


# *Selling Your Services Without Selling Your Soul*

 STACKPOLE & Associates, Inc.

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*Selling Your Services  
Without Selling Your Soul*

*presented by*  
Irving L. Stackpole, RRT, MEd

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*Presentation Available*

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Selling Your Services  
Without Selling your Soul

**[www.StackpoleAssociates.com](http://www.StackpoleAssociates.com)**

**1-800-844-9934**

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*Background*

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- Challenges in the industry
  - Occupancies
    - Recession
  - Competition
  - Turnover of sales & marketing staff

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## A Few Definitions – For Clarity!

- Sales
  - Behaviors which persuade and influence customers and consumers to select yours vs. others'
  - Securing commitment

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## Background

- Marketing
  - Management of the Interface between Customers, (Consumers) & the Organization
    - What do they think of us?
    - Creating preference
  - Generate leads

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## Marketing vis-à-vis Sales

- Marketing is intellectual
- Sales is behavioral
  - Sales is a full contact sport!

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## Who succeeds at sales?

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- *Optimism v pessimism*
  - *Can we predict success?*
- *The internal conversation*
- *The external conversation*
  - *A woman's intuition?*
    - *More than that!!*

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## The gender rules

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- *Men & women are different*
  - *Very different*
  - *Very, very different*
  - *Men and women have a-b-s-o-l-u-t-e-l-y nothing in common*
  - *Women buy lotsa stuff*
  - *Women buy ALL the stuff*
- *Women's market is #1 opportunity*

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## Clear about Marketing & Sales

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- **Marketers are committed to being right**
  - Relationships are less important
- **Sales persons are driven by the relationships**
- **Good marketers are seldom good sales persons**
- **Good sales persons are never good marketers**
  - Good sales persons are never on time – they're too optimistic!
  - Do you want the report on time, or the heads in the beds?
- **Don't agonize – these are the choices**

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## Communicating with humans

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- **In sales, we have to communicate effectively**
  - Our job is to “manage the communications”
  - Responsible for
    - What we say and what others' hear
- **It's not what you say – It's what they hear**

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## Background

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● <b>Marketing terms</b>	● <b>Sales Terms</b>
• Product	• Probing
• Price	• Overcoming
• Placement	• Closing
• Promotions	• Converting
• Position	• Prospecting

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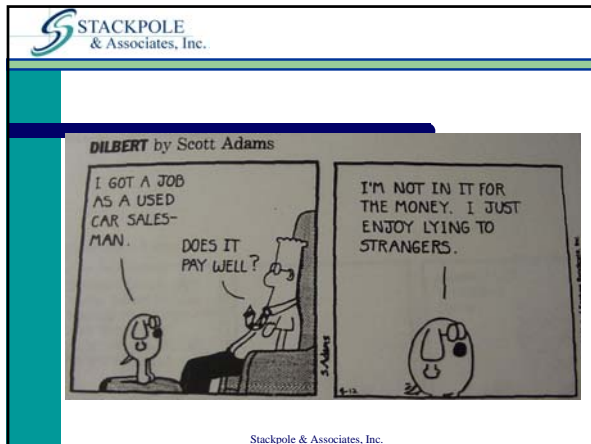
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# Selling Your Services Without Selling Your Soul



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## Successful Sales Systems

- Sales Systems - Audit
  - Task Clarity
    - Do sales staff know?
  - Task Alignment
    - Are sales & management aligned about tasks?

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## Successful Sales Systems

- Sales Systems - Audit
  - Who Is Selling?
    - Sales activities for *everyone!*
    - Recruitment / selection of sales staff
  - Who Succeeds At Sales?
    - Optimists v. Realists
  - How Is It Being Sold?

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### How Is It Being Sold?

- Pressure to ...
  - “Do whatever it takes...”
  - Close the deal
  - Fill the building
  - Make the budget

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### Results at any cost?

- Hard Close is a Dead End
  - Buyer's remorse up to 3 times as high when buyer perceives “pressure” from sales representative.
- Smuggling Influence
- The High Price of Deception
- Negative News Travels Fastest
- Policy Regarding Truth and Deception

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### What is influence?

- Power to effect others – seen only in the results
- Is influence inherently unethical?

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### *Ethical Use of Influence*

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- Juggling 7 influence factors
- Bungling legitimate influence opportunities
- Smuggling influence where it doesn't belong

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### *Influence Factors*

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- Contrast
- Reciprocity
- Scarcity
- Authority
- Consensus
- Commitment / Consistency
- Friendship / Liking

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### *Influence Factors*

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- Contrast  
You can change perception, based on what is experienced just before.
- ❖ Application  
Lead with your best feature(s)  
Show most expensive first (if price is a factor)

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### *Influence Factors*

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- Reciprocity  
We are obligated to give back to others the form of behavior that they have given to you.
- ❖ Application  
Offer something of value  
The "muffin debate"

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### *Influence Factors*

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- Scarcity  
People are more motivated by the thought of losing a benefit, than gaining the same benefit.
- ❖ Application  
Create the perception of scarcity without smuggling  
Schedule for competition

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### *Influence Factors*

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- Authority  
People are inclined to comply with perceived authority.
- ❖ Application  
Communicate affiliations, accreditations  
Degrees and credentials of staff

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### *Influence Factors*

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- Consensus  
We base how we think, feel or what we do, based on what other people are thinking, feeling or doing.
- ❖ Application  
Appear to be the place to be  
Schedule for consensus

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### *Influence Factors*

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- Commitment / Consistency  
We have a relentless desire to be, and to appear to be, consistent with what we've already done.
- ❖ Application  
Publicize endorsements (add in Authority)  
Create and distribute symbols

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### *Influence Factors*

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- Friendship / Liking  
We are more favorably inclined to say "yes" to people we know and like.
- ❖ Application  
Match the prospect to the staff person  
Listen and learn about *them*.

