2. Customer's A_____ is ever present

3. Constant monitoring for pertinent C_____

4. All presentations are “Needs - based”

E. S_____ Selling+

1. I_____ is attached to the relationship

2. E_____ to work together by common goals

3. Unique B_____ are enjoyed by both

4. Constantly seeking symbiotic C_____

* Not recommended – for historical perspective only
+ To be utilized in establishing your sales and negotiation styles

IV. Selling Different People Differently

**"Learning is acquired by reading books,
but the much more necessary learning
is only to be acquired by reading people and
studying all the various editions of them."**

Lord Philip Chesterfield

A. Premises to Consider:

1. Human behavior is what we S_____ and H_____ people
S_____ and D_____
2. The best predictor of future behavior is P_____ behavior.
3. Recommendations:
 - a. Develop the habit of O_____ the behavior
of other people
 - b. Resist the temptation to be overly R_____
 - c. L_____ from what you observe
 - d. S_____ from what you learn

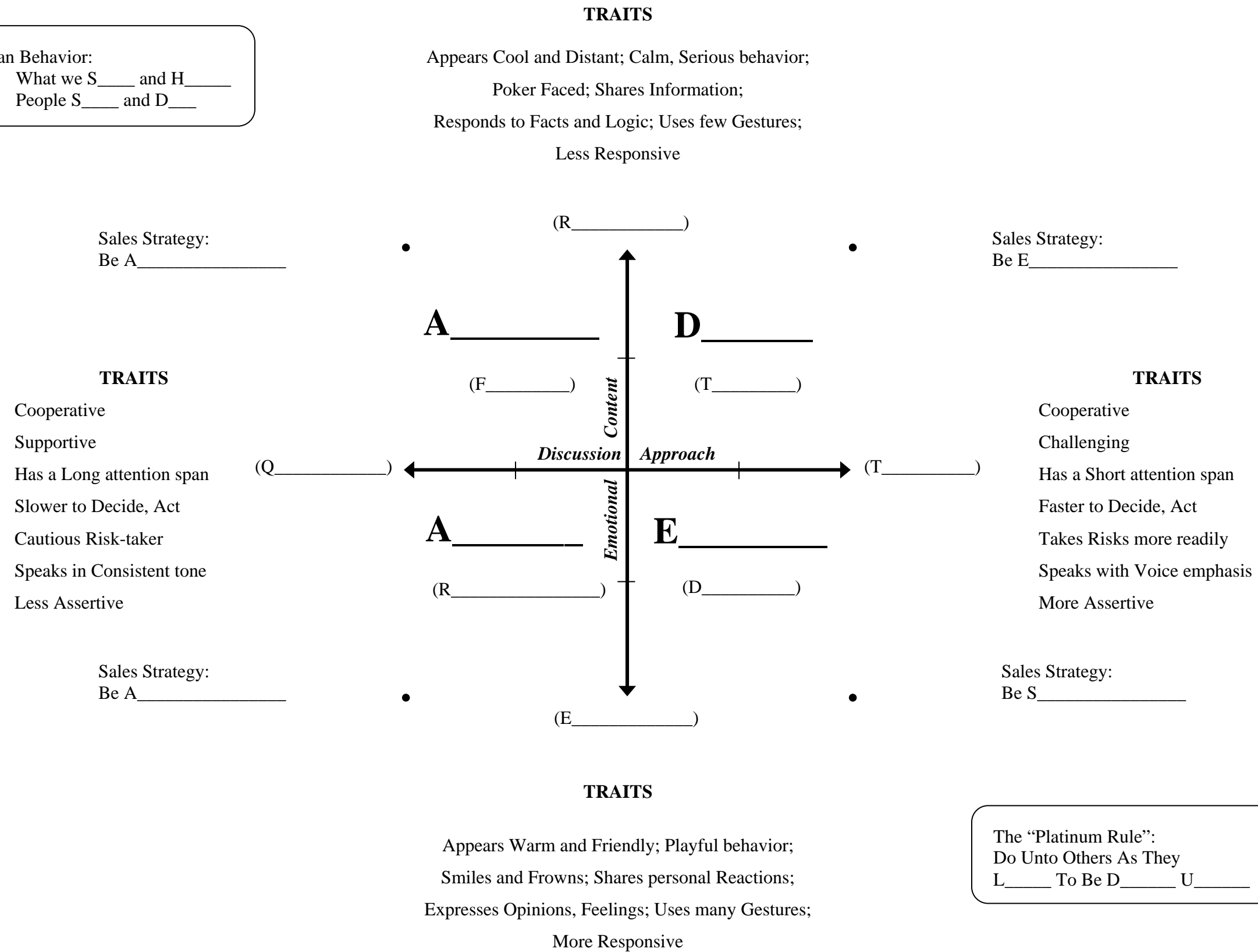
B. Understanding human behavior

1. A_____ (Discussion Approach)
2. R_____ (Emotional Content)
3. A_____ (Flexibility Tendency)

Selling Different People Differently

“Behavioral style” defined: The C_____ Z_____ in which we behave and communicate: the pattern of actions others observe for describing our U_____ behavior

Human Behavior:
 What we S_____ and H_____
 People S_____ and D_____



The “Platinum Rule”:
 Do Unto Others As They
 L_____ To Be D_____ U_____

We acknowledge and thank the following for their behavioral style research: Dr. Carl Jung; Merrill; Marston; Lefton; Wilson; Thoren

ACTION SHEET

Below are listed "Personal Decisions" made for follow-up to maximize benefits:

Date Logged	Item	Date Completed

Cavett Robert’s definition of character....

“Character is the ability to carry out a resolution long after the mood in which it was made has left you.”