

MASTERCLASS IN SCIENCE OF SELLING

LEADERCOM



PREPARE YOUR BUSINESS MEETINGS BY FOLLOWING THIS STEP-BY-STEP GUIDE

01 CLARIFY YOUR GOALS

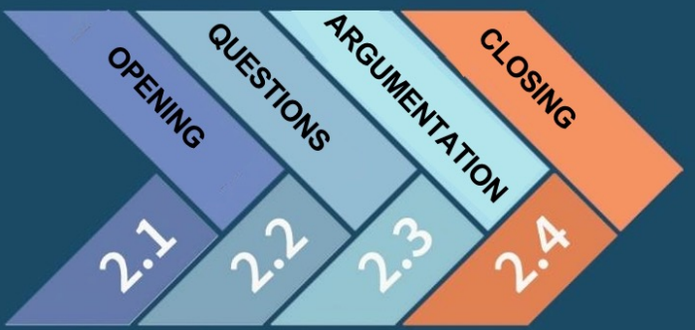


I WANT TO CONVINCE THAT .....

THAT/OF .....

I WILL BE SATISFIED IF .....

02 PREPARING THE ARGUMENTATION IN 4 PHASES





2.1 THE OPENING OF THE ARGUMENT

1. Because

2. Fear and Reassurance

3. Ego

4. Story Telling



" THE PROPOSITION MUST BE: SIMPLE, CONCRETE, EMOTIONAL, AND VISUAL "

2.2 ASK QUESTIONS TO PRE-SUADE YOUR CLIENT

QUESTIONS ABOUT THE SITUATION

DISCOVER THE FACTS ABOUT THE BUYER'S CURRENT SITUATION. FOR EXAMPLE, HOW MANY PEOPLE DO YOU EMPLOY? ASK ONLY THE ESSENTIAL QUESTIONS TO ENSURE THE DISCUSSION DOES NOT FEEL LIKE A POLICE INTERROGATION.

QUESTIONS ABOUT PROBLEMS

QUESTIONS ABOUT THE PROBLEMS AND DIFFICULTIES THE CLIENT FACES IN THE SITUATION. FOR EXAMPLE, WHAT MAKES THE OPERATION COMPLICATED? RECOMMENDATION: THINK ABOUT YOUR PRODUCTS IN RELATION TO THE PROBLEMS THEY SOLVE

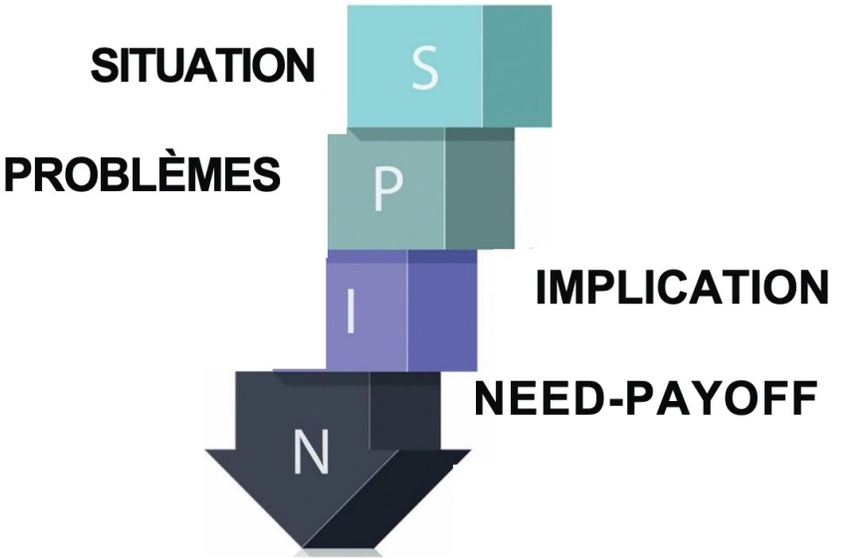
QUESTIONS ABOUT THE IMPLICATIONS

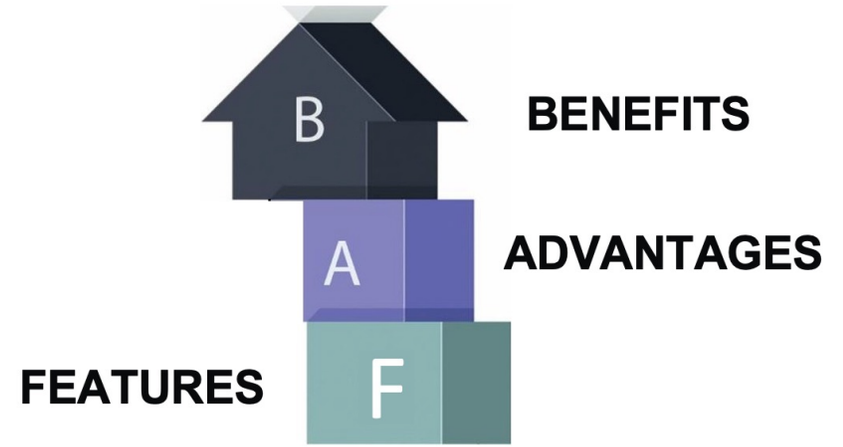
QUESTIONS ABOUT THE CONSEQUENCES OR EFFECTS OF THE PROBLEM. FOR EXAMPLE, WHAT CONSEQUENCES DOES THIS PROBLEM HAVE ON RESULTS? CAN IT LEAD TO ADDITIONAL COSTS?

NEEDS-GAINS QUESTIONS

QUESTIONS ABOUT THE VALUE AND BENEFITS OF SOLVING THE RAISED PROBLEM. FOR EXAMPLE, IF WE COULD SOLVE THE NOISE PROBLEM, WHAT DIFFERENCE WOULD IT MAKE FOR THE TEAM?

