

**Up-A-Notch™ Sales Training System
for Outside Salespeople**

By Dave Kahle

“Be Your Customer’s Consultant”

Participant’s Guide

“Be Your Customer’s Consultant”

Notes & Exercises

Notes

What does it mean to be a consultant? A consultant is someone you pay to _____ you and your _____, and then to help you overcome _____ and achieve _____.

One major thing you expect of consultants is that they take the time to _____ you and your _____.

Success at selling in the Information Age requires you to become more of a _____ to your customers. Many of your customers have too _____ to _____ and not enough time in which to do it. When overwhelmed, one natural reaction is to fall back on a _____ person they can _____ – someone who has earned the position of being an effective _____ to them.

The First Principle: **Your customers want to be _____.**

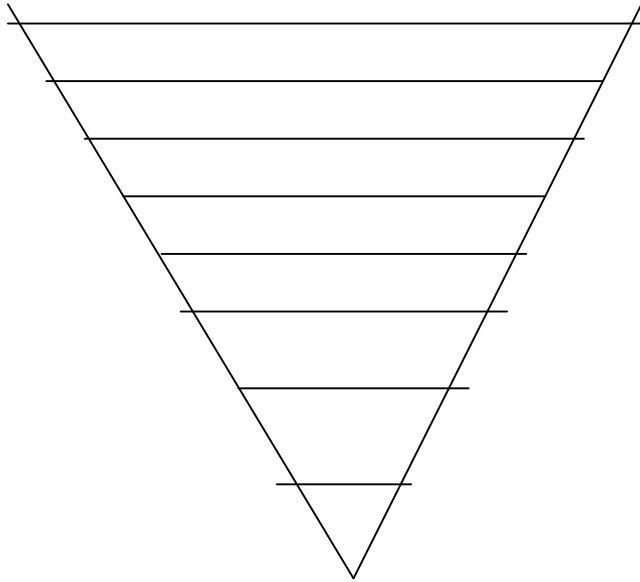
From our perspective as buyers, we're favorably impressed with salespeople who take the time to _____ us. The same thing is true of your customers.

Understanding your customer is like peeling an onion.

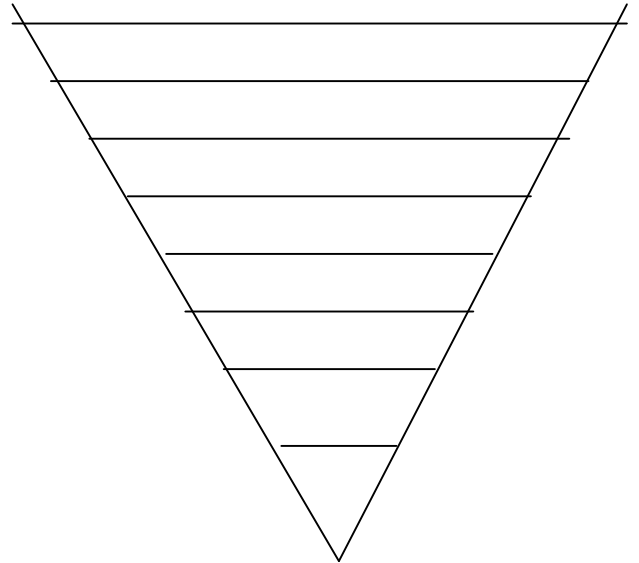
Just like there are layers and layers to an onion, so there are layers and layers to your _____. Just like the superficial layers of an onion are _____ and _____, so too, the superficial levels of your customers have little _____. But as you peel the onion deeper and deeper, the strength increases. So, too, with your _____.

Fill in the onions

What You Know About The Customer



What Do You Sell?



Think of the word PIE. The most superficial are *problems or* _____. The second layer down consists of the *implications*. In other words, you take the time to understand the _____ of successfully solving the _____ or meeting the _____, as well as the _____ of _____ doing so.

