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

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

TRAITS

Human Behavior:
What we S____ and H____
People S____ and D____

Sales Strategy:
Be A____________

TRAITS
Cooperative
Supportive
Has a Long attention span
Slower to Decide, Act
Cautious Risk-taker
Speaks in Consistent tone
Less Assertive

Sales Strategy:
Be A____________

TRAITS
Appears Cool and Distant; Calm, Serious behavior;
Poker Faced; Shares Information;
Responds to Facts and Logic; Uses few Gestures;
Less Responsive

Sales Strategy:
Be E____________

TRAITS
Appears Warm and Friendly; Playful behavior;
Smiles and Frowns; Shares personal Reactions;
Expresses Opinions, Feelings; Uses many Gestures;
More Responsive

Sales Strategy:
Be S____________

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

Selling Different People Differently

Sales Strategy:
Be A____________

Sales Strategy:
Be E____________

Sales Strategy:
Be S____________

Sales Strategy:
Be A____________

Sales Strategy:
Be E____________
Below are listed "Personal Decisions" made for follow-up to maximize benefits:

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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.”