



# 7/8<sup>ths</sup> Selling<sup>®</sup>

a Journey into the Buyer's Mind

1. PRINCIPLES & PRACTICE
2. TEAM EVALUATION
3. TEAM LEADER EVALUATION



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A PERSONAL APPROACH

STRUCTURING THE  
SALES PROCESS

EVALUATING THE PROCESS  
WITH METRICS THAT  
MATTER

## 7/8THS SELLING® – PRINCIPLES AND PRACTICE 2-DAY WORKSHOP

THIS PROGRAM PROVIDES A SOLID PLATFORM:

- FOR INDIVIDUALS TO IMPROVE THEIR SALES PERFORMANCE, AND
- FOR ORGANISATIONS TO BUILD ROBUST, ENGAGING AND DELIVERING SALES TEAMS.

THE PROGRAM IS STRUCTURED TO ENSURE OUTCOMES ARE REPEATABLE POST TRAINING.

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THE CORE COMPONENTS OF THE 7/8THS SELLING PRINCIPLES & PRACTICE PROGRAM®:

**THE ART AND SKILL OF DEEP ENGAGEMENT**

**STRUCTURING THE SALES PROCESS THROUGH USING AN APPROPRIATE FRAMEWORK AND QUESTIONS.**

**UNDERSTANDING HOW TO BUILD EMPATHY RAPIDLY.**

**LEARNING THE IMPORTANCE OF PERSONAL RESOURCEFULNESS.**

### ABOUT THE PROGRAM

**7/8ths Selling® - Principles and Practice** - takes participants through a structured communication process that embeds a shift from a product-centric focus to a truly customer-centric focus. It achieves this through a combination of advanced learning techniques, accelerated learning and a well-developed structure. Participants consistently comment how they cover far more ground than standard training programs.

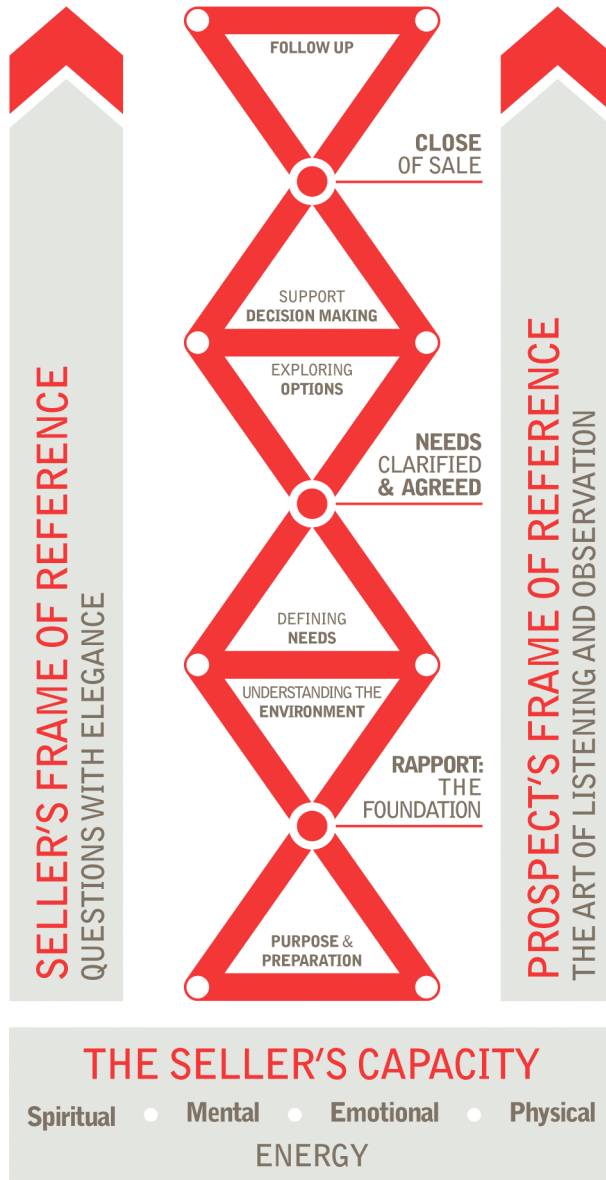
The program delivery style is highly interactive and encourages participants to bring real life examples. These examples are workshopped within the program.

#### THE BENEFITS OF THIS PROGRAM TO YOU ARE:

This two-day program will improve participant skills in the following areas:

- **Improved listening.** Believe it or not, one of the biggest failures of sales people is not listening to their clients. Far too frequently, they are caught up the activities of making the sale rather than deeply hearing what is said and unsaid.
- **Thinking like a buyer.** Patterns of thinking are explored and participants are shown how these patterns impact on the sales process. Participants learn the difference between pitching versus being a partner in the decision-making process and understand when to apply one or the other.
- **Getting inside the buyers environment.** Learning how to discover the competitors environment, the buyers internal environment and what the buying cycle is.
- **Formulating questions.** Great questioning skills improves the power to relate and gain insightful information whilst maintaining elegance in the sales process.
- **Closing.** Understanding why closures frequently fail and that poor or non-closing is rarely the fault of the buyer. Research evidence shows most sellers have: a) failed to earn the right to close or, b) fail to ask for the appropriate commitment.
- **Structure.** How to apply the unique Lattice Sales Process®. The selling process is rarely a straight line, yet many lose their buyers due to a failure to negotiate all the steps in the process.
- **Personal resourcefulness.** Understanding, harnessing and applying the four forms of energy.

