



F O C U S

focus

on how to

use your brain

and the

customer's brain / mind!



MAKE THE

SALE

Written by Dr Bill Price and Justin Hall

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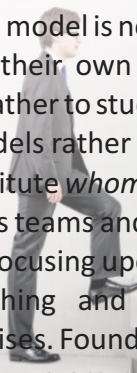
ABOUT

THE 'SAME OLD SAME OLD' IN SALES TRAINING



Sales is a worldwide, multibillion dollar discipline where sales professionals spend huge amounts of time and money building the perfect sales team. They do their due diligence, personality tests and interviews yet, in spite of their best efforts, the fully potential of the team is seldom realised. Most business leaders testify that 80% of the work is usually by only 20% of the team. Doing the same old thing and expecting different results is counter intuitive. If we want different results, better results, we need to use different and better approaches.

The most familiar and widely established approach for sales training is based on a seven step model with terminology that is often widely used by so called, “sales experts”, who believe they can teach people the art of selling within two days. This model begins by looking at the step of, “preparation”, which includes the activities of planning, research and approaches using facilitative methods. The second step is “Introduction”, which focuses on establishing initial credibility, sometimes called rapport or communication, with the client. The third stage is “identifying the needs of the client”, by asking “how” and “what” questions. This is aimed at strengthening the rapport and trust with the client which then prepares the way for the “presentation” stage. In this stage, the product is explained and demonstrated in terms of benefits and values to be gained by the client and further undergirded by value added propositions you may add. “Overcoming objections”, through negotiation and fine tuning skills is then focussed on followed by closing the argument with an agreement or commitment and possibly confirmation of the sale. The seventh and final step is to “follow up after the sale” and complete all the administrative work.



Though popular, this model is not unique. The sales world is filled with different models, each with their own focus and emphasis. As a result, most sales professionals tend rather to study and focus on the *processes* of selling as found in these various models rather than upon *understanding* and leveraging those principles that constitute *whom* they are selling to. If we are to truly release the potential of our sales teams and professionals then, it is essential that there be a shift from merely focusing upon *process* to also understanding *people*. This is a focus that coaching and specifically coaching from a neuroscience perspective emphasises. Foundational to this understanding is realising that, in dealing with people, we are not primarily selling to a personality or an ego, (which are very often the most prevalent elements when interacting with a person in a sales environment), but we are selling *to a brain* that *contains* the personality and ego that we are so focussed upon.



Though this statement is self evident to the point of being ludicrous, most sales professionals discount it, choosing rather to focus upon the drudgery of old style sales methodologies of researching the client, planning the market sector, prospecting, deciding on the initial approach, making the appointment, attending to the appointment, building rapport and credibility, gathering information about business needs, aims and processes, not to mention, developing agreed upon projects, processes and audit principles, overseeing production, delivery, installation, invoicing and post sales service which includes maintaining and nurturing a relationship with the client through the CRM system.

These principles, though essential, are not all encompassing to an effective sales interaction or a highly productive sales team. They do however generate huge amounts of stress and distress in sales teams as they try and reach their goals and achieve targets set by shareholders and management alike.

This narrow focus on the processes of the sales interaction combined with expectations placed on the sales person through this role they are supposed to fulfil by following these processes, forces them to endeavour to facilitate a harmonious fit between the supplier and the customer, who are often opposed to one another in their aims and priorities.

It is true that there are those who manage to achieve this allusive balance, they are usually individuals with exceptional abilities or work ethics who stand out as the exception rather than the rule. As a result, should we persist in traditional models of selling, we disqualify most from achieving success and disempower the selling potential of our sales teams. The traditional approach is both ineffective and, in that it focuses more on process rather than the person, is both dehumanising and lacking in authentic relational connection.

