



LIGHTHOUSE
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*Bringing effective insight
to your organization SM*


Open Line

Guest,

Welcome to:

Selling In Today's Environment - Get the Inside Track!

Presented by
Lighthouse Consulting Services, LLC

To print program slides, click here: 



Featured Guest:

Rob Hupp
President – Roth/Hupp Partners, Inc.

www.rothhupp.sandler.com

Phone: (310) 426-2604
Email: rhupp@rhgp.com

Rob is a business consultant and trainer specializing in business development performance management.

Host:

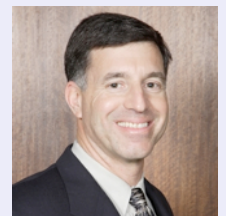
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- In-depth Workstyle & Personality Assessments
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Selling in a constantly changing environment

- Something is going wrong all the time
- Look for what needs to be fixed or improved
- Today we're going to look at two widely used sales systems/processes

"sales is like a house"

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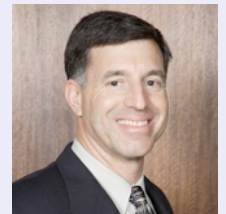
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Traditional selling systems

- Step 1: Initial contact/interaction
- Step 2: Preliminary indication of interest/discussion
- Step 3: Submittal of bid/proposal/information
- Step 4: Go for the close
- Step 5: Buyer disappears

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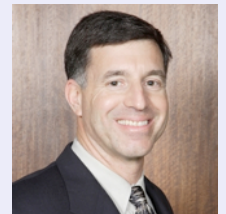
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Alternative methods and the art of mutual agreement

- Establish relationship
- Qualify/disqualify opportunity
- Close deal/file



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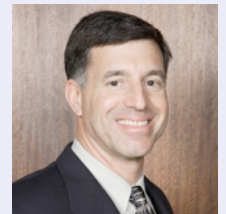
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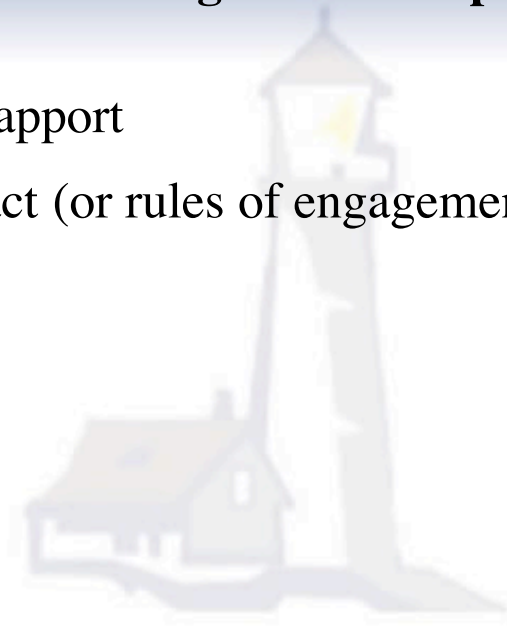


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Establishing relationships

- Bonding and rapport
- Upfront contract (or rules of engagement)



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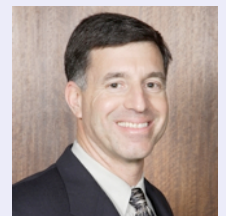
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Qualifying the opportunity or lack of?

- Pain/gain
- Investment/budget
- Decision making process



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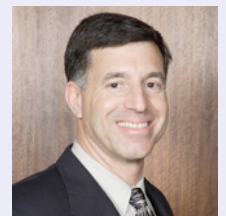
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The close

- Fulfillment
- Post sell



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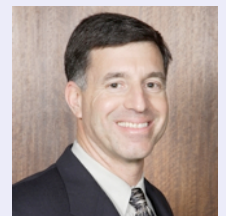
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Comparing the traditional to other methods

- First system – Seller does the vast majority of work
- Second system - Peer to peer interaction
- Second system - Helps weed out unqualified prospects

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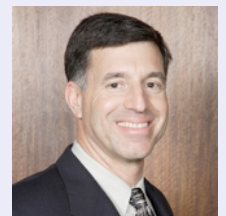
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Overcoming the final obstacle

- Review top 3 sales challenges
- Discuss how to overcome

*'A genuine leader is not a searcher for consensus but a molder of consensus.'
-Martin Luther King, Jr.*

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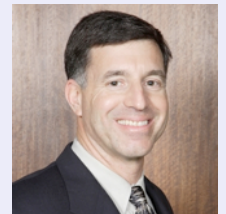
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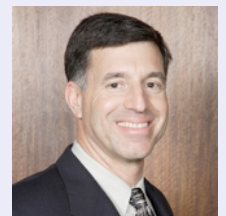
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