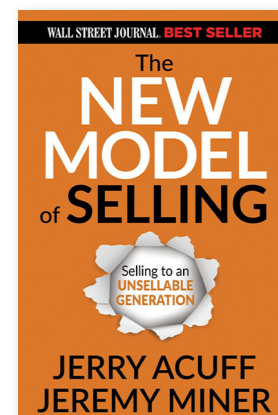


The New Model of Selling

Selling to an Unsellable Generation

by **Jerry Acuff and Jeremy Miner**



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THE SUMMARY IN BRIEF

The world continues to change at an unimaginable pace. The sales landscape today is filled with buyers who are armed with excessive amounts of information. So, what happens when you enter the sales battlefield armed with ancient methods of selling? You simply don't survive.

Success in sales today demands fresh ideas, approaches, and techniques. *The New Model of Selling: Selling to an Unsellable Generation* revolutionizes sales from the lens of behavioral science and human psychology. The book explores the most pressing problems in the world of sales and uncovers the major "aha moments" related to successful sales conversations.

Authors Jeremy Miner and Jerry Acuff offer a goldmine of sales strategies and techniques that prove highly relevant when dealing with the buyers of today. *The New Model of Selling* kills off the traditional and more aggressive methods of selling and shifts the focus toward striking a connection with the customers instead. The lessons enclosed in the book help you become a problem finder and problem solver, not a product pusher.

IN THIS SUMMARY, YOU WILL LEARN:

- What the biggest problems in sales are and how to solve them.
- How to get customer-focused and ask the right questions.
- How to sell a solution instead of selling a product.
- The three stages of selling.

Introduction

The buyer of today will no longer be fooled by old-school sales tricks. Selling today is not about focusing on your need to sell. It is about focusing on your prospect's needs, understanding their problems, and helping them find a solution by using innovative sales methods. It is about interacting with them in a way that enables them to persuade themselves.

Chapter 1: The Biggest Problem in Sales

The biggest problem in sales is the problem you don't know you have.

In other words, the problem is not a lack of great leads or not being enthusiastic enough. Instead, the problem here is a lack of self-awareness! Think about it, if you don't know what the problem is, how will you fix it? On the other hand, if you're able to identify the problem, you can and will change your situation.

That said, here are seven of the biggest general problems in sales to help you better understand why most of your sales strategies are outdated in today's era. These include:

- Having an inconsistent definition of sales and not being able to determine whether a sale must be made to a potential customer or not.
- Using outdated sales models that are not very persuasive to today's sophisticated, information-aged buyers.
- Pressuring prospects into buying a product by using brutal boiler-room methods of manipulation and posturing.
- Selling the product instead of selling the solution.
- Not using the right questions to help prospects with problems they don't know they have.
- Triggering unwanted resistance by using aggressive old methods instead of letting customers think for themselves.
- Not getting your prospects to trust you first.

Times have changed. Salespeople of today must unlearn most of the traditional selling methods. The DELTA acronym from Jerry's company Delta Point encapsulates the New Model of great sales processes.

- Develop perspective's interest so they want to hear you out.

- Engage customers in a meaningful dialogue
- Learn the prospect's situation/challenge/problem.
- Tell your story only after you clearly understand that your product is a fit for your prospect's problem.
- Ask for a commitment.

Chapter 2: Sales Myths vs. Sales Realities

To gain a deeper insight into which sales methods work the best today, let's look at the myths and realities of sales.

Myth: Selling is a numbers game.

Reality: Selling today is no longer about the quantity of calls you make or how many contacts you reach. It is about the quality of your conversations and your ability to bring out your prospective customers' emotions by asking deep questions and creating trust.

Myth: Rejection is just a part of sales.

Reality: Being overly aggressive with your sales process and using mind games and tricks are what trigger rejections in the first place. Pinpointing the cause of rejections and mastering the New Model sales techniques can help diffuse the cause and arrive at solutions.

Myth: You need to be enthusiastic about your product/service.

Reality: Your customer will not get excited just because they see you get excited about your product. On the contrary, they will either withdraw because you've overwhelmed them or get defensive and flat-out reject what you're offering.

Myth: The sale is lost at the end of the sale.

Reality: The sale is lost in the beginning if you start your cold call with a "Hello" because your prospects can smell a sales call.

Myth: If you assume the sale, they will buy.

Reality: Asking questions like, "In whose name should the contract be? What are your details? What is your phone number?" is the biggest red flag you can wave at the end of your sales presentation.

Myth: Always be closing – the ABCs of closing the sale.

Reality: Being neutral instead of being one-sided puts the focus on your potential customer, helps build trust, and makes

them feel encouraged about considering your product.

Chapter 3: Unlocking the Gatekeeper

A gatekeeper is someone who can either allow or not allow you to reach your prospective customer. For instance, the receptionist sitting at the desk in a company you want to pitch your product to is the first gatekeeper you'll likely come in contact with. Getting past the gatekeeper is often one most challenging situations salespeople face. But it is the gatekeepers who can also help you out with the most valuable information to boost your pitch.

The goal here is to build a friendly relationship with them. Instead of boasting about your product, give them a personalized introduction that touches on the company's pain points. A great personalized intro focuses on three parts – problem, solution, and question.

Start with the phrase, “You know how...” and add two or three of the biggest generic problems your prospect would identify. Extend the conversation into the solution stage by starting your next phrase with, “Well, what I do is help people/companies [insert what you've deemed to be their specific problems here]. Finally, progress to the question stage to turn the focus back onto the other person. For instance, if you're selling a financial service product, ask something like, “What does your portfolio look like?”