UNDERSTANDING ANIMALS TO MAKE SALES TO HUMANS



In response to this, Psychologists and human behaviourists began developing alternative selling approaches which, as strange as it may seem, had their origins in early experiments with animal behaviour. The fundamental premise to these approaches was that specific stimuli elicited predictable responses from the animals. In extrapolating this idea into sales, the idea was developed that sales professionals could produce specific stimuli in the buyer through the use of certain words and actions thereby generating a predictable outcome – namely sales. Neurolinguistic programming or NLP, also began to grow in popularity and soon took the sales world by storm, teaching principles of active listening, word power and mirroring techniques designed to rapidly enhance feelings of rapport and trust in the client. These techniques combined with selling strategies focussed around the buying style of the customer became extremely popular as sales professionals now tailored the selling experience to the preferences of the client. A visual person was now show pictures, an auditory customer was given the opportunity to listen during the sales pitch and the kinaesthetic person was now able to touch products or handle a brochure. NLP further emphasised the importance of a positive mindset in order to achieve success.

It's often been said that the best sales representatives are born winners. This is simply not true. The best sales representatives are individuals who have a proven formula that they use time and time again to generate new business. The sad reality however is that when expert sales people do not use new proven and upgraded technique to keep up with the times, it is proven that they engage in a downward spiral of deterioration and failure. To succeed we must innovate and to innovate we must employ the use of newly developed and proven resources and methodologies. The resource of coaching and neuroscience are two such innovations in the sales industry.

ACTIVE LISTENING

WORD POWER

MIRRORING TECHNIQUES

RAPPORT

TRUST

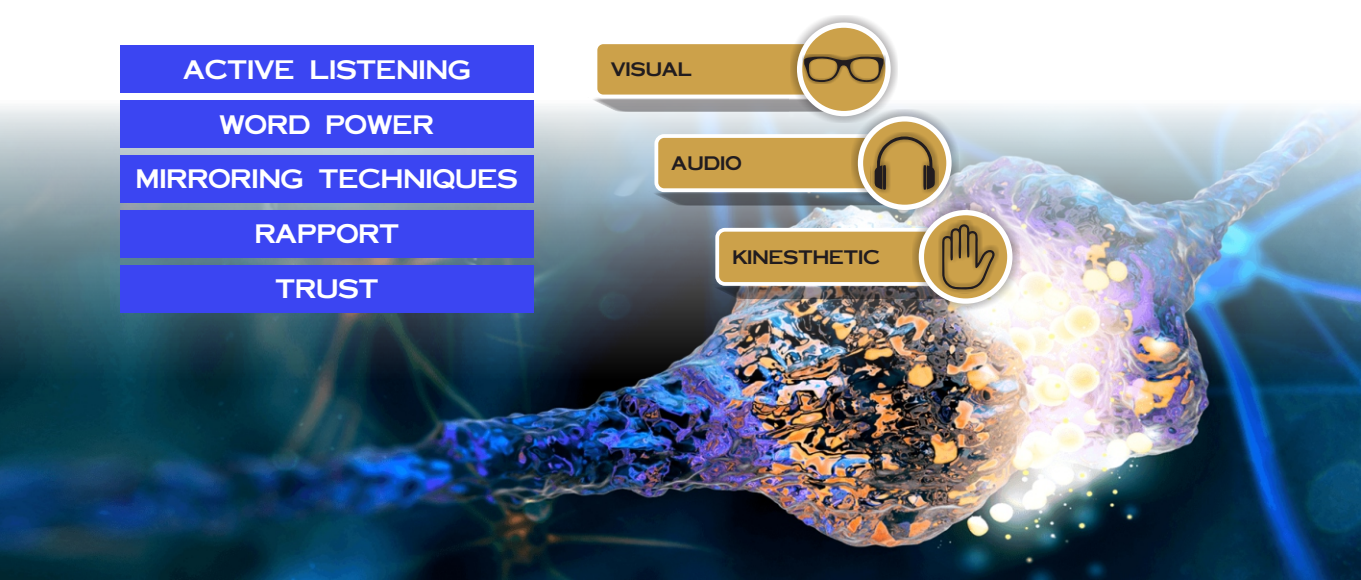
VISUAL



AUDIO



KINESTHETIC





WE UNDERSTAND YOUR NEEDS



THERE IS NO
COERCION OR
MANIPULATION
BUILT INTO
NEUROSCIENCE
SELLING

DEPLOY BUYER'S ...

