



SELL LIKE JESUS[®]
VALUES-BASED SALES APPROACH



Setting Expectations for Sales Success



Introducing Sell Like Jesus



- Applied leadership and sales approach
- Sell in a way that aligns with your values
- Dynamic and holistic approach based on the example of Jesus of Nazareth
- Sales training & coaching with leadership development.



Introducing Sell Like Jesus



Learn more about Sell Like Jesus[®]:

- > Why Sell Like Jesus?
- > Who It's For
- > The SLJ Approach
- > Values-Based Selling
- > Quotes & Comments
- > Workshops & Interviews

Learn more at:
www.SellLikeJesus.com



Today's Agenda

- Managing sales cycles effectively
- Understanding the buyer's mindset
- Providing a relevant context
- Connecting buyer behavior to buyer expectations
- Telling stories to emphasize the buyer's role in his/her own success
- Strengthening relationships through expectation management



Managing the Sales Cycle

- The first responsibility of a sales professional is to manage the sales cycle
- Steps in managing the sales cycle:
 - Ask in-depth questions to assess the prospect's knowledge & needs/expectations.
 - Discuss budget, timeframe and decision criteria up front so everyone is clear.
 - Identify & clarify the decision process.
 - Ensure that the prospect has a clear picture of how to make this decision.



Setting Clear Expectations

- Setting clear expectations allows you to:
 - Align the buyer's needs with your solution.
 - Emphasize how a disciplined, structured decision process will achieve the best result.
 - Expand the discussion beyond product or service selection to include the buyer's:
 - Readiness
 - Preparation
 - Implementation
 - Maintenance



3 Keys to Setting Expectations

- Jesus followed three cardinal rules for setting and managing expectations:
 - ① Provide a context relevant to the buyer
 - ② Connect buyer behavior to buyer expectations
 - ③ Tell stories that emphasize the benefits of disciplined buyer behavior





1. Provide a Context Relevant to the Buyer



1. Provide a Relevant Context

- In order to set expectations, you must:
 - Listen to the buyer's needs and wants
 - Identify language and contextual cues
 - Think about and prepare examples unique to your prospect's specific circumstances:
 - Business buyer vs. consumer buyer
 - Reason for purchase
 - Industry sector
 - Type of application
 - Discuss things in *their* context



1. Provide a Relevant Context

- Examples from Jesus:
 - Speaking with religious and political leaders
 - Detailed knowledge of the scripture, laws and current interpretations
 - Able to communicate as a peer and equal
 - Speaking with commoners and communities
 - Used language that was empathetic and relevant
 - Told intimate stories that made sense to them
 - Focused on expectations that were within reach of the specific audience



1. Provide a Relevant Context

- Examples from Today: Selling a business software product
 - Meeting with a manufacturer
 - Issues: Production, suppliers, throughput
 - Language: Supply chain, work orders
 - Meeting with a retailer:
 - Issues: Product sources, store traffic, labor
 - Language: Channels, distributors, front-line staff
 - Modify not only language but context for discussion to match buyer situation



2. Clearly Connect Buyer Behavior to Buyer Expectations



2. Connect Buyer Behavior with Expectations

- In order to set expectations, you must:
 - Paint a picture that *involves* the buyer
 - Emphasize the role of the buyer in the overall success of the process
 - Demonstrate that a purchase decision is just one part of the overall pathway to success:
 - Defining objectives
 - Preparation
 - Vendor selection
 - Implementation
 - Management and maintenance



2. Connect Buyer Behavior with Expectations

- Examples from Jesus:
 - Emphasis on the *process* in every meeting
 - You may choose to believe, but you still have to behave (i.e. You need to change your mind, heart and actions in order to achieve your goals).
 - Those who are furthest from the goal have the longest journey.
 - The process involves change of heart, change of attitude, planning, commitment to others and a new focus on achieving the goal together.