## SELLING THROUGH THE LATTICE FRAMEWORK®



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## THE LATTICE FRAMEWORK

Is the only framework that provides an easy to follow and structured process in four areas:

- **Steps in a successful sales process.** The body of the framework provides users with a “what to do next at a glance!” With practice participants are able to recognise where they are in the selling process and what steps they need to cover off. It is surprising to many that how well they can quickly get the vital information necessary for rapport and knowing when the buyer is ready to be asked for commitment. Importantly, participants recognise that it is NOT the length of time spent in each component, but rather HOW time IS spent in each area.

Unfortunately, many sellers do not understand the importance of moving through each of the components of the lattice. Time varies with each individual prospect. Also, framework clearly indicates when it is no longer appropriate to go further at this point in time.

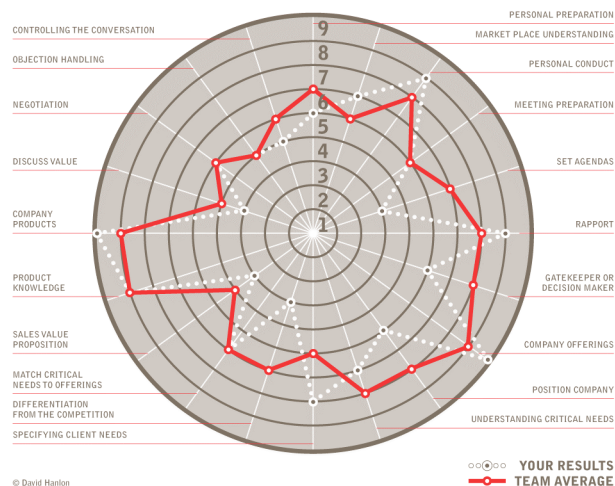
- **Maintaining control.** Recognising the importance of ASKING rather than wanting to TELL. Questions that are both elegant and have a degree of genuine CURIOSITY are the ones which are essential in gaining vital information. Importantly, they ensure the seller is in CONTROL of the conversation.
- **Maintaining empathy.** A focus on MY PRODUCTS rather than the buyer’s NEEDS reduces empathy. The old saying “a buyer will buy when s/he is ready” is so frequently lost when the seller is driven by wanting to tell/explain/push (it really doesn’t matter which) the particular product.
- **Maintaining capacity.** Leaders’ programs are increasingly recognising the importance of the four forms of energy in creating success. Sales is no different and our unique model assists sellers develop their capacity in each of these important areas.

## TEAM EVALUATION

**DO YOU KNOW HOW YOUR SALES PEOPLE PERFORM THROUGHOUT THE SALE PROCESS?**

**THIS ROBUST EVALUATION PROCESS PROVIDES STRUCTURED BENCHMARKS FOR EACH TEAM MEMBER.**

**THE PROCESS APPLIES TO ALL SALES TYPES: FROM TELE-SALES THROUGH TO MAJOR ACCOUNT KEEPERS.**



### WHAT OTHERS SAY.....

**“A good quality program with plenty of information that can be applied to your professional life to improve your performance.”** Joseph Cartisano, Perfection Fresh.

**“Fantastic. It was so refreshing not to hear the same old sales jargon. Fascinating content, practical, useful. The lessons learned here are practical, easy to implement and life changing for professional and personal areas.”** Terry Dainton, Markem Imaje Pty Ltd.

**“Very effective in changing frame of thought and instigating lateral thinking. I highly enjoyed it and would recommend it to my peers.”** Naomi Kononada, Lamanna Bananas.

**“More workshops of this calibre and content are needed. The concepts taught were understandable, tangible, and great guide posts to live by.”** Kimberly Brennan, Univ. of Notre Dame.

## ABOUT THE PROCESS

The 7/8ths Selling® **Team Evaluation** process uses the same framework that participants are taught in the **Principles and Practice** workshop.

It is applied because very few organisations have processes and procedures to effectively pinpoint where a member of a sales team is falling down, or, as we frequently find, what are the common strengths and weaknesses within the sales team.

### OUR PROCESS

Our process, through a very detailed series of questions for the evaluator, enables the sales person to be objectively scored throughout one or many selling events.

These results set an objective basis for tailored training.

### WHAT ARE THE STEPS?

Applying benchmarking successfully to the sales process means treating it as a continual process and focusing on best practices that occur within the team. The steps are:

- getting everybody involved in the process of understanding the process and its key performance areas
- detailed objective assessments of all steps in the sales process
- Reporting with metrics to ensure those involved in the organisation understand the nature and magnitude of the performance gaps.

### WHY BENCHMARK?

Traditional evaluation methods of a sales force are at best adhoc. The rigour of benchmarking and establishing key performance indicators (KPIs) for team members sets in process a program to achieve best practice.

### OUR RESULTS

When sales persons and management see detailed results (example of one printout opposite), they know specifically what to address.

### FOR FURTHER INFORMATION

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