VALUES

BELIEFS

LEVELS OF
MEANING

PERSONAL
IDENTITY

THINKING
LEVELS

LEVELS OF
ENERGY

KINAESTHETIC
EMOTIONS

Though popular NLP, must not be confused with neuroscience. NLP focusses on linguistics and how the brain formulates words and, within a sales context, focusses on reading body language and using language to influence the buyer towards a sale. Neuroscience on the other hand, is about paying attention to and entering into the ongoing, unfolding story of the buying process and pattern of the customer based on several neuro-markers. Neuroscience sales creates a comfortable climate in which the client and the salesperson co-exist. The sales professional comes as an observer to pay attention to the deploying of the buyers values, beliefs, levels of meaning, levels of personal identity, their thinking levels, their levels of energy and kinaesthetic emotions expressed through the body in real time terms. And then, simply using the coaching technique of selling coaches, the sales professional repositions their thinking from their perspective to that of the client, which enables them to understand both the needs of the client and how to meet them within a sales context. There is no coercion or manipulation built into neuroscience selling. Neuroscience selling is in keeping with present scientific advancements in this area and, when skilfully used by well trained sales professionals that are continually monitored and supervised by qualified neuroscience sales coaches and neuroscience sales mentors then, sales results always dramatically improve.

A study was recently conducted to examine the effectiveness of neuroscience techniques in the sales environment. Control groups were formed in both the



retail and financial insurance industries. One group was trained in neuroscience selling and the other in established selling techniques and methodologies. After four months, those trained in neuroscience selling, in both industries, had dramatically improved their sales results. The top sales professionals had increased their figures by up to 43%, middle sales members by up to 21% and lower level sales executives by up to 14%. The control group trained in established selling techniques had an average increase in sales figures of up to 11% across the board.

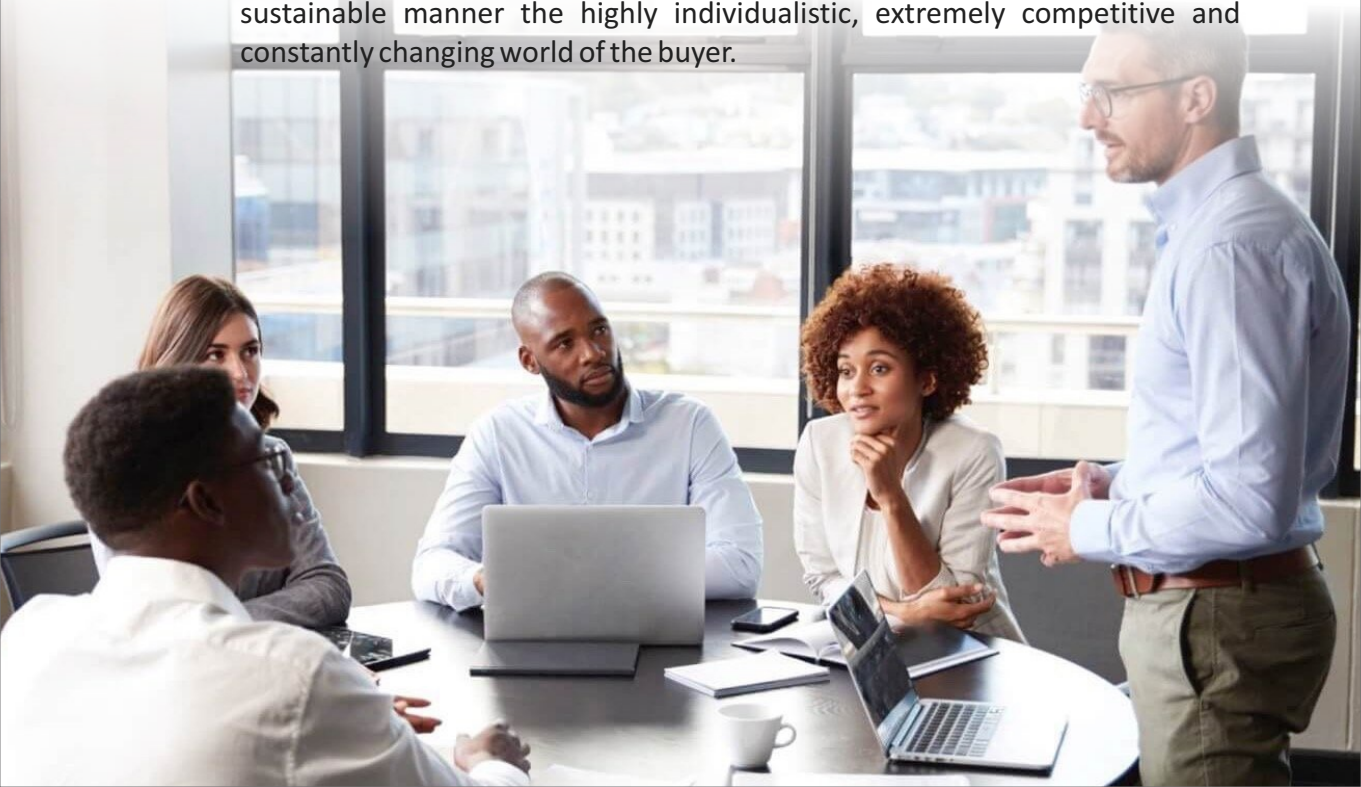
Furthermore, the neuroscience control group had access to a neuroscience coach and were constantly in contact with learning and feedback groups so that they were continually learning from their results. This on going learning also strengthened the rapport in the group and encourage the team members in their endeavours. They were further encouraged to focus on self development processes by watching videos and by creating triads where they would support one another regarding self management and self ownership thus improving personal effectiveness and enhancing team communication.

