

# Learning the “Buyer Focused” Velocity Selling System

Learning the “Buyer Focused” Velocity Selling System is as simple as A, B, C, D. It is crucial to your overall success that you begin with a strong foundation to support the productive behaviors and the appropriate competencies within the Velocity Selling System.

**A.** You can’t build anything without a solid foundation. The “**A**” is for **Attitude: Belief from Within**—the foundation of all successful people.

There are three steps in this category:

## **1. Attitude Toward YOU**

This is the foundation to success, as everything revolves around you and your attitude toward yourself. You will learn how to take hold of your attitude, realize it is yours and develop an attitude of self-respect and self-confidence. You will discover what is holding you back and how to overcome fear. You will realize what is within your control and what is not. You will get to know who you really are, from the inside out, and how to be the best you can be.

## **2. Attitude Toward Your Organization**

You will reflect, confirm and take hold of your attitude toward your organization, its products and services, and fellow team members. You will develop an owner's mentality and aim to improve. You will know how to identify your successes and become proactive in all that you do, while contributing to team effectiveness.

## **3. Attitude Toward Your Buyers**

You will reflect, confirm and take hold of your win-win attitude as it pertains to the market and its buyers. You will realize that perceptions usually become reality and you will define the perceptions you want buyers to have of you. In turn, you will demonstrate a captivating attitude. You will also learn how to analyze and evaluate the competition in your market and use that information to your advantage.

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—they are the bottom line to success.

The “**B**” is for **Behavior: Your Bottom Line**—the daily actions that are required to accomplish goals.

The three steps in this category are:

### **1. Behavior Toward Yourself**

You will learn on your own personal level to understand the relationship between consistent positive behaviors and success. You will identify and develop personal goals and action plans based on your desires, while creating permanent self-motivation. As you learn to accept a new positive behavior toward yourself, you will become more successful in all that you do.

### **2. Behavior Toward Organization**

You will follow the same procedures to develop goals, action plans and behaviors for organizational objectives as you did for personal goals. You will learn how to track your behaviors to understand and improve on your “call-to-close” ratio. You will learn how to treat your job as your business and to develop an owner’s mentality and be proactive, not reactive. You will learn how to take control of your daily pay-time and no-pay-time behaviors and to focus on your time management skills. The bottom-line results, in numbers, come from demonstrating the appropriate behaviors, which you will define in this process.

### **3. Behavior Toward Your Buyers**

By focusing your sales efforts through the 80/20 rule and the Velocity Selling A, B, C buyer target model, you will discover your best ROTI. You will learn and create “retain” and “regain” buyer strategies. You will learn and create a “gain” strategy using a personal marketing plan that will position you as an expert in your marketplace and attract the right buyers for your products or services. In other words, you will have buyers chasing you and you will never have to chase buyers again!

You now have a new and improved attitude and goal-driven behaviors. Now it is time to discuss the “C,” which stands for **Competencies: the “Buyer Focused” Velocity Selling**. Just like any other professional—a doctor or lawyer, for instance—a sales professional requires certain competencies.

In this section, you are going to learn the required competencies to be in control of the sales process and to be a success in sales whether your communications with a buyer are conducted face-to-face, by the telephone, by networking, or via e-mail.

**Competencies** is divided into two parts:

In **Part 1** you will learn how buyers buy and what universal needs all buyers have. Then you will learn the three major competencies that you need to master first:

1. How to be buyer-focused to gain trust and shorten the sales cycle.
2. How to engage buyers by learning and applying advanced questioning and listening techniques that will help you stay in control and 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.

In **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, across varied goods and services, online, over the telephone and in face-to-face situations.

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

The four steps that you will learn to master are:

### **1. Building Relationships**

Sales is a process. The first step of the Velocity Selling System is to build rapport to gain the buyer’s trust. Without trust, nothing will happen.

You will learn techniques on how to build rapport in the first 30 seconds of meeting someone, allowing you to start a relationship with velocity.

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

You will learn how to know when rapport has been established and to transition into step 2. You will learn how to initiate qualifying buyer opportunities by engaging the buyer into setting parameters or ground rules for the interaction, putting the buyer at ease and eliminating surprises. You will learn how to use your new questioning techniques to uncover the buyer’s buying motivators, his/her financial ability, and the decision-making hierarchy, and to then summarize your findings to determine whether or not you can help the buyer. This process lets you qualify the buyer at a much deeper level, organizationally and personally, prior to making a proposal or presentation, allowing you to shorten your sales cycle and generate better ROTI.

### **3. Prescribing Solutions**

In this step you will learn how to prescribe solutions in proposal and/or presentation formats that are specific to the identified buying motivators, financial ability and decision-making capabilities. You will learn the importance of the rule to “sell today, and educate tomorrow” and how you can give the buyer more value, leading to more word-of-mouth referrals.

You will also learn how to empower the buyer to buy; how to deal upfront with potential back outs, such as buyer’s remorse and competitors; and how to ask for referrals.

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

Now that the buyer has purchased your prescribed solution, you will learn how to educate the buyer and give them additional value, while creating a secondary sales force of new buyer introductions and referrals. In addition, you will learn how to maintain a solid long-term relationship, increasing your network and your net worth.

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

*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.*

Bob Urichuck

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

##### **1. Discipline Toward Yourself**

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

##### **2. Discipline Toward 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, weekly and monthly disciplines do you need to apply toward reaching your sales success and organizational goals?

### **3. Discipline Toward Buyers**

You defined and are modeling the perception you want from buyers. You conduct the appropriate pay-time and no-pay-time behaviors and you always strive for the best ROTI. You attract, engage and empower buyers to buy. What daily, weekly and monthly disciplines do you need to apply toward buyers to ensure the above becomes real?

The “Buyer Focused” Velocity Selling System sales training program is available live and online, both on a continuous basis.

The training is not only for corporate and small business sales teams but also for business owners, entrepreneurs and non-selling professionals such as online marketers, consultants, accountants, lawyers, engineers