



Discovery Selling Skills[©]

[A detailed description]

Developed and Delivered by:

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Discovery Selling: Why is it unique?

After 3+ decades in the sales and marketing training business, Louws has perfected a sales approach that follows a salesperson's *innate and natural progression* through the buying and selling cycle.

There is no other training approach that does this.

This is not what is commonly called *consultative selling*.

It differs in that consultative selling relies on a long tail close, at times in the years.

Discovery selling on the other hand relies on getting the business as quickly as possible and then reselling to keep the business over time.

It was named Discovery Selling[®] as this is its exact purpose.

First you discover what is needed and wanted, and then expeditiously provide the right solutions in a manner that consistently adapts itself to the immediate goals of the buyer. By default, you are assuming you never stop discovering even after the sale has concluded, thus the approach also assumes a long-term continuum of sales.

The attached "Louws Discovery Sales Ladder[®]", reading from the base on up, codifies both this natural buying cycle and Agenda for the Training.

This unique approach has been captured visually through the use of an 8-runged ladder.

Each “rung” represents a specific “stage” of the buying cycle for which practical sales techniques have been developed to naturally “move” the buyer along to closure.

The training is conducted as per the natural sales sequence.

- 1) The sales outcome for each “rung” is taught,
- 2) Techniques for its implementation coached,
- 3) How and why each rung dovetails into the next, and then
- 4) Students practice, to a demonstrated level of proficiency on each rung, sufficient to move onto the next rung of the ladder.

