

# 21<sup>ST</sup> CENTURY SELLING

## UNLOCKING YOUR CUSTOMER'S BUYING STRATEGY

### SESSION DESCRIPTION

#### WHAT MAKES TOP PERFORMERS TOP PERFORMERS?

Over the course of three decades, the Malandro organization has identified the unique behavioral skills that set elite producers apart from the pack. Unfortunately, the focus in most sales training is on the strategy and tactics of selling. Top producers, however, go far beyond the traditional approach to selling and master the psychology of what makes a customer buy. Each customer has a unique blueprint for making the decision to buy and salespeople seldom learn the behavioral skills required to unlock this potent information. Learning how customers reach buying decisions and mastering how to lead them to this point is often missed in training and developing sales people.

Malandro's unique training program—21<sup>ST</sup> Century Selling—teaches both novice and veteran sales people the elusive behavioral skills needed to achieve extraordinary success. These skills allow the salesperson to become the trusted advisor to the customer and build a powerful relationship. The customer experience is that of receiving extraordinary value that cannot be matched by any other supplier.

Our extensive research in modeling what top performers do has uncovered 7 key behavioral traits.

#### TOP PERFORMERS CONSISTENTLY:

1. **Focus on buying, not on selling.** Top producers pay attention to the customer—how they make buying decisions, what they really want, and how they want it. They do not focus on how to sell their product; they focus on how the customer makes decisions to buy. This fundamental shift in focus underscores the behavioral ability of top performers to treat selling as a series of buying decisions.
2. **Uncover key buying information from the customer based on verbal and nonverbal cues.** They have a heightened ability to identify what is most important to the customer. They have the skills to pick up cues from what the customer is saying, what the customer is *not* saying, and from the behavior of the customer.
3. **Peel the onion to discover exactly what the customer wants.** They do not make assumptions, operate on limited information, nor do they rely on the literal meaning of words. Top producers listen carefully and ask high gain questions that allow them to peel the layers back to get to the heart of the issue. They are patient and are astute listeners who separate unimportant information from the critical message from the customer.
4. **Understand and drive the customer's agenda, not theirs.** They act as trusted advisors to the customer and help them clearly articulate the challenges they face and what they want to achieve. Their attention is on making sure the customer feels fully heard and understood before they provide solutions.

5. **Deliver information in the precise way the customer wants it.** They know that each customer has a preferred mode for how they understand and process information. Top performers know that one approach does not fit all. They identify the customer preference and deliver all information to them the way the customer wants it. They know how to adapt to the behavioral needs of the customer for how he/she wants to interact and do business.
6. **Identify the emotional buying trigger of the customer.** They know how to go beyond the logical and intellectual need of the customer to identify their emotional buying need. They know that the emotional buying trigger is the key to gaining customer confidence to commit.
7. **Instill customer confidence to buy from them.** Where many salespeople oversell and drive their solution, top performers inspire confidence in the customer. Rather than “selling” a product or service, top performers know how to lead the customer to *ask* for their products and services. In this way, the customer leads the buying process and feels in control. Rather than defending themselves against “being sold”—something that happens often in traditional selling—top performers skillfully lead the customer to ask for their solution.

## WHAT RESULTS CAN YOU EXPECT FROM 21<sup>ST</sup> CENTURY SELLING?

### YOU CAN EXPECT GRADUATES TO:

- Uncover the *real* customer need and not be seduced by extraneous cues
- Build an extraordinary and trusted relationship with the customer
- Consistently gain the customer’s commitment to buy

## HOW CAN YOUR SALESPEOPLE MASTER THESE POWERFUL BEHAVIORAL SKILLS?

Malandro delivers a three-day intensive session entitled 21<sup>ST</sup> Century Selling. It is led by a team of three highly skilled consultants, each specializing in a key aspect for mastering the behavioral blueprint for success.

**Format:** 3.0 days

**Consultants:** 3 Malandro consultants provide the individual attention and coaching needed to master high level behavioral skills

**Class Size:** Maximum of 12 participants

**Investment:** \$55,000 for delivery in North America (Payable in US dollars. Travel/meeting expenses are in addition to the above fee. Add 7% administrative fee for delivery in Canada.)