2. Connect Buyer Behavior with Expectations

- Examples from Today:
 - Share scenarios from other customers.
 - People and organizations *just like them*.
 - Emphasize the total perspective:
 - What we did to define our goals
 - What we did to prepare
 - What we did to decide
 - What we did to implement
 - What we did to maintain/achieve
 - Buyers decide more than just the product; they decide the success.



**3. Tell Stories that
Emphasize the Benefits of
Disciplined Buyer Behavior**



3. Emphasize Buyer Behavior

- Prospects are often undisciplined or unprepared for success:
 - Poorly defined objectives
 - Internal politics and confusion
 - Lack of preparation or readiness
 - Disinterest in accepting shared responsibility
 - Unwillingness to listen to vendor advice
- Often, the only way to breakthrough is with relevant stories.



3. Emphasize Buyer Behavior

- The best stories are:
 - From other customers
 - In *their* words
 - Captured in print, video, audio, etc.
 - Shared on a personal level
- Go beyond case studies, white papers and other valuable but less personal content.



3. Emphasize Buyer Behavior

- Examples from Jesus:
 - Always focused on the other person's role
 - Not just on the question of his truth
 - You may choose to believe me (i.e. to 'buy')
 - But then you need to respond to that decision with:
 - Preparation
 - Prayer
 - Commitment
 - Attention
 - Action



3. Emphasize Buyer Behavior

- Examples from Today:
 - Talk about the results of your product or service from the perspective of what clients have done to harness, utilize and achieve.
 - Present around the process of achieving success, not just around features/benefits.
 - Use this process (and customer stories) to ask questions about the buyer's readiness to achieve success.
 - This can result in better sales cycle management and higher credibility.





Sample Questions that Help to Set Expectations



Sample Questions

- How have you researched the vendors you are considering today?
- What experience have you had with this kind of product or service before?
- I'll tell you a bit about our approach to client support and then I'd like to see how that aligns with your approach to managing the project over time.
- Let's benchmark and see if we are on the same page here.



Sample Story Types that Help to Set Expectations



Sample Story Types

- Here's how a company just like yours *prepared for* and achieved success using our product.
- Customers often tell us that they *learn how to do a better job* as a result of our disciplined implementation/installation.
- Here is a *process checklist* and *customer guide* that we use with clients to ensure that they are *ready to reach their goals* with us.



**Questions or
Comments?**



Key Takeaways & Next Steps



Key Takeaways

- Your first job is to *manage the sales process*.
- Setting expectations is an essential part of managing the sales process.
- You can most effectively set expectations by:
 - Providing a context that is relevant to the buyer.
 - Clearly connecting buyer behavior to buyer expectations.
 - Telling stories that emphasize the benefits of disciplined buyer behavior.
- You need to prepare for this role by:
 - Knowing the prospect's unique environment.
 - Listening and sharing as a valued peer.