What was also important in the neuroscience control group was that sales goals were linked to specific long term business objectives. As a result the sales professionals focused on visiting contacts rather than clients during this period resulting in an 18% increase in revenue. Furthermore , their customers increased from prospects to customers by 21% and their sales visits to prospects and leads increased by 19%. It was also noted in the financial industry that there was a remarkable mind shift in the medium to top level sales executives in that they began talking about the fact that they were no longer controlling a set of files but, were actually connecting and engaging with real clients and people on an interpersonal relationship level.



The neuroscience control groups all showed an improvement in the vested interest in their personal career and development plans and encouraged each other far more in the team than the non-coached and other control groups. In the non-neuroscience control group, management processes and styles were very different. Rather than viewing mishaps and mistakes as an opportunity to coach through to effectiveness, these sessions were characterised by ineffective communication styles, subtle manipulation and psychological dumping and the reasons given to the sales professional for their lack of performance varied between the sales strategy not being implemented through to the team having lost focus, empathy and energy.

On the other hand, the neuroscience control group maximised on their performance as individuals and as a team, using their sales training to improve their communication and achieve in and execute on their strategic choices. Another significant difference between the control groups is that the neuroscience control group analysed their statistical results on the basis of not trying to find out why it happened and how they could replicate success and avoid failure but rather, looked at differentiating between different customers and how they were experiencing the internal buying journey. As a result, each sales encounter became a learning experience. There was an understanding that today's market is actually a market of 1, based on the individuality and uniqueness of each client. Neuroscience sales training thoroughly equipped the sales professional to successfully engage in an extremely personal and sustainable manner the highly individualistic, extremely competitive and constantly changing world of the buyer.





Here are 9 reasons why it makes absolute sense to employ the advancements and insights that neuroscience is bringing to sales training and the sales world:



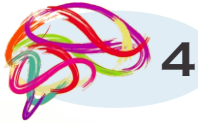
Neuroscience is a very powerful approach to selling that is not dependent upon charisma, sales ability or whether you are introvert or extrovert. It's effectiveness lies in training the sales professional to truly focussing upon, identify with and recognise how the buyers brain is working towards making decisions. The sales professional trained in a neuroscience perspective will be equipped to ask insightful questions and be able to observe the response of the buyer by paying attention to words used, tone, momentum, volume as well as embracing ambiguity in such a way that a true relational connection is made and rapport established. It enables the sales professional to enter into what the buyer is focussing upon and to understand what that focus means to the buyer.



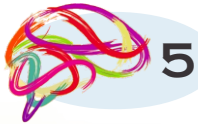
Neuroscience selling pays attention to the brain and physical biology of the individual as well as those markers that indicate how the client is experiencing the unfolding of reality, in real time terms. Throughout the entire process, the neuroscience sales process respects who the buyer is, where they are emotionally and mentally and, even acknowledges objections they may have. Neuroscience sales trains the sales professional to coach the buyer through their objections so that they answer these objections using their own belief systems, vocabulary and values criteria. The emotional connection and empathy between the neuroscience salesperson and the client helps to reduce the stress and tension of the sales process and assists in move the process towards a successful conclusion within the mind of the client.



