

INCREASING YOUR SELLING VERSATILITY®

I describe my approach to selling as “pro-active business development based upon strong long-term business relationships”, or “strategic relationship selling”.

This approach is built on two elements:

- Building business relationships with Versatility
- The Partnering Process.

I believe that life is selling, not just selling products or services, but also relating and leading effectively. It is vital that business leaders have the ability to sell their ideas, visions and goals to others, to relate effectively, and to influence those they come in contact with at work.

VERSATILITY

Please refer to [Increasing Your Versatility®](#) for more information.

THE SIX STEPS OF THE PARTNERING PROCESS

1. PREPARATION – Setting Objectives, Gathering Preliminary Information, Pre-call Preparation, Making An Appointment.
2. INITIATING – Building Rapport and Credibility With Effective Communication (vs. Information and Product Dumping, or a Personal Style Show).
3. DISCOVERY – Gathering Information About Needs, Motivation, and Urgency.
4. SUMMARIZING AND CONFIRMING – Summarizing Information and Confirming Agreement on The Summary.
5. PRESENTING – Presenting Focused Solutions and Recommendations, Confirming Acceptance of Match, Securing Commitment, and Closing The Sale.
6. CONTINUING TO BUILD THE RELATIONSHIP – Strategies For The Continuous Improvement of Your Long-Term Strategic Business Relationships.

RELATIONSHIP GUIDELINES

- People buy for their reasons, not ours.
- Nothing builds a relationship faster than asking good questions, listening and demonstrating understanding.
- Prospects resist the salesperson who lacks understanding of their unique personality characteristics, needs, motivation and preferences.
- The biggest obstacle to an effective sales relationship is tension between the buyer and the seller. This tension may result in buyer emotional barriers such as anxiety, dislike, doubt, mistrust, fear, or hatred. Versatility reduces tension.