

# NOTE TAKING GUIDE

## Don Hutson

### *High Performance Selling*



***Part One - Building Customer Loyalty***  
***Part Two - Needs Analysis Selling***  
***Bonus One - The Evolution of Selling***  
***Bonus Two - Adaptability in Selling***

Average sales people are continuously seeking new customers while true sales professionals enjoy steady business from long-term clients. In part one of this power-packed session, you'll learn how to advance your customers up the "loyalty ladder" to higher levels of repeat business and more referrals than ever. In part two, you'll gain valuable insights into Needs Analysis Selling. Whether it's asking high quality questions, taking pertinent notes, or communicating for greater understanding, Don illustrates how we can be even more effective in every phase of the sales process. As a value-added bonus, Don covers two additional topics of interest: *The Evolution of Selling* and *Selling Different People Differently*

Don Hutson's careers in speaking, management and sales have brought him many honors. He successfully worked his way through the University of Memphis, graduating with a degree in Sales. After becoming the #1 salesperson in a national training organization, he established his own training firm and shortly thereafter was in demand as a professional speaker.

Since then Don has addressed over two-thirds of the Fortune 500 Companies and is featured in over 100 training films. He is Chairman & CEO of U.S. Learning and makes some 85 speaking appearances each year. Don was elected by his peers to the presidency of the National Speakers Association, and he has received its "Cavett Award," as member of the year. He is also been inducted into NSA's Speakers Hall of Fame.

# 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!>

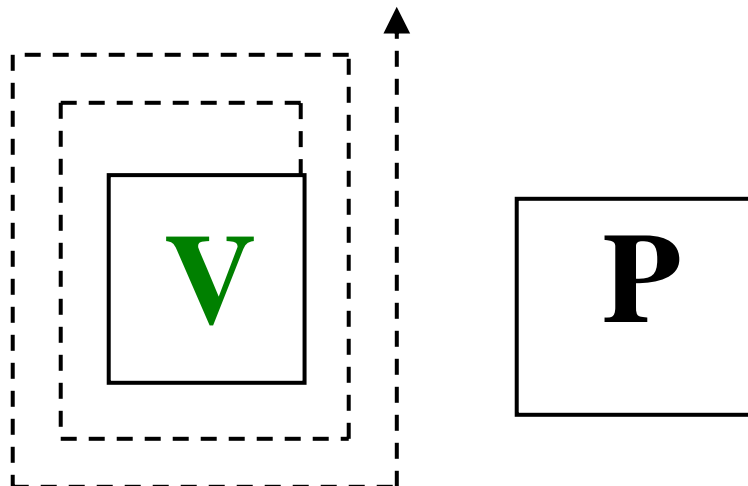
**B. Needs Analysis Principles**

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

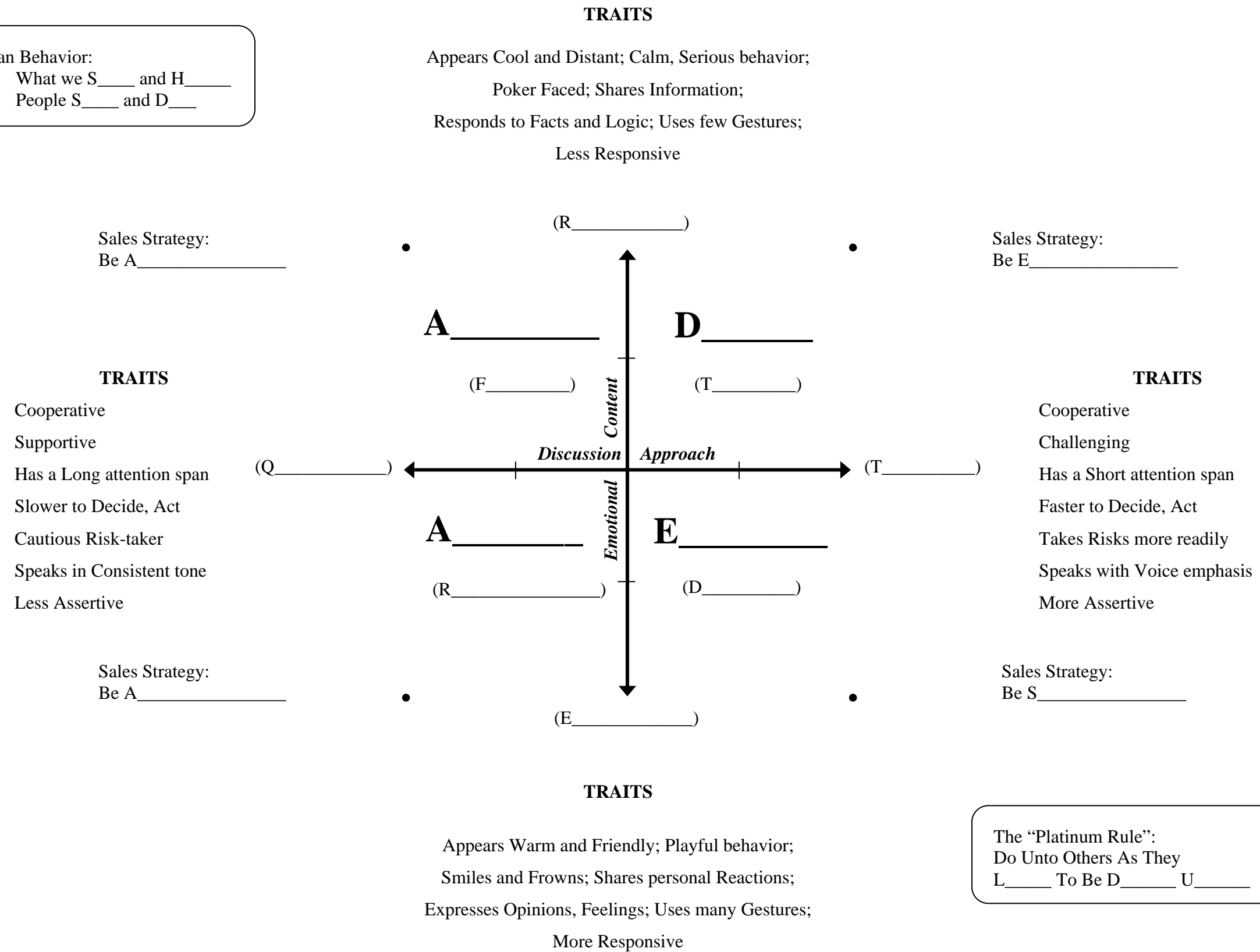
### B. Understanding human behavior

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