Neuroscience selling pays attention to the reality of the sales professional by equipping them to be fully alive, fully aware and fully present in the present moment with the client throughout the entire presentation process. The sales professional will carefully watch, deeply experience and kinaesthetically share with the client how the client is responding to all the criteria that are being laid before them in the coaching journey so that the client closes the sales deal for themselves.



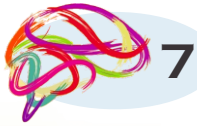
In the neuroscience sales approach the sales professional is trained in how to recognise, understand and navigate the complexities of what they personally are experiencing, thinking and feeling in conjunction with observing, interpreting and effectively responding to the cues of the client, helping them to navigate their emotions and thought processes towards a conclusion regarding the sales presentation. This training enables the sales professional to develop conscious awareness with personal and mental agility, thus enabling them to effectively respond to fluid and ambiguous situations and move interactions towards a desired outcome.



Neuroscience selling differs from the normal sales models in that it is based on the premise of understanding the internal buying journey of the client and helping them to be more decisive by highlighting and coaching the client through all fears, anxieties and challenges the client may be experiencing concerning the sales encounter. Neuroscience does not see these as obstructions to the sale but rather as an opportunity to realign the thinking of the client. The sales professional trained in neuroscience selling will be empowered to do this with the greatest of finesse as they respectfully acknowledge and honour the clients internal journey, authentically assist the client to engage in their own journey, coming to their own conclusions and closing the deal on their own terms and premises.



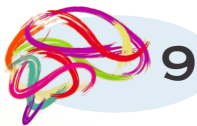
It has been said that words are merely rumours whose meaning we must discover. Neuroscience gives the skills to investigate the meaning of language and why the brain chooses specific language within specific contexts. Neuroscience selling honours the context of the buyer through paying particular attention to the who, what, when, where, and how of each situation and, when these questions are unpacked we are able to discovered the “Why” of the sale.



A. Philips in her book, “Work Better Together”, makes this statement: *“I think that sometimes we get too caught up in the process of developing and implementing technology and techniques and models. We tend to forget that behind every tech product, model and technique, at the beginning and at the end, there will always be a human being with a brain that contains an intelligent mind, driven by intuitiveness incisiveness creativity and intention”*. Neuroscience selling is, in essence, the art and science of understanding true human interpersonal connection. It is about taking the time, making the effort and consciously focusing the attention to discover where we are at any given point of time in our interaction with the client and, then being able to decide on how we are going to move to the next decision using our own capacities built within our brain biology.



Neuroscience selling is based on the combined disciplines of social psychology, neuroscience and behavioural studies and, economics, employed to help the sales professional perceive, understand and interact with the buying preferences and needs of the client. Old models do not pay attention to the inner reality of brain based neuroscience where the internal reality of customers lives and presides.



Neuroscience scientists are presently investigating how the brains of both buyers and sellers react in real time during a sales encounter. These insights will shortly be made known and unless our sales professionals and teams are familiar with neuroscience selling, they will, to a large degree, be left behind in developments in this area. It is being proven that Neuroscience selling significantly reduces the levels of internal stress experienced by clients as their mind works through different levels of meaning, self identity, cognitive biases, mindsets, values, belief systems, thinking systems, 13 brain intelligences, eight brain languages and 27 brain filtering components. Neuroscience selling removes the guessing of what self motivation means for each person thus helping them move, with less stress, towards a successful outcome for both the buyer and the seller without violating ethics, morality or personal values by using principals if “echo checking”. In the light of the developments of Neuroscience, sales professionals are faced with the choice of continuing to train in and engage in sales encounters based on established models and methodologies or, engage with the developments within neuroscience. Should we choose the old familiar paths we should not expect dramatically different results from what we have been previously producing.



