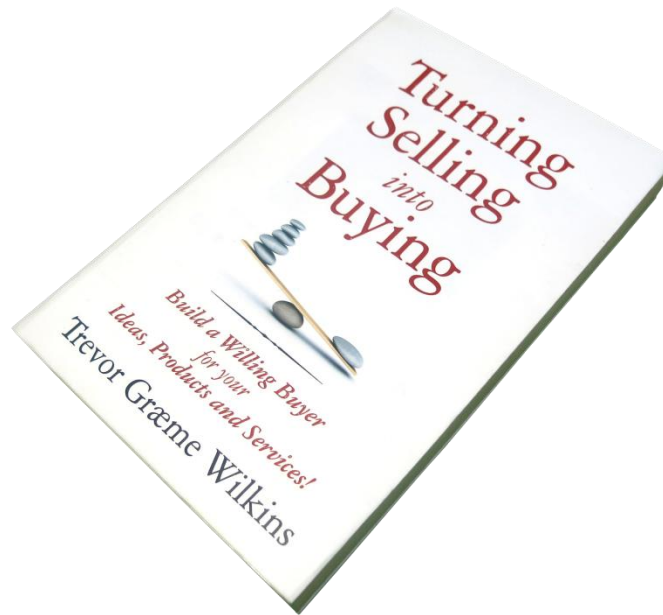


TURNING SELLING INTO BUYING[®] WORKSHEET



Chapter 6: Buyer Discovery



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v2.3



Tell me and I may forget

Show me and I can remember

Engage me and I will understand

Confucius 5th Century BC

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SELF-TEST QUESTIONS & SELF-DEVELOPMENT ASSIGNMENTS

CHAPTER 6 — BUYER DISCOVERY — SEE ANNEX A FOR ANSWERS

SELF-TEST QUESTIONS

- 2.1. What are the three most common feelings that drive ‘sales fear’?

- 2.2. What is the ‘key success factor’ in researching your buyer?

- 2.3. Give one example of a Google Advanced Search and describe how you would use it to help you prepare to Build a Willing Buyer

- 2.4. Describe 3 useful searches you can do on LinkedIn and what you achieve from them

- 2.5. Describe three other productive sources of useful research data

- 2.6. Why is acquiring a picture of our buyer so useful for many of us?

- 2.7. Describe two ways to tap the expertise and knowledge of your friends and colleagues

- 2.8. What should you do with your new contacts at the end of every day — no matter how late you get back? Do you?

- 2.9. Devise and describe one new ‘off the wall’ way you might research *your* buyers.

SELF-DEVELOPMENT ASSIGNMENTS

CH 6 ASSIGNMENT 1 — DUMMY RUN

Use these techniques to find out about people you already know well (including yourself). You'll be surprised how much information many of us 'put out there' for the world to see. Compare what you learn with what you know. How accurate is the impression you can draw about them? Are there any people who are harder to research than others?

CH 6 ASSIGNMENT 2 — LIVE USE

Pick one person that you're going to meet and use every technique above (and others I've not mentioned) to find out about them before you meet. Don't do anything special to change what you say or do, just notice a difference in your confidence and awareness. Once you're happy that you're not doing anything weird, try the next step on. Phone contacts, ex-colleagues and co-workers who used to work at the same company.

CH 6 ASSIGNMENT 3 — TEAM USE

If you have a team working on a project, share these techniques with them. Then assign two or three names from team at a customer or prospect and give them a specified time to find out the maximum possible about them.

Then sit down and merge information (for the project), pool techniques (correcting errors, sharing clever new extensions) and in particular, share any *new* sources of information that will allow everyone's data to be expanded with some extra research.

Share any new techniques that you discover at the [Community Page](#) on the TSB Website.

NOTES AND ACTIONS:
