

# The “Buyer Focused” Velocity Selling™ System

## *How to Execute the Disciplines of Attracting, Engaging and Empowering the Velocity Selling Cycle to Up Your Bottom Line*

### Training Course Outline

#### CATEGORIES

- A. Attitude
- B. Behaviour
- C. Competencies
- D. Discipline

#### COURSES

##### A. Attitude: Belief from Within

###### 1. Attitude Towards YOU

Chapter #: Title

1. Introduction
2. Understanding Success from the inside out
3. Understanding Attitude
  - Characteristics of Successful Sales People
  - How do Buyers like to be treated?
  - What is the key success factor?
  - Your Attitude Indicator (exercise)
  - Client Relations Attitude Scale (exercise)
4. Understanding Internal and External Motivation
5. Understanding Discipline
6. Know Your 10 Rights
7. Understanding B.A.F.A.R
8. Who am I?
9. Accepting Failure
10. If you don't ask, you don't get
11. Make a decision
12. Take control of your life
13. Know Yourself

###### 2. Attitude Towards Your Organization

Chapter #: Title

1. Attitude Towards Your Organization

###### 3. Attitude Towards Your Buyers

Chapter #: Title

1. Attitude Towards Your Buyers
2. Know the Competition
  - Competitive Analysis (Workbook exercise)

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#### 4. Review and Daily Disciplines for Attitude: Belief from Within

### **B. Behavior: Your Bottom Line**

#### **1. Behavior Towards Yourself**

Chapter #: Title

1. Behavior Towards Yourself
2. Why Set Goals, what is in it for YOU?
3. Know what you want
4. Group, Categorize, Prioritize
5. Are you willing to Pay the price?
6. S.M.A.R.T. Goals
7. Creating a Goal Log
  - Setting S.M.A.R.T. Goals
  - Outcomes
  - Obstacles/ Contingencies
  - Skills and Behaviors
  - People Groups or Resources
  - Action Plan
  - Methods of Monitoring and Measuring
  - Rewards
  - Commitment
8. Taking Action
9. Monitor and Measure Your Progress

#### **2. Behavior Towards Your Organization**

Chapter #: Title

1. Organizational Goals
2. Call to Close Ratios / Tracking Behaviors
3. Pay time / No pay time

#### **3. Behavior Towards Your Buyers**

Chapter #: Title

1. The ABCs of Targeting
2. Retain and Regain Strategies
3. Gain Strategies
4. Attracting Buyers - Personal Marketing Plan

#### **4. Review and Daily Disciplines for Behavior: Your Bottom Line**

### **C. Competencies: The “Buyer Focused” Velocity Selling System Part 1.**

#### **1. The Four Steps on How Buyer’s Buy**

Chapter #: Title

1. The four steps on how buyers buy

#### **2. The Four Universal Needs of Buyers**

Chapter #: Title

1. The four universal needs of buyers

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### **3. The three competencies you need to master first**

Chapter #: Title

1. Buyer Focused
2. Buyer Engagement
  - A. Asking Questions
  - B. Listening Skills
3. Buyer Empowerment

### **4. Review and Daily Disciplines for Competencies: The “Buyer Focused” Velocity System Part 1.**

## **C. Competencies: The “Buyer Focused” Velocity Selling System Part 2 -**

### **1. Building Relationships**

Chapter #: Title

1. Introduction
2. Building Rapport
3. Understanding Dominant Senses

### **2. Qualifying Buyer Opportunities**

Chapter #: Title

1. Setting Parameters (ground rules)
2. Uncovering Buying Motivators
3. Uncovering Financial Ability
4. Uncovering Decision Making
5. Summarizing

### **3. Prescribing Solutions**

Chapter #: Title

1. Prescribed Presentations
2. Let the Buyer Buy
3. Eliminating Potential back-outs
4. Asking for Referrals

### **4. Maintaining Buyer Relationships**

Chapter #: Title

1. Exceed Expectations while providing Added Value

### **5. Review and Daily Disciplines for Competencies: The “Buyer Focused” Velocity System Part 2.**

## **D. Disciplines: Doing What You Have to Do**

- 1. Discipline Towards Yourself**
- 2. Discipline Towards Your Organization**
- 3. Discipline Towards Your Buyers**

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# The “Buyer Focused” Velocity Selling System Step-by-Step Overview

It is crucial to your overall success to **begin with a strong foundation** to support the productive behaviours and the appropriate competencies within the Velocity Selling System.

## **A. Attitude: Belief from Within**

**A.** You can't build anything without a solid foundation. The **“A” is for Attitude - the foundation of all successful people.**

Attitude is the “advance person” of our true selves. Its roots are inward, based on past experiences, but its fruit is outward. It is our best friend, or our worst enemy. It is more honest and more consistent than our words. **It is the thing that either draws people to us or repels them.** It is never content until it is expressed. It is the librarian of our past, the speaker of our present, and the prophet of our future. Yet who is in control of your attitude?

The 1, 2,3's are attitudes and belief in; 1. Yourself, 2. Your organization and 3. Your market and the buyer. Without a positive attitude and belief in all these elements, there is no foundation upon which to build success.

### 1. Attitude Towards YOU

This is the foundation to success, as everything revolves around you and your attitude towards yourself. Take hold of your attitude, realize it is yours and to develop it into an attitude of self respect and self confidence. Discover what is holding your back and how to overcome fear. Realize what is under your control, and what is not. Get to know who you are, even without roles and how to be the best you can be.

### 2. Attitude Towards Your Organization

Reflect, confirm and take hold of your attitude towards your organization, its' products and services and fellow team members. Develop an owner's mentality. Take control of what is under your control. Have a desire to improve you belief. Know where and when your successes are and become proactive in all that you do, while contributing to team effectiveness.

### 3. Attitude Towards Your Buyers

Reflect, confirm and take hold of your win-win attitude towards the market and it's buyers. Realize that perceptions become reality and decide the perception you want buyers to have of you. Then demonstrate it. Analyze and evaluate the competition in your market and use that information to your advantage.

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## **B. Behavior: Your Bottom Line**

You could have a fantastic attitude, but a positive attitude alone is not enough to guarantee long term success. ***Goals and an action plan are needed to get you where you want to go - that is the bottom line to success.***

The “**B**” is for **Behavior** - the daily actions that are required to accomplish goals. The 1, 2, 3's are the goals and behaviors towards 1. Yourself, 2. Your organization, and 3. Your buyers.

Without these goals and behaviors there is no motivation, no ownership mentality or drive to go the extra mile and contribute to your bottom line. Behaviors drive opportunities. Taking appropriate Velocity Selling behavioral action, with focused commitment and discipline, supported by monitoring and measuring, gets bottom line results.

### 1. Behavior Towards Yourself

Understand the relationship between consistent positive behaviors and success. Learn this on a personal level, for yourself. You can't give something to somebody else if you do not have it inside to give away. Identify and develop personal goals and action plans based on why you come to work. With this internal self motivation defined, you have reason beyond money to be going to work and you become excited about work.

### 2. Behavior Towards Your Organization

Follow the same procedures to develop goals, action plans and behaviors for organizational objectives as you did for personal goals. Track your behaviors and know your call to close ratio. Treat your job as your business and pretend you are on 100% commission - you only get paid when you make a sale. Develop an owner's mentality and be proactive, not reactive. Take control of your daily pay-time behaviors. Your time management skills, focus and bottom line results will automatically follow. The results (numbers) come from demonstrating the appropriate behaviors which gets you the results.

### 3. Behavior Towards Your Buyers

By focusing your sales efforts through the 80/20 rule and the A, B, C target model discover where you get the best Return on time Invested (R.O.T.I.). Create a personal marketing plan positioning yourself as an expert in the market place. Include your gain, retain and develop, and regain buyer strategies. Then go out into the marketplace and implement your Personal marketing plan. You are then sought out by the right buyers who need your products or services. They will be chasing you and you will never have to chase buyers again!

## **C. Competencies: “Buyer Focused” Velocity Selling System**

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Now, with a fantastic attitude and appropriate goal-driven behaviors, you need to add the “**C**,” which stands for **Competencies** - You need the competencies of your profession, as lawyers or doctors need them for theirs.

There are two parts to competencies. In Part 1, you learn how buyers buy and how they have controlled the sales process. You will also learn about the universal needs of buyers and the three competencies that you must master first before learning the Velocity Selling System.

1. How to be buyer focused to gain trust and shorten the sales cycle
2. How to engage buyers through learning advanced questioning and listening techniques to stay in control and to keep the buyer engaged and talking.
3. How to empower the buyer to buy through self-discovery

You will also learn the five positive outcomes to a sales call and how to use them to your advantage on every sales call.

Part 2 you will learn the four step “Buyer Focused” Velocity Selling System step-by-step. This process has been tried and proven, internationally in all kinds of industries, for varied goods and services.

Without the required competencies of “Buyer Focused” Velocity Selling system time is wasted, sales cycles are longer, margins are poor and there are no meaningful bottom line results.

## Step 1. Building Relationships

In order to build a long-term relationship, you must first establish rapport. Understand the components of the rapport pie and how to build rapport in the first 30 seconds of meeting someone. Identify an individual's predominant sense and how to use that sense to communicate effectively with the buyer, especially during the prescribing solutions phase.

## Step 2. Qualifying Buyer Opportunities

Once rapport has been established you can move on to step 2 - Start qualifying opportunities by engaging the buyer into setting parameters for the interaction, then uncover buying motivators, financial ability, decision making processes and summarizing everything prior to making a draft proposal or prescribed presentation.

### **1. Setting Parameters**

Before you can qualify an opportunity, you must first obtain trust by establishing Rapport. Without it there will be no answers to your questions.

Set the parameters of a meeting according to a mutually agreed upon process - time, objectives, permission to ask questions, take notes and making the buyer comfortable with accepting no if you cannot help them, yes, if you can but remaining honest at all time. Set the ground rules for an open, honest and clear

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communication process, eliminating surprises and having a clear future towards which both parties work towards.