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## What are you really saying?

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- Small % of communication is verbal content
- Most important are:
  - Eyes
  - Tone & pacing
  - Gestures
  - Position of the "parts"

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## Communicating with Humans

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- How do you prefer to learn?
  - What we do is the teacher / learner dynamic
  - Preferred learning styles
  - Who reads the manual v. fiddles with it?
  - How do you retrieve memories
    - Visual – pictures - icons
    - Auditory – lists – text – readers
    - Kinesthetic – physical - experiment

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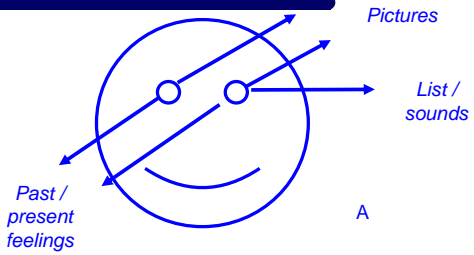
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## Tell me about the best / worst ...

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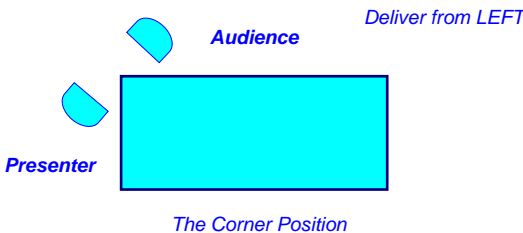
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**Musical chairs? Name that tune!**

Deliver from LEFT



**Presenter** **Audience**

*The Corner Position*

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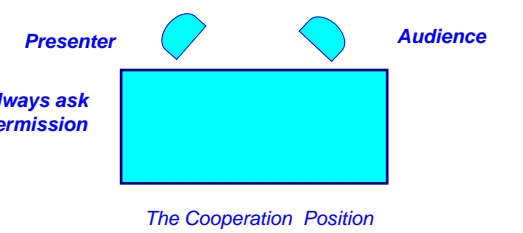
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**Musical chairs? Name that tune!**

**Presenter** **Audience**

**Always ask permission**



*The Cooperation Position*

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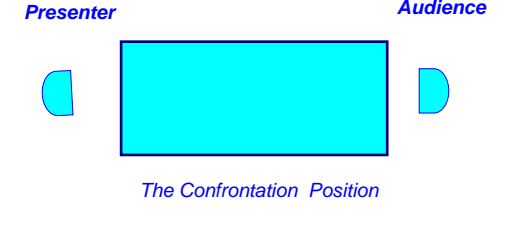
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**Musical chairs? Name that tune!**

**Presenter** **Audience**



*The Confrontation Position*

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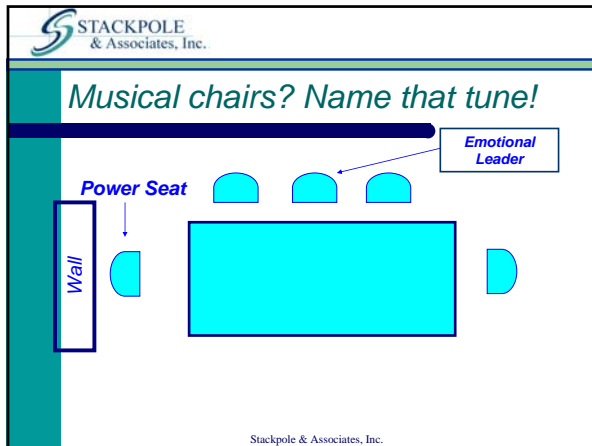
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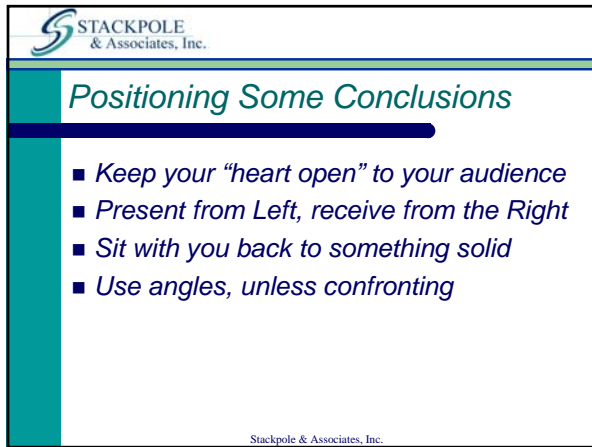
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## Communicating With Humans

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**4 Personality Profiles**

	Thinking	+	Feeling
<b>Dominant</b>			
•Thinks •Win •Control			<b>Expressive</b>
			•Feels •Relationship •Dialogue
Decisive ↑ Indecisive ↓			
<b>Analytic</b>			<b>Amiable</b>
•Details •Correct •Thinks			•Relationship •"Get Along" •Feels

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**37**

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## Communicating with Humans

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- Conclusion
  - Be responsible for the communications
  - Understand preferences and try to accommodate
  - Have your reactions to customers, but don't be had by them

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**38**

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