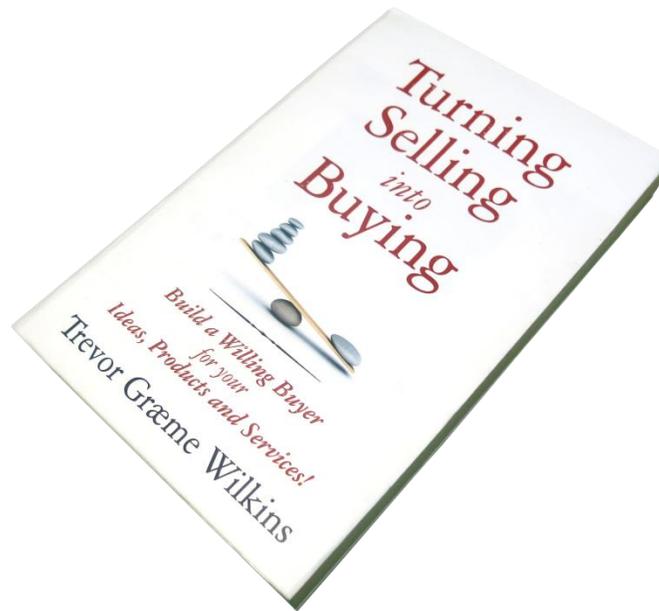


TURNING SELLING INTO BUYING[®] WORKSHEET



Chapter 7: Build Your Buying Drivers



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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 7 — BUILD YOUR BUYING DRIVERS — SEE ANNEX A FOR ANSWERS

SELF-TEST QUESTIONS

- 2.1. What are the Five Buying Drivers? Why aren't Features and Benefits enough?

- 2.2. What is 'Qualifying' an opportunity? It might be an opportunity for a partnership, for a sale, for an investment, or even a job...

- 2.3. Why don't you just 'pitch' your TakeAways? After all, they're so much stronger than Features & Benefits...

- 2.4. Describe Steps One and Two in a TakeAway Analysis. Why are they so important?

- 2.5. What do you do if your 'feature list' is very long? (perhaps several hundred)

- 2.6. When do you stop saying *So What?* in response to the answer?

- 2.7. Name and describe as many of the Success Hints as you can. Go back and re-read the ones you can't remember

- 2.8. What form can you download and use to make this job much easier?

- 2.9. Describe each of the four Enrichment steps once you've uncovered your initial set of TakeAways.

- 2.10. What are the three types of Buyer you can encounter?

CH 7 ASSIGNMENT 1 — DRY RUNS

Next time you're in the office watch out for someone (with whom you have a good relationship!) making a statement to justify something. Then say (with a smile) '*So What?*' and see what reaction you get. Once the person realises that you're being serious, you'll see them 'go inside their head' to give you an answer. You'll find two very distinct types of reaction:

The first is the person who quite intuitively moves towards Time, Income, Risk, Expense or State improvements as a reason for 'buying' from them. They may not call it that, but you'll recognise it. If they work in your company, they either are or should be working successfully in sales, marketing or customer service – as they're naturally good at it! If that same person is outside of work, approach them for help when you're fund raising for a local charity, or wanting to influence your local authority.

The second sort of person will tend to struggle to reach a reply that will convince you. These people are not natural influencers and need solid practice (and maybe some T.I.R.E.S. cubes). But even they can become just as good at generating TakeAways as the first type.

CH 7 ASSIGNMENT 2 — SIMPLE PRACTICE RUNS

Make sure you re-read the Success Hints first. Practice initially on products or offerings that you know well. If you're a start-up, that may be hard, but perhaps make some up or choose some things that have been sold by others in the group before. Take as many goes as you need to get used to saying (out loud) "*So What?*" until you get to the T.I.R.E.S. moment. *Most importantly of all* experience the mental satisfaction of getting nearer and nearer to T.I.R.E.S.

CH 7 ASSIGNMENT 2 — REAL LIVE RUNS

Again, re-read the Success Hints first and if there are some that seem particularly appropriate, take action. Then simply follow the rules and use the TakeAway Generator sheets. The difference between an 'OK' TakeAway Analysis and a spectacular one comes in the Enrichment. Really push it when you get there — see what extra TakeAways and statements you can drive out.

Most important in a live run (where there will be a real buyer) is to have one person assigned to write everything down. Sometimes really powerful gems can be missed. I am more and more often videoing the session as well as taking notes. I can then run the film through again once I've completed writing up the results.