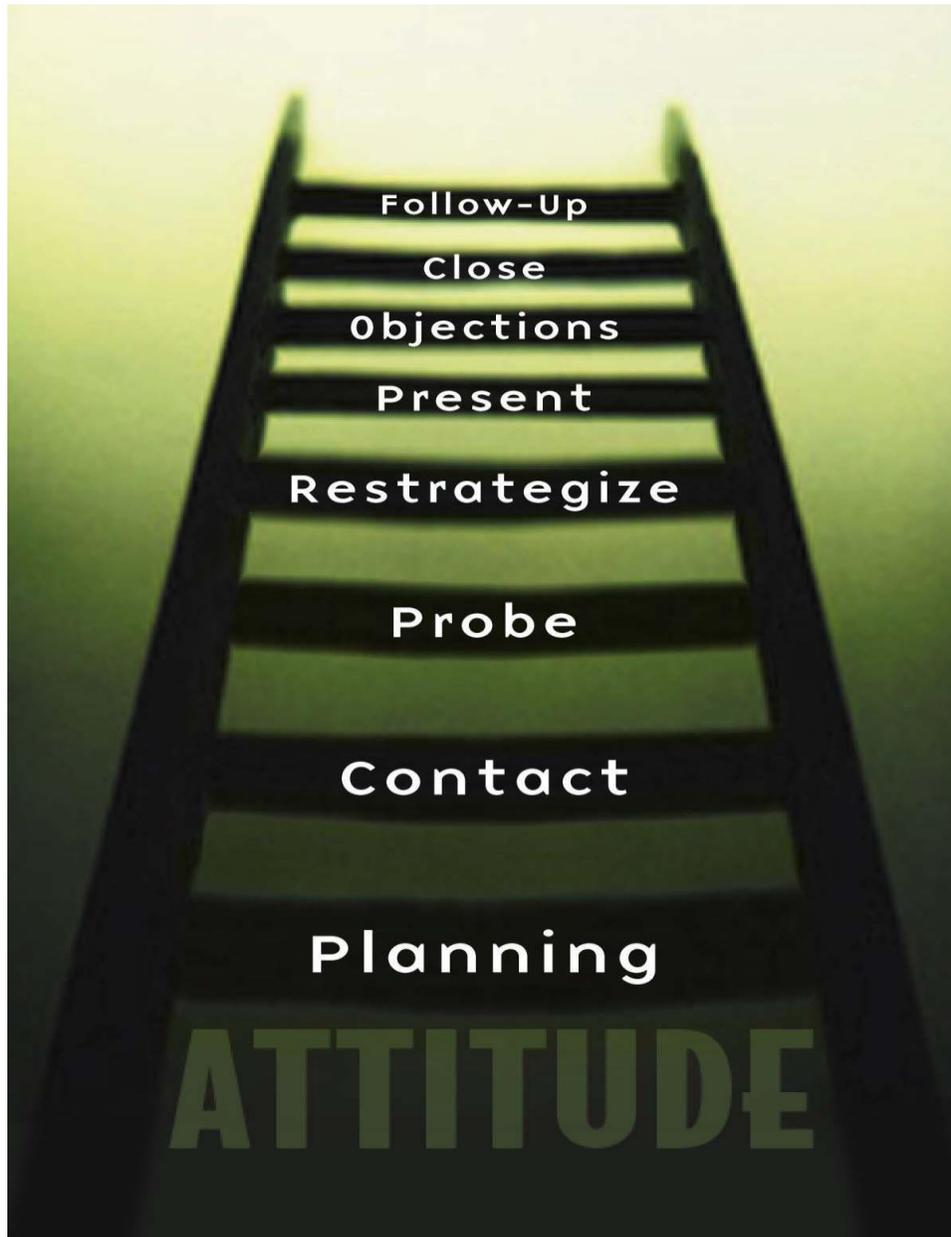


Essentially what students can expect from this training is hard work and realistic sales tools and techniques to effectively play the "Sales Game" with an increased degree of competence that leads to immense gains in self-confidence and ability to close the sale.

All role-plays are conducted against pre-designed case specific scenarios that *match* each student's actual workplace situations.

Note: The word "buyer" is being used interchangeably with "prospect", "customer" and/or "client" to whom a new, existing or extended product or service is being sold.





Outcomes:

Following are the outcomes you can expect students to achieve following their training on each rung of the sales ladder.

The Base – The Winning Attitude

Achieving a "what's in it for the buyer" attitude - one of an advisor versus supplier vendor.

(Ensuring that one's first impressions on a prospective buyer provides both a competitive difference and predisposition to your product and services.)

Rung 1 - Planning

Learning enough about the buyer to establish a feasible objective for a sales meeting.

(Architecting a sales plan that forms the basis for each prospect contact while ensuring one's ability to "shift gears" as the prospect moves through the buying cycle.)

Rung 2 - Contact

Setting the stage for a "relationship & partnership".

(Developing a competitively differentiating level of engagement and rapport with buyers that sets the stage of willingness by the prospect to share information otherwise considered "confidential".)

Rung 3 - Probing

Finding the CBI (Core Business Issue) to be resolved.

(Definitive skills and techniques to getting buyers to open up and reveal their real needs and wants, even with the most unresponsive or unwilling.)

Rung 4 - Re-Strategizing

Ensuring the sales process is on track and if not, smoothly changing gears.

(The art of re-assessing and “taking stock” of a buyer’s progress along the buying cycle and techniques to effortlessly refocus efforts back along the path to a close.)

Rung 5 - Presenting

Satisfying the buyer’s needs and wants by convincing them of your Value Added Benefits.

(Skills to build a persuasive case like an attorney, present and engage the audience like a thespian, hold in rapture like a Hollywood producer, and close like a seasoned sales person.

These are the exact areas from which each of Louws’ 4 presentation skills sets have been field tested and refined to ensure a “whole package” vs. that of a one dimensional presenter.)

Rung 6 – Questions & Answers

Engender a buyer’s trust and satisfaction with one’s answers.

Questions : Maintaining the agency's credibility with a buyer.

Objections: Ensuring the objection is handled to a point where it will not inhibit future selling of one’s credentials, ideas and/ or recommendations.

Rung 7 - Closing

Moving the buyer to take action.

(Techniques for getting approvals)

Rung 8 – Follow-up

Continue selling the buyer in one's absence.

(Specific strategies and tactic to keep the buyer happy between sales engagements and after the sale.)

How these outcomes are achieved:

We are often asked if this is just a renamed “consultative selling” approach.

ABSOLUTELY NOT!

Consultative selling has its place. It works well for the likes of the consulting, aerospace, legal, oil and gas businesses, and the like.

We know it well for we have used it to train all of Exxon Mobil’s International Aviation Fuel managers, 100’s of the old Anderson Consulting (now Accenture) consultants, Booz Allen & Hamilton consultants Coopers and Lybrand business and management consultants and Kidder Peabody deal makers.

It works well when you have very large contracts and a long tail sales cycle – typically 12+ months.

Back in the 80’s and 90’s, the agency world adopted the approach with much success. However, as we know, the 21st Century buying cycle has dramatically changed.

Time cycles are in the weeks and months, not years. The competition has become fierce, if not ruthless, and the buyer is doing more tire kicking than we as a collective industry have ever seen in over 40 years.

In 1999, seeing the writing on the wall, Louws went back to the drawing board and invested the next three years examining the changes, why they were occurring and what specific strategies and tactics would successfully accommodate these changes.

And this is where experience really does count.

In the 70’s, Toni Louw had perfected a sales model specifically for the publishing business, learned at **Thompson Publications** and adapted for the **New York Times, Golf and Tennis Digest** and **US West Yellow Pages** that was a mirror image of what the service companies of the 21st century were facing.

It’s an approach and rigor where one must appear to consult but close the sale quickly and efficiently, while simultaneously being highly competitive, allowing the buyer to have high interaction and ownership in and of the sales process.