Chapter 4: Getting Customer-Focused

The most common words associated with salespeople include pushy, slick, manipulative, cheat, slimy, and sleazy. In fact, a survey by HubSpot Research found that a mere 3% of people consider salespeople to be trustworthy. The biggest reason behind it is most salespeople simply try to sell their product instead of helping customers solve their problems.

Replace your expectations of making the sale with determining whether the sale must be made in the first place. Remove biased and agenda-heavy conversations to make customers feel understood. Show them your honest intent is to figure out whether you can actually help them.

While rational factors such as pricing and features affect purchase decisions, the buyer and seller ultimately rely on triggers that appeal to their emotions. Salespeople with high emotional intelligence and often very patience and don't pressure prospects into buying. Instead, they first earn the prospect's trust, make them feel heard, discern the customers'

emotional state, and finally increase the chances of sales.

Chapter 5: Using the Power of Your Voice

Your voice is the greatest weapon that will help you achieve your sales victory. Make sure you speak with the right pausing to send a clear message. Use verbal cues like “Right!”, “Uh-huh,” “tell me more...”, “Is that right?” and more to keep the prospect engaged and present.

Adopt a natural and neutral tonality with words you use to foster a more trusting connection. Remember, surprises get our attention but mysteries keep it. If you decide to target your prospect's curiosity, make sure you offer them the right answers to satisfy their curiosity. Remember, words matter. Your ability to create a low-pressure, safe environment with words and language that fuse logic and emotion into a comforting cocktail is crucial to smashing sales!

Chapter 6: Listen and Learn

You might be a great talker but are you a good listener? Do you know how to ask the right questions? Do you truly understand the point your prospect is trying to make? Successful salespeople spend as much as 70 percent of their day listening! Leave your sales agenda and judgment behind when you listen to a prospect. Know what to listen to by putting yourself in the shoes of a CEO. Detect the clues, essence, and opportunities.

A customer may say, “It is critical that these patients get to a goal.” A good listener would hear the clue word “critical” and ask a follow-up question to understand why the customer chose that specific word. A great salesperson will also grasp the “essence” or true meaning behind the words their customers use. Finally, every conversation with your prospect is filled with opportunities of all shapes and sizes. For example, if your prospect mentions they're going to a meeting next month in Boston, a savvy salesperson will find the city's highly coveted hotspots and name-drop some of them to the physician. This will ultimately send a powerful message that the salesperson put in their efforts to offer information that could prove useful to the prospect

Chapter 7: Sequence of Questions

Aside from using your voice and listening efficiently, it's important to know what to ask. The questions you ask start

with the opening of your sales conversation. Research the best ways to open the dialogue. Create a safe environment by asking how you may be able to help your prospect.

To spark curiosity and retain engagement, create a step-by-step architecture of questions. Some of the most important types of questions to ask include:

- Connecting questions that take the focus away from you and put it on the customer.
- Situation questions to help you understand the present situation.
- Problem awareness questions to know what problems your prospect may have, what caused them, and how these problems are affecting them.
- Solution awareness questions involve your prospect and their idea and get them to emotionally attach themselves to solving their problem with you.
- Consequence Questions help them question their way of thinking and explore the consequences of not changing their situation.
- Qualifying Questions to confirm how important it is for them to change their situation.
- Transition Questions to help you naturally transition into going over how your sales solution can solve their problem.

Chapter 8: The Three Stages in A Sales Process

The engagement, Transitional, and Commitment stages are three of the most important stages in every sales process.

The Engagement Stage occupies 85 percent of the process. Here, you'll notice how your customers will buy from you based on your listening, being understanding, and asking the right questions.

Ask problem awareness questions to understand your prospect's challenges and how those problems are impacting them. Instead of making statements, compose your statements into questions. Once your prospect reveals their problems to you, ask them probing, consequence, and clarifying questions to help them relive their experience with what the problem has done to them. Finally, ask them solution-awareness questions to discover how they feel about solving their problems and moving forward.

The Transitional Stage starts once you receive comprehensive information on your potential customer. This is the point where you piece together all their needs and match your offerings to what they're looking for.

The Commitment Stage is where you finally close the sale. People are far more likely to change their behavior if you ask for commitment than if you don't. However, it's also important to make sure the commitment questions you ask don't put you or your prospect in an uncomfortable situation.

Chapter 9: Taking the Business Relationship to the Next Level

In sales both who and what you know matters. Networking and building productive business relationships are crucial to your success. But to be liked isn't enough in the sales biz. You need to be trusted, respected, and valued. Following the New Sales Model system with precision can help you help your customer and close a majority of your deals. When it comes to constantly developing your business, make sure you maintain the customer base you already have. Always try and increase opportunities within the base you've created and leverage this base for future business. Aside from creating new customers, make sure you constantly train to retain them!

Conclusion: The End is Really Just Your Beginning

Knowing not to sell is as important as learning how to sell. Great salespeople are crystal clear about their intent. Before they pick up a phone or walk into an office, their intention is always to do what is in the best interest of the customer. They focus on customers and not themselves and their products. With every sales call you make, remember that the words you use can make or break the deal. Identify the words that trigger resistance and stick to things that will make your customer feel heard. Finally, remember that in sales, you're dealing with human beings and not numbers.



Jerry Acuff is the CEO and founder of Delta Point, Inc., an Arizona-based-company that transforms under-performing sales teams into sales titans. He has consulted and spoken extensively on sales and marketing excellence issues for over 30 years.



Jeremy Miner pioneered 7th Level, an international sales training company that's helped more than 393,000 salespeople in 37 countries achieve exceptional results. What made the difference was developing and mastering persuasion skills that work with human behavior, not against it.

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