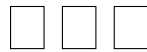


**P**ROGRESS  
Innovating Your Progress



# **Stop Selling!**

## **Accelerate Your Business**



**An experiential program for more sales,  
a better image and improved profitability**

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*"The task of the salesman is to draw attention to an attractive vision of the future, highlighting potential benefits and gaps that need to be bridged, all the while refraining from blatant interference. Salespeople should help the prospective buyer only by coaching him through his decision-making process. Doing so, they will witness the growth and evolution of their client, who will not be the victim of circumstances and limitations, but will have a clear vision to create new value for his organization."*

John Bower & Charlie Lang

This is the philosophy on which we base our "Stop Selling!" approach. What we offer is more than skills training. We aim for achieving a fundamental change in people's belief systems, which will, in turn, result in a positive shift of the relationship between the buyer and the salesperson.

Our approach goes beyond the consultative selling method, which presupposes that the salesperson fully understands his customer's situation and challenges. As this is not realistic – no salesperson lives in the complex world of his customer – the consultative selling approach presents a clear limitation.

Hence, we consider it a prime task of the salesperson to assist the buyer in discovering his own situation, helping the buyer make a buying decision sooner than if he had to figure everything out by himself. In that sense, the salesperson acts as a coach to the buyer and shortens the time required for a buying decision, thus reducing the length of the sales cycle.

Applying the Stop Selling! approach not only accelerates the decision making process for the buyer, but it also creates a new quality of trusted relationship between both parties which ends the often experienced "cat and mouse game" between the buyer and the seller. If there is real trust, the buyer will speak the truth and thus help the seller stop wasting time on what we came to call "mis-leads" – a clear benefit for all parties involved.

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### **Objectives:**

- To achieve a positive change in your belief system
- To get a deeper understanding of the dynamics of the buying process
- To learn how to coach the buyer through the decision-making process
- To understand how this new approach leads to a better quality buyer-seller relationship and, subsequently, more profitable sales

### **Benefits:**

- Saving time and money due to considerably increased efficiency
- Increase in sales because you stop wasting time with 'mis-leads'
- Improved margins because of a higher value perception and through long-term trusted relationships

### **Methodology:**

- Pre-Seminar Questionnaire for preparation and to increase your awareness of what works and what limits your success
- Use of Harrison Assessment for identification of development opportunities (optional)
- Three highly experiential 1-day seminars with role plays and real plays
- Follow-up procedure (1:1 coaching and/or group coaching sessions) to assure high impact of complete program

### **Who should participate:**

Anyone who has regular contact with potential and existing customers or clients, e.g. sales executives & sales managers/directors, customer service executives, marketing executives, entrepreneurs, underwriters, business development managers, etc.

# Stop Selling!

## Accelerate Your Business

### Module 1

### Developing the Ideal Mindset

#### Your Beliefs about Selling

- Creating awareness of your current beliefs about selling
- Understanding how your current beliefs work for you
- Understanding how your current beliefs limit your success
- Becoming aware of what you need to let go before shifting your beliefs

#### The Buying Process

- Understanding the decision-making process of a potential buyer
- Why it is *not possible* for you to fully understand the customer's situation
- Why it is *not necessary* for you to fully understand the customer's situation

#### Creating Great Rapport Instantly

- Learning how matching is key to creating instant rapport
- The dynamics of self-confidence and ego
- Understanding how the NATOO (Not Attached To Own Outcome) concept can shift the relationship with your customer
- The importance of being present
- How to listen effectively

## Module 2

## Developing Necessary Competencies

### Mindset Recap

- How does your new mindset work for you?
- What works better, what works not so well?
- Clarification of what is missing

### Creating Trust

- How to shift from great rapport to deep trust
- How does the new mindset shift your relationship with your (potential) customers
- Practice trust building

### How to Accelerate the Business through Coaching the Buyer

- The principles of coaching – practice coaching [optional: using the Harrison Assessments report]
- Key coaching competencies
- Gaining insights on how to help the buyer with his decision-making process
- Practicing the necessary questioning skills
- Understanding the permission precondition

### The Complete Process and More

- Practicing your role during the entire buying cycle
- Understanding why old habits seem to come back and how to overcome them
- Becoming aware of potential challenges when applying the “Stop Selling!” method
- The importance of follow-up

## Module 3

## Creating Successful Outcomes

### Recap Module 1 & 2

- Sharing success stories
- Analyzing situations with undesirable outcomes
- Key learning points from application experience?

### About Objections

- Are you afraid of objections?
- How to minimize objections
- Understanding that objections are a call to “stop selling!”
- How to use objections to your benefit

### Successful Negotiation and Closing

- Your beliefs about negotiation
- Stop the Cat & Mouse game
- When to propose, when to leave
- Negotiation as a creative solution finding process
- Effortless deal closing

### Fine-tuning Your Stop Selling! Competencies

- Interactive Real-Plays with guidance for immediate improvements
- How to remove disturbing habits
- The concept of self-coaching
- The importance of adequate follow-up