

Improve Your Thinking...Improve your Sales

Enhance your existing approach by incorporating the Pearson's **RED** critical thinking model into your sales process:

RECOGNIZE Assumptions

EVALUATE Arguments/Information

DRAW Conclusions

Here's How!

Recognize Assumptions >> Evaluate Arguments/Information

1. Know Your Leads

- In the beginning, recognize and resist assumptions about the leads you follow (and those you don't). Have you passed on a prospect because you heard they don't typically use products like yours... or they're struggling financially? Keep an open mind and don't limit yourself – recognizing assumptions is the only way to resist them.
- Do your homework. Get concrete information on the company - its decision maker, needs, purchase criteria, and timeline. Have you ever spent valuable time with a prospect, only to discover that person is not the decision maker?
(Evaluate Arguments/Information)

2. Discover Their Needs

- Do you really know what your clients need? Do they really know what they need? Ask open-ended questions. Encourage them to ask questions. You will begin to see their needs and possibly uncover additional selling opportunities. Instead of assuming a client's needs, take the time to learn them.
(Recognize Assumptions)
- Take the time to evaluating a client's needs. Sometimes in an effort to close a deal quickly, larger opportunities are missed. Listen to all of the client's needs and then evaluate how your products can meet their needs – even those the client hasn't thought of yet.
(Evaluate Arguments/Information)

Evaluate Arguments/Information >> Draw Conclusions

3. Present a Solution

- After carefully listening to the client and confirming the desired outcomes/goals, it's time to present a solution. Clients will ultimately spend money on products and services that help them do their jobs cheaper, better and faster. Use your critical thinking skills to find a solution that achieves these outcomes – remember, the client's needs are your needs.
(Draw Conclusions)

4. Negotiate a Conclusion

- Clients enter into negotiations with their own assumptions, arguments and conclusions. Make it your goal to understand what those are by asking questions throughout the process. Is the client expecting more than you've presented? Does the client have concerns about your solution, price, or timeline?
(Evaluate Information)
- Listen to the conclusions your clients have reached. Have they misunderstood you? Can you present your solution more clearly, using their terms, to help them see the value? (Evaluate Arguments/Information) Creatively guide them to a conclusion that fits with the solution you can offer, using the information you've gathered through asking questions and evaluating information. Make sure they see your goals aligned with theirs, and your solution as a valuable investment.
(Draw Conclusions)



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