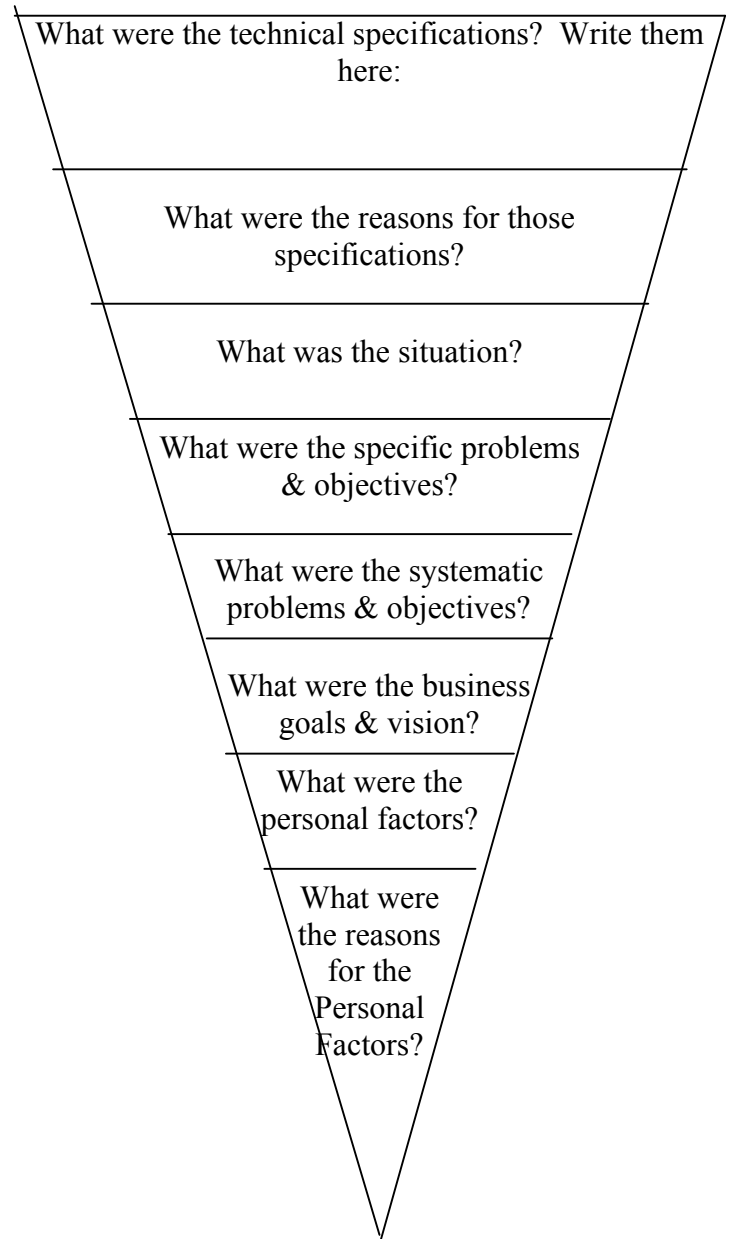
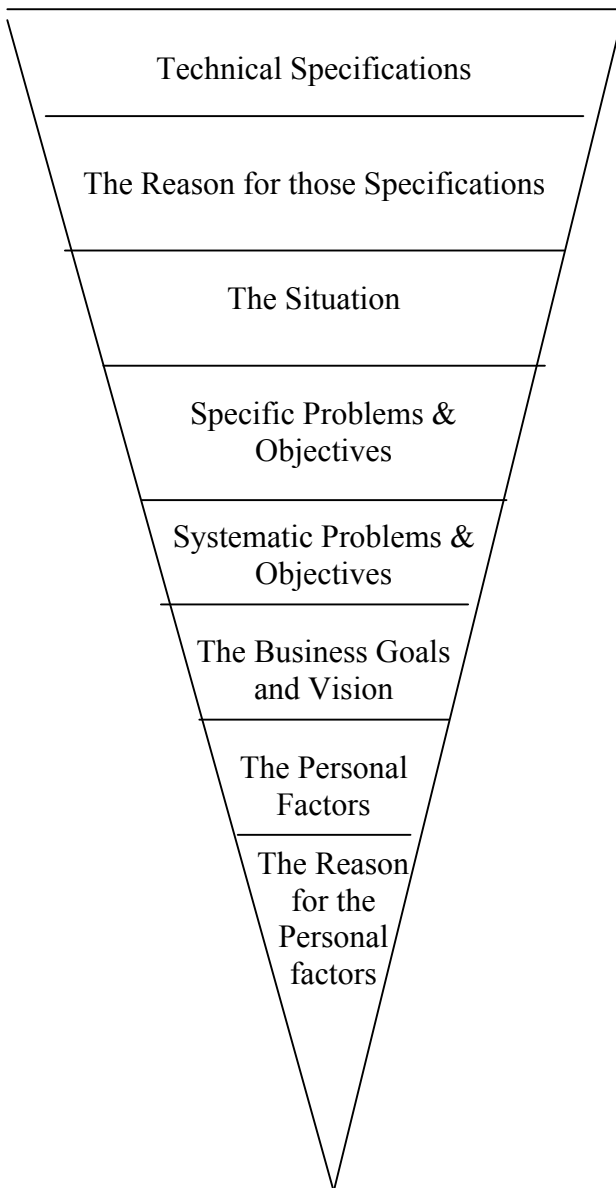
Now, let's peel the onion one more level deeper, and discover the _____ level. How do the implications make the individuals within that company _____?

