

HOW SELLING STEPS

CHANGE THE CONVERSATION

FIND

Build a list of potential prospects—both new ones and from among your existing clients.

SELECT

Filter your list and narrow it down to the prospects that best fit your Ideal Customer Profile.

APPROACH

Stand out, use a Valid Business Reason, and align expectations before you meet.

DEFINE

Nail down the prospect's real needs using the Hourglass Needs Analysis method.

SOLVE

Work collaboratively with the prospect to tailor the solution that best meets their needs.

CONFIRM

Finalize the plan—as soon as the prospect is ready to buy your No-Surprise Proposal.

DELIVER

Implement the solution, monitor performance, and ensure value.

Use the Marketing Strategy Model throughout.

Weave buying and selling together in each step.