Here we reveal what the exact purpose and rigor is for each rung of the sales ladder.

The Base – The Winning Attitude

Understanding and examining one's own and a client's (buyer's) mindset before and during the sales meeting or call. Truly coming to grips with how attitude affects not only one's performance, but how others relate, respond and engage.

Rung 1 - Planning

Developing:

- a) A precise OBJECTIVE for a sales meeting or call,
- b) Steps with which to accomplish this objective,
- c) Steps to "shift gears" if necessary, and
- d) Additional guidelines in planning and preparing for a sales meeting or call.

Rung 2 - Contact

Using communication skills to establish a two-way dialogue with the prospective buyer that develops a sense of ease and rapport. Included will be issues such as:

- 1) Developing easy and natural introductions,
- 2) Being persuasively concise,
- 3) Listening well,
- 4) The value of "acknowledgments",
- 5) Reading and responding appropriately to non-verbal communications,
- 6) Developing client awareness to the value of one's service(s), product(s) and company in a concise and impactful manner, and
- 7) Skills to read and relate to a client and their immediate situation and environment.

Rung 3 - Probing

Understanding WHAT to probe for and HOW to do it. This will include:

- 1) Combining listening and acknowledging skills with probing,
- 2) Use of open and close-ended questions,
- 3) A "discussional" versus "interrogational" approach – the *Runway*® method,
- 4) How to reach a prospect's core need and/or objection plus "Hidden Agenda",
- 5) Positioning the salesperson as an advisor, qualified to counsel the prospect on his need,
- 6) Specific probing questions for a variety of different situations and subjects.

In this section, we will also focus on the importance of the salesperson's 'OBJECTIVE' for a sales call, as it relates to both probing, and the next section on re-strategizing.

Rung 4 - Re-Strategizing

ASSESSING a situation, and then knowing whether and how to:

- 1) Stick to the objective of the call,
- 2) Change the objective of the call,
- 3) Probe further.

The essence of this section is based on developing natural points in the sale where one "takes stock" of the situation before blindly forging ahead.

It promotes a healthy attitude of flexibility and engenders a tailored quality in a person's presentation of his/her product or service.

Rung 5 - Presenting

Developing a persuasive, concise, and value-oriented presentation that involves the audience, flows smoothly, and persuades by "SELLING THE DIFFERENCE" (the extra or added value).

To do this, we look at:

- 1) Clear organization of thoughts and material (including ad lib situations),
- 2) What and how to emphasize and de-emphasize (modulation and choreography of a call),
- 3) Knowing why and what a prospect buys, and
- 4) How to use logic and fact versus only opinions and ideas to elicit and help a listener's (buyer's) understanding of the value (benefits) of the product or service being offered.

Clear initial structure helps one to think more clearly. Importantly, it also allows one to read a situation for *what it is* versus *what it should be* and quickly take the appropriate steps to restructure and accommodate an inevitable turning of the tide.

Louws uses a proprietary "Case Format Blueprint[®]" for organizing one's presentation material based on the legal system's approach.

With persuasive presenting comes the effective use of props such as products, brochures, demonstrations, visual and audio aids, advanced digital and highly sophisticated electronic showings using portable tablets or a simple pen and pencil sketch or drawing.

Rung 6 – Questions & Answers

How to answer the simple, complicated, tactically-oriented, politically-driven and the less-than-friendly question.

Included will be further insight into:

- 1) Listening for intent versus word meanings,
- 2) Politicking,
- 3) Avoid being led down the garden path,
- 4) A salesperson's attitude as both the recipient of questions and answers, and finally
- 5) Being able to review the sales call as to:
 - a) The appropriateness of closing or not closing, and

b) Redefining where the sales call is, i.e. need to establish better rapport or probe more, re-strategize, re-present or clarify, etc.

Over 20 *specific techniques* are offered that address a variety of different scenarios and situations.

Rung 7 - Closing

Being able to read closing signals, what to avoid when closing and how to depart gracefully when unable to sell, leaving the door open for another day.

Included will be specific methods of creating in the buyer a need to "*want to buy*" versus being "*forced to buy*" so that by the time a prospect is ready to say yes, it occurs as a natural culmination to a discussion.

Over 20 specific closing techniques are taught.

Rung 8 - Follow-up

WHEN and HOW to follow up and what to look for in deciding whether to aggressively advance, gracefully retreat, or maintain a presence. In other words, continuing to sell even in one's absence.

Note: A 2 or 3 day outline specifying the exact agenda is made available once the specifics of the assignment are identified and agreed to.

Next Steps:

If what you have read so far is consistent with what you are looking for from Sales Training, please consider giving Louws an opportunity to make good on what we promise to deliver.

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