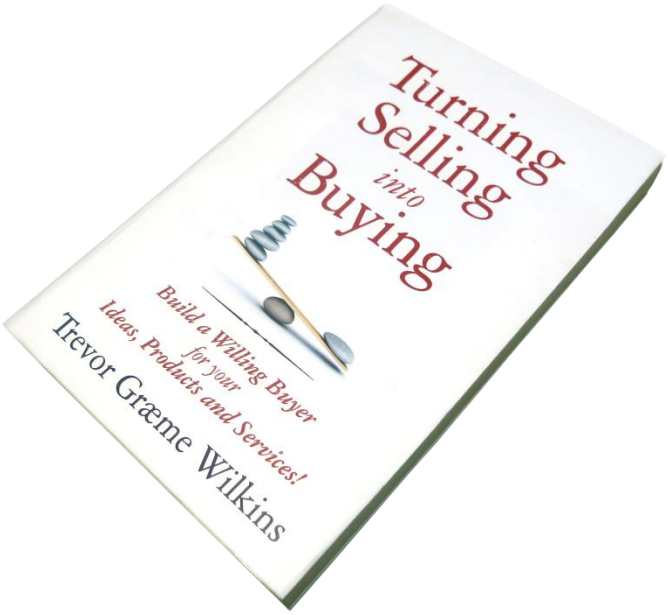
TURNING SELLING INTO BUYING® WORKSHEET



Chapter 9:

Doing Your Anchor Analysis

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http://turningsellingintobuying.com/tsb-book-links/

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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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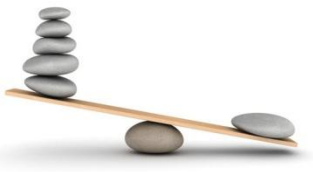

SELF-TEST QUESTIONS & SELF-DEVELOPMENT ASSIGNMENTS

CHAPTER 9 — YOUR ANCHOR ANALYSIS — SEE ANNEX A FOR ANSWERS

SELF-TEST QUESTIONS

2.1. What is the difference between and Anchor Analysis and a TakeAway Analysis?

2.2. What questions can be answered when both are completed?

2.3. What is a 'Convincer Strategy'? Who uses it, and when?

2.4. What are the three components of a buyer's Convincer Strategy?

2.5. How do you detect your buyers' convincers? What do you do if you're not able to?

2.6. What are the Four Commitment Cornerstones?

2.7. Where does a Case Study fit? What is it used for?

2.8. What is the Cartesian Challenge used for?

2.9. What data sources are there for an ROI? What for *your* ROI Framework?

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Self-Development Assignments

Ch 9 Assignment 1 — Your Convincer Strategy

Over the next few weeks become aware of what *your* Convincer Strategy is and how it varies from situation to situation. How consistent are you when you buy clothes, make a decision at work, agree to someone else's proposal? If you can develop the acuity to observe your own strategy, that will help enormously with spotting others'. Most important of all, become familiar with your Convincer Channels. Modes and Frames

Ch 9 Assignment 2 — Others' Convincer Strategies

When you're in a meeting or going out shopping, find out about your colleague or partner about *their* buying strategy. Do they prefer to see, then ask, then experience? Or some other combination? Don't just observe (although that's the best place to start). Ask them how they made the decision, get them to run the strategy backwards and see how they feel about that.

Ch 9 Assignment 3 — Where's The Money?

This assignment is in three stages. Firstly, as with the TakeAway Analysis, start with an existing offering or one that your team knows. What financial variables are already successfully used to justify a purchase? Where did those numbers come from? Are they industry standards? How provable or proven are they? This is a great basis for finding what's going to be needed for your new Offering/Buyer combination.

Stage two is to invent a buyer and document their situation and problem. You can then start making assumptions about their costs, productivity, risks, time savings etc. This work is then a great basis for creating an imaginary Use Case around their situation. This will not only get you familiar with the type of spreadsheet you'll need to use, but also the sources of data and how the calculations are made.

Stage three of the assignment is to take that Use Case, with all the figures around it, and turn it into an ROI Framework that you can use with a buyer. Mark the solid, fixed figures (tax rates etc) in one colour, use another one for industry standards (with references to where they come from), use a third colour for figures where you've made an assumptions (e.g. risk, productivity etc). Lastly come the gaps where your Willing Buyer can put *their own* real figures and confirm whether their Desire to Buy can be justified financially.

Of all the assignments in the book, this may be the hardest. But the effort only needs to be made once. As you use it in more and more situations, you'll add and subtract small variations, but you can now be confident you're not going to look foolish!

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NOTES AND ACTIONS:

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