Look at the first level. If all you know about the customer is the _____ specifications, all you can sell is _____. If, however, you have taken the time to know your customer at ever _____, you'll be able to sell at deeper levels. And that's where your ultimate and long-term success lies.

If you are going to distance yourself from your _____, if you are going to make yourself _____ and _____, if you are going to secure deep and long lasting _____ with your _____, you must sell at _____ _____. To do that you must be a _____ to your customers.

Exercise One: Peeling the Onion

- A. Identify a current customer. Write the name of the account here:
- _____
- B. Identify some product that customer recently purchased from you:
- _____
- C. Test your knowledge of that customer by describing as best you can, each layer of the onion relative to that customer and that purchase.



Exercise Two: Preparing to Peel the Onion

Using the Simplified PIE

a. Name a customer you expect to call on next week.

Account: _____

Person: _____

b. Prepare questions that will help you uncover each of the three levels: P I E.

Problems or Objectives

What will you ask to uncover problems the customer may have? What will you ask to uncover objectives the customer wants to achieve?

Implications

How will you get the customer to discuss the implications of solving the problem? Of not solving the problem? Of achieving the objectives? Of not reaching the objective?

Emotions

How will you get the customer to discover how those implications make him/her feel?

Exercise Three: Generating Ideas

Use the bubble pads to write down at least three good ideas you gained from today's session. Remember the four criteria for a "good idea." We've illustrated a couple of samples for you.



Decide to invest a certain amount of time in self-improvement every month.

Remember, a good idea is one that

- * focuses on the future*
- * focuses on action*
- * focuses on your behavior*
- * is a small step toward one of your learning goals.*



Use a specific process in order to learn more effectively.

Exercise Four: Distilling the Best

Select the one good idea from the previous exercise that you think is the best. To help you make that selection, ask yourself these questions:

1. Which of these ideas could make the fastest impact on my performance?
2. Which of these ideas would make the biggest impact on my performance?
3. Which of these ideas am I most passionate about?

Rewrite that idea here.

Exercise Five: Precisely Prescribing

Turn the idea from the previous exercise into a Precise Prescription. Write that prescription on the Rx pad. We've done an example for you. Now, take your prescription and post it someplace where it will remind you to do it.



(Precisely Prescribe)

I will set aside two hours every week for personal improvement and keep a record of what I do in that time.