

## Sales Conversations

### Crucial Communication Skills

- Creating mutual trust and respect
- Validating assumptions
- Testing receptivity
- Wielding influence and persuasion
- Leading confident decision making

### The Power of Rapport

- Invest 100% \_\_\_\_\_
- Provide \_\_\_\_\_
- Demonstrate \_\_\_\_\_
- Show genuine \_\_\_\_\_
- Find \_\_\_\_\_



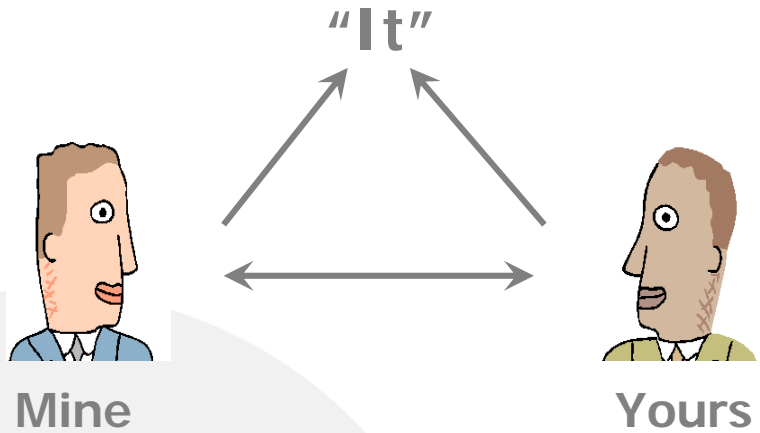
### Conversational Leadership Process

1. Probing
2. Interactive listening
3. Proposing

Attitude	Receptivity Level	Words & Music
POSITIVE		<i>"Let's do it!"</i>
		<i>"I can see myself..."</i>
		<i>"Tell me more."</i>
		<i>"I'll think about it."</i>
NEUTRAL		<i>"I'd take a look."</i>
NEGATIVE		<i>"I doubt it."</i>
		<i>"Stop right there."</i>
		<i>"It's risky."</i>
		<i>"It's a problem."</i>
		<i>"No interest."</i>

How to Process Resistance

1. Triangulate
2. Probe
3. Interactively listen
4. Propose



How to Close

- When \_\_\_\_\_ is high
- When \_\_\_\_\_ is high
- Close with \_\_\_\_\_
- If you meet resistance
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



The Summary Close

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

The Recommendation Close

\_\_\_\_\_

\_\_\_\_\_

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