## **2. Uncovering Buying Motivators**

Once the parameters of the meeting are set, ask open ended and directing questions. Uncover the emotional buying motivators, not just the organizational needs. Remember, people buy for emotional reasons not intellectual reasons - no pain, no gain. Make use of these Five Key Questions: How long has the problem existed for? What have they done to fix it? Why hasn't it worked? How much is it costing them or their organization? How does it make them feel personally?

## **3. Uncovering Financial Ability**

Once a number of buying motivators have been identified, summarize them and uncover financial considerations. Ask questions like "Have you got a budget set aside to deal with these issues?" Get them to reveal their budget and if need be use Price Ranges or Bracketing.

This is not the time to reveal price, only to get all financial considerations of the buyer onto the table. This is a critical step in financially qualifying the prospect while providing you with insight to feasible solutions.

## **4. Uncovering Decision Making**

Now that we have identified the buying motivators and the financial ability, confirm the decision-making process and the timing. Be aware of who the real decision makers are and when they will be ready to make a decision. Know how to deal with committees and other decision-makers that you may not be able to get in front of.

## **5. Summarizing**

Once all the information in 2. Qualifying Buyer Opportunities has been gathered, summarize the findings by engaging the prospect or client in an committed way. Remember that prior to the summary, buying motivators, financial ability and the decision making process and timing should all have been identified and qualified.

This is where you determine if you have a solution to engage and empower the buyer to buy, or not. Are you able to solve the buyer's needs, within their budget, timeframe, and be able to prescribe a solution to the decision-makers, or not?

If not, be honest and say you cannot help them. If you can refer them to someone who can, do so as it will strengthen the relationship for referrals and future potential business.

If you help them out, tell them yes you can. Re-enforce their yes or no answer after the presentation and then proceed with your Prescription. There is no sense

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in doing a presentation unless you get a commitment up front of what will happen when it is over. Always strive to get a commitment from the buyer of what will happen next before you do anything.

### **Step 3** Prescribing Solutions

A prescription is specific to the pains identified. The rule is sell today, and educate tomorrow. Prescribe solutions specific to the buyers needs, letting the buyer buy, retaining the buyer, keeping competitors out and developing the buyer to its maximum potential.

#### **1. Prescribed Presentations**

Finally, the presentation. Review the parameters of the presentation, review the findings in the beginning, Next, present prescribed solutions with features and benefits relating only to the prospect's problems identified, in their dominant sense. Finally let the buyer buy.

#### **2. Let the Buyer Buy**

Measure the prospect's reactions and how those reactions lead to the prospect buying the solution, not being sold a solution. When they appear to be satisfied with your prescription, Ask the question, "What would you like me to do next?" and let the buyer buy.

#### **3. Eliminating Potential back-outs**

Learn how to prevent back-outs, from buyer's remorse to taking business from the competition, and gain buyer commitment while the buyer is with you.

#### **4. Asking for Referrals**

Learn why word of mouth and referrals are so important, how to ask for them and how to reward those who provide them.

### **Step 4** Maintaining Buyer Relationships

Now that the buyer has purchased the solution, educate them on all the other features and benefits that come with your solution(s) giving them more value and maintain the relationship, maintain being the vendor of choice, develop the buyer for more business and obtain new buyer introductions and referrals.

### **D. Disciplines: Doing What You Have to Do**

At this point of the learning you should now have a new and improved Attitude, based on beliefs from within, with bottom line goal-driven proactive ROTI Behaviors and mastered the competencies of The "Buyer Focused" Velocity Selling System.

Now it is time to discuss the "D," which stands for **Discipline**.

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*Discipline is the key to your success. Discipline is a commitment to the most important person in the world. It means doing what you have to do, even when you don't want to do it.*

As you complete each of the previously mentioned courses and chapters you have the opportunity to identify those daily disciplines that you need to put into action. Now it is the time to gather them all and summarize them into your daily disciplines based on these three steps.

### **1. Discipline Towards Yourself**

Accept that you are the most important person in the world and that you need to take care of yourself first. Everything in your life revolves around your self-esteem, your belief and your behavior towards yourself. What daily disciplines do you need to implement towards yourself and your future success

### **2. Discipline Towards Your Organization**

You realize why you are motivated about going to work and how each day brings you a day closer to the realization of your dreams. What daily disciplines do you need to implement towards reaching your sales success and organizational goals?

### **3. Discipline Towards Your Buyers**

You defined the perception you want from buyers and are acting it out. You conduct the appropriate pay time and no pay time behaviors, and you always strive for the best R.O.T.I.. You attract, engage and empowers buyers to buy. What daily disciplines do you need to implement towards buyers to ensure the above become real?

Remember that any behavior that get recognized or rewarded gets repeated. Therefore, take the time to recognize and reward yourself for doing what you said you would do, and punish yourself accordingly if you don't. Follow this path for 21 consecutive days or 25 out of 30 days on the Monthly Monitor Chart and your daily disciplines will become an everlasting effective habit. Discipline will become an integral part of your life.

A Chinese proverb says "To know and not to do, is not to know"

You know what you have to do. Now it is up to you to do what you have to do.

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