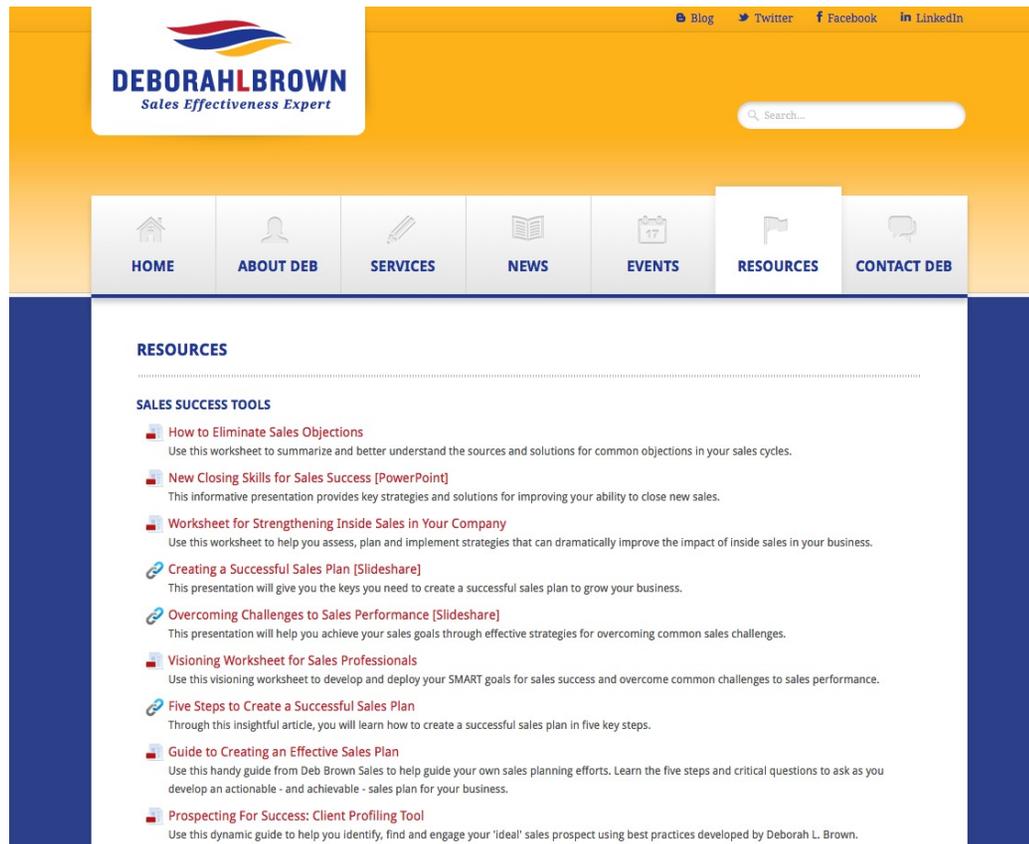


Next Steps

- Review your customer testimonials and case stories for examples that emphasize effective buyer behavior.
- Practice using phrases, examples, stories and questions to set expectations in discussion.
- Document and present a *process approach* in the sales cycle that clearly demonstrates the role of the customer in:
 - Managing their own expectations
 - Achieving and sustaining success



Personal Worksheet



The screenshot shows the website for Deborah L. Brown, a Sales Effectiveness Expert. The header includes the logo, name, and title, along with social media links for Blog, Twitter, Facebook, and LinkedIn. A search bar is located in the top right. Below the header is a navigation menu with tabs for HOME, ABOUT DEB, SERVICES, NEWS, EVENTS, RESOURCES (which is highlighted), and CONTACT DEB. The main content area is titled 'RESOURCES' and lists several 'SALES SUCCESS TOOLS' with brief descriptions:

- How to Eliminate Sales Objections**
Use this worksheet to summarize and better understand the sources and solutions for common objections in your sales cycles.
- New Closing Skills for Sales Success [PowerPoint]**
This informative presentation provides key strategies and solutions for improving your ability to close new sales.
- Worksheet for Strengthening Inside Sales in Your Company**
Use this worksheet to help you assess, plan and implement strategies that can dramatically improve the impact of inside sales in your business.
- Creating a Successful Sales Plan [Slideshare]**
This presentation will give you the keys you need to create a successful sales plan to grow your business.
- Overcoming Challenges to Sales Performance [Slideshare]**
This presentation will help you achieve your sales goals through effective strategies for overcoming common sales challenges.
- Visioning Worksheet for Sales Professionals**
Use this visioning worksheet to develop and deploy your SMART goals for sales success and overcome common challenges to sales performance.
- Five Steps to Create a Successful Sales Plan**
Through this insightful article, you will learn how to create a successful sales plan in five key steps.
- Guide to Creating an Effective Sales Plan**
Use this handy guide from Deb Brown Sales to help guide your own sales planning efforts. Learn the five steps and critical questions to ask as you develop an actionable - and achievable - sales plan for your business.
- Prospecting For Success: Client Profiling Tool**
Use this dynamic guide to help you identify, find and engage your 'ideal' sales prospect using best practices developed by Deborah L. Brown.

- Free worksheet
- Available on our website under the **Resources** tab
- Includes key points & ideas



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Thank you!



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