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

Host:
Dana Borowka, MA
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• In-depth Workstyle & Personality Assessments
• Interpersonal Coaching
• Workshops - Cracking The Personality Code
• Career Guidance
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"
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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Alternative methods and the art of mutual agreement

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

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Establishing relationships

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

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Qualifying the opportunity or lack of?

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

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The close

- Fulfillment
- Post sell

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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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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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