RECOMMENDATIONS: USE THESE QUESTIONS TO ACHIEVE THE BUYER REVEALS THE BENEFITS THAT THE SOLUTION CAN OFFER HIM.





2.3 Present the value of the offer

‘Translate concretely what we gain with your proposal. Do not leave them to guess.”

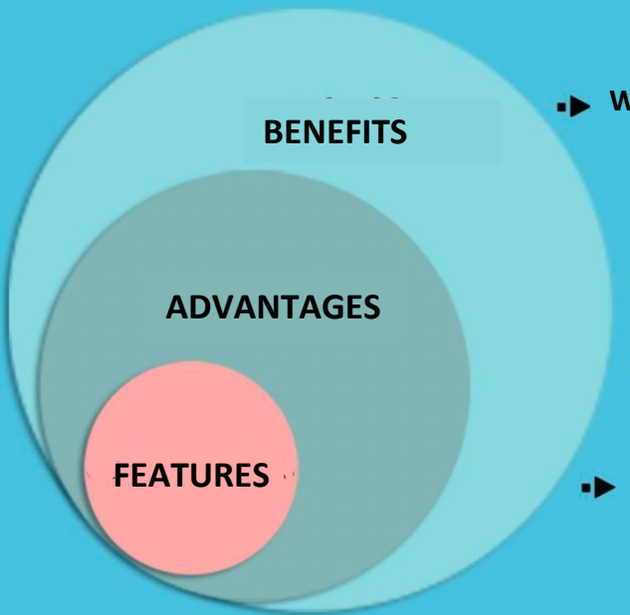


ALEXANDRE DESTRO

FONDATEUR DE LEADERCOM

Benefits

Value = Benefits-Costs



- **What exactly do I gain?**
- **Show how they can help the interlocutor.**
- **Neutral facts, data, or information about the features of your product.**

FEATURES The……

ADVANTAGES As the advantage of……

BENEFITS And concretely, this means for you……

Demonstrate the benefits through storytelling:

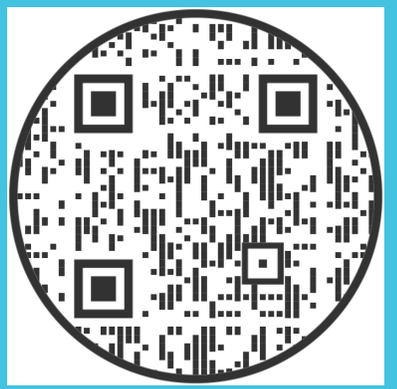
- Your personal experience
- The experience of a third party
- A fictional projection

This is the story of (person's description)
+ information on Places and Time
Who wants something (goal)
But (obstacle)
Then (actions)
End of the story: conclusion (moral of the story, etc.)

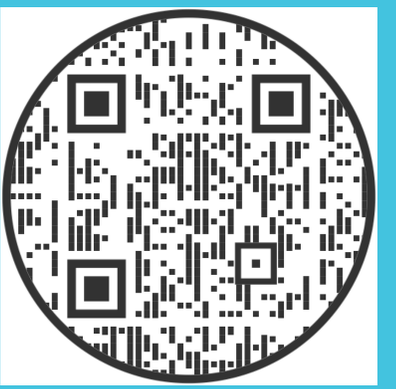


Make the costs easier to handle using one of the following techniques

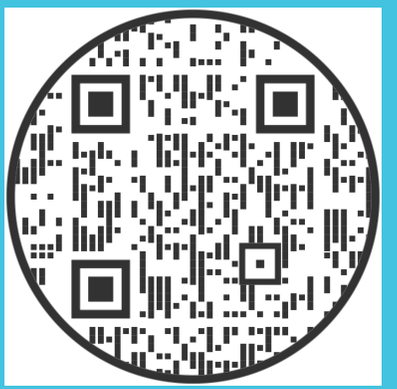
The Pain of Paying,



Efforts



Sunk Costs



2.4 CLOSE THE ARGUMENTATION

Call to Action
Limited Choices
Give your opinion





3 Use persuasion techniques

RECIPROCITY

Give first so that the interlocutor is more inclined to accept your request. Ideally, something personalized and unexpected.

CONSISTENCY

Obtain the initial small commitments that can be made and gradually extend the request. Gradually engage the person by asking questions.

SCARCITY

Things seem more interesting to us when they are in limited quantity, unique, or rare.

SOCIAL PROOF

Show that other people similar to the target audience are doing it too..

LIKING

Create a bond of liking through humor, compliments, creating similarities, or cooperation.

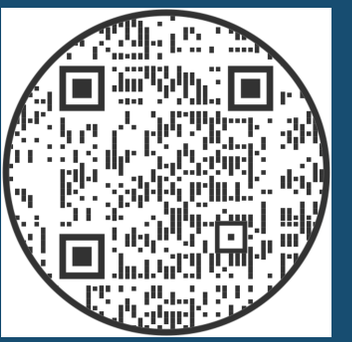
4 Non-Verbal Communication as an Ally

Defense mechanisms in stressful situations affecting facial expression

- Aggressiveness
- Anxiety
- Discordance
- Contempt
- Neutrality
- Fake smile

Helpful gestures

- Dominant gesture
- Illustrative gesture
- Precision gestures
- Reassuring gesture



Effects on the voice

- Hesitations
- Monotone voice
- Use of filler words
- Decrease in voice volume
- Vocal stereotypy

The gestures that weaken.

- Self-touching
- Neck protection
- rubbing the back of the head
- motor stereotypy



CONTACT US

Bruxelles

+32 477 28 17 66

www.leadercom.pro

a.destro@leadercom.pro