



The Consultative Sale Process

Your job isn't to SELL

Support them through the sales process

Make it easier to buy and resolve their problem/achieve gain

This removes the 'battle'

1. Agree the terms of the conversation.
2. Understand their problem/desire from their perspective.
3. Unpack and magnify need/desire.
4. Repeat back to them - demonstrate understanding and establish a 'Tether Point'.
5. Educate on 'THE' solution - not your solution. Establish a 'Tether Point'.
6. What do they need to know about you?
7. What would you do for them. This is not your pitch.
8. Pitch specifically what you'll do for them, price and terms.
9. Close.
10. Handle objections - use 'Tether Points'.
11. Close again.
12. Follow up.