'ONE DAY' OR 'DAY ONE'. THE CHOICE IS YOURS

You may perhaps choose to train your team in new approaches such as the four different characters found in the DISK profile or perhaps even motivate them with incentives or try and identify and remove barriers to success but even then, unless you have a coach to assist you through these processes, though they may be helpful to some degree, their implementation will always be limited by your cognitive bias. This is where a coach is extremely useful in that they assist us to overcome this bias through insightful moments and to bring greater perspective to the whole process. To employ the services of a coach and to make use of the new developments in neuroscience is one of the most effective ways to adopt a new model and methodologies in training and sales interaction and, to see new and exciting results manifest through the activities of your sales teams and professionals. Use your brain! Make the sale!

Doctor Bill Price can be contacted at register@drbillprice.com and will be only too willing to have a brilliant, conscious conversation with you to look at how you, as an executive sales manager, sales manager or executive salesperson can be empowered with this amazing new technique, technology and methodology which will positively impact your sales results.





Doctor Bill Price has also created a neuroscience, brain-based, interpersonal, relationship focused, customer-interpersonal-relationship instrument that is not based on the set of questions posed on the Internet. It is called the R.R.E.E.T.T™ Interpersonal Relationship Customer Engagement Instrument. The instrument is based on a person-to-person interview, working through all the value criteria that make up the buying process as well as a second separate set of value criteria that was found on ongoing service level agreement criteria.

Two totally different and unique sets of expectations and values that the normal CRM system is totally oblivious about. With the interpersonal relationship based instrument, you can predict with 92.6% reliability where clients presently are in their internal world at any given point in time in the follow up customer cycle. Just imagine if your company could know this information about each of your clients and how to align your ongoing sales approach to ensure your clients needs and wants are met and through this, making them a long term viable, connected and satisfied customer.

So the choice is yours. This can either be: “one day”, or, “day one”. If, “day one”, is your choice then it's definitely your move to make contact and to open up communication so that you can experience a brilliant conscious conversation with one of South Africa's professional neuroscience experts on the subject of neuroscience sales coaching and neuroscience executive selling techniques and methodology





ABOUT

Justin is a highly experienced leader with over 20 years in the Charity sector as a C-Suite leader, 10 years as a Non-Executive Director and possessing significant fund-raising and B2B and B2C sales experience obtained as national fund-raising manager and sales manager. Justin is a certified coach and mentor who excels in working with executives who are self aware and ambitious enough to pursue the fullness of their personal and professional potential. Justin has recently joined forces with CareerPoint, an international Coaching organisation with the vision of helping a million young people advance in their careers and level the playing field for historically disadvantaged groups.

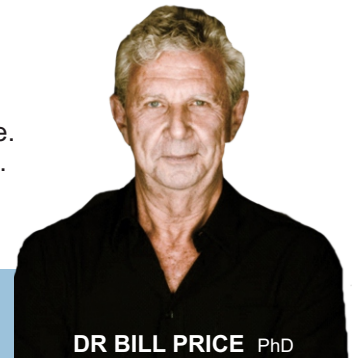


JUSTIN HALL

Bill has two PhD's, is a member of the International Neuroscience Institute, the National Moderator of COMENSA Professional Body for Coaches and mentors in South Africa, has over 27 000 one-on-one coaching interventions with C-suite Executives and Boards and coaches African Royalty.

- Dr Bill helps Leaders of leaders in all walks of life to excel brilliantly.
- He is a strategic guide that coaches leaders of leaders and they teams to their personal best summits and business summits in their life time.
- He helps dreams and visions to be realised and manifested.
- He challenges thinking that has become mundane and stale.
- He invigorates energy to want to achieve and to obtain with fervour and vitality.
- He helps you to reflect deeply and meaningfully.
- He guides you into your ESSENCE of BEING so that in being you BECOME and BELONG and achieve in this life time.
- He is on national Radio in South Africa and has been a Columnist for the National Sunday Times Business Section for e few years.
- Bill is a sought after *thought-maestro* on things Neuroscience and leadership, relationships and life being lived to the full.

Dr Bill will leave his mark in your life.
To know whom is to be empowered.
To meet him is to be challenged.



DR BILL PRICE PhD

A Strategic Maestro and Global Master Executive Coach Facilitator that guides Executive Teams to their personal and business summits in their lifetime.
International Influencer, speaking with a unique difference, differently.

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