

## SECRETS FOR SALES SUCCESS

*Concentrate on a client's success not on your own. If you make their numbers improve, they'll be happy to make your numbers improve.* MAHAN KHALSA

### **Let clients tell their story before you tell your story.**

- If they never tell their story, it's a problem.
- When they tell their story, forget about fixing it and just understand it.
- When they tell their story, listen for the real pain or gain. If you don't hear any, say so.
- Sometimes you'll need to tell some of your story before they will share theirs.

### **Understand the evidence, impact, context, and constraints.**

- Find out how the pain or gain manifests (evidence).
- Find how big and how bad the pain is – how big and how good the gain is (impact).
- Try to get the whole picture (context).
- Find out what's stopped them from resolving this before now (constraints).

### **Resolve yellow lights.**

- If you hear something that doesn't make sense, say so – tactfully.
- Try to figure out, together, how they could make a good decision in their own best interests. If it doesn't seem to make sense, say so – tactfully.

### **Present your story in terms of their story.**

- When they come up with reasons for why your story doesn't make sense, check your ego at the door.
- Listen carefully to what the real disconnect is – it's not always apparent to either of you.
- Find out what a good resolution for them would be – from *their* perspective.
- If you can't resolve the disconnect with their thinking, feeling, or criteria, see if you can offer a different way of thinking that makes more sense.

### **Grow the results.**

- If they decide to work with you, do everything possible to make sure they get what they expected – or more.
- If they decide not to work with you, understand why.
- If they don't decide at all, work to get a series of steps you could take together to allow them to say with confidence either yes or no. And no is okay.