

The
Professional Sales Excellence
Series

Leader Guide

"How To Gain Trust"

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Leader Instructions

Program Materials: 1 Video tape and Leader Guide
Participant Study Guide - copy for each participant
Module Feedback Form - copy for each participant

Tape Running Time: Approximately 25 minutes

Implementation Time: 50-60 minutes

Let's Get Started!

- 1) Watch the video and read over the Leader Guide instructions thoroughly prior to conducting the meeting with your participants. By doing so you will be much more comfortable with the material, and will get the participants to gain more as a result of attending. As you will see the video program is not just a studio stage, it contains live footage. This was done to keep your attendees more attentive during the session. The members of your group will laugh throughout the presentation. While this is a hoped for reaction, don't let them lose the focus of the real purpose of the meeting. Help them think about the concepts instead of listening only for the entertainment.
- 2) Introduction to The Professional Sales Excellence Series.
 - A) Set the stage for an impactful learning experience. Keep the atmosphere casual and enjoyable. Here is a suggestion on what you can say to begin the program:

"As we all know, today's marketplace is becoming increasingly competitive. It takes more than just product knowledge to become successful. It also takes effective sales and people skills to make it. That is why we have invested in this series. We will be receiving one of these video programs each month to play during our meetings. They will cover a different aspect of sales and marketing every month to help you increase your income. Today's program deals with ***How To Gain Trust.***"

- B) Refer to the Participant Study Guide for this module. Review the "Benefits to Participant" section with your group. Sell them on the importance of completing this program and participating in the 3 exercises included in this segment of the series. Get them excited about the series by telling them how important ongoing training is for sales and people skills. Please also ask the participants to follow along in their study guides. Encourage them to take notes and jot down any ideas that come to mind during the session.
- 3) Begin the tape. Stop at the "Stop Tape Here" graphic.
- 4) **Exercise 1. Page 2.**
- A) It's important to get the participants to start thinking about how to sell without focusing too heavily on the products or service. Explain to them in your own words, that while product knowledge is important, it is merely the place to start. If customers only bought the product benefits, your product or service could be purchased through the mail. When things are purchased this way, people are looking for the best price and you may lose profits. Their job depends on how good they are with people.

- B) To start them thinking about their people skills, ask the participants:
How important do they think trust is to their sales, and why?
What techniques are they currently using to gain it?
Ask them to be specific.
To try to think of a time when they paid a higher price just because they had a high level of trust.
To try to think of a time when they didn't buy because trust was too low, regardless of how inexpensive the product was.

5) Begin the tape. Stop at the "Stop Tape Here" graphic.

6) **Exercise 2. Page 5.**

It is important for your participants to role play what they just heard to apply and use the concepts.

- A) Ask them to break up into 2's and try to sell a pencil to their partner. Ask them to mirror as they sell. Have them mirror obvious things like crossed legs, or posture like a forward, back, or sideways lean. Also ask them to mirror arms on the table or crossed. Ask them to wait 20-30 seconds before they match their partner. Watch whether or not they seem to do it smoothly. Watch and coach them on waiting longer or mirroring sooner than they are doing it. It's important to stress to them to try to practice this until they can do it without getting distracted from what they are listening to or saying. Even though your participant may be able to mirror, they may also lose track of what they are saying. They have to be comfortable enough to do this without being awkward. If any participant says they can't remember what they are

supposed to say, or they get distracted from what they are saying, tell them they need to pay more attention to the customer anyway. People don't buy because of what salespeople say. They buy due to what they think during the sales process.

B) **Participant Self-Practice:** Ask them to practice after the training program by mirroring at least 5 friends or strangers each day for a week. After a week, they will do this so comfortably and elegantly that it will then be a part of how they sell.

7) Begin the tape. Stop at the "Stop Tape Here" graphic.

8) **Exercise 3. Page 8.**

A) Ask the group to again get a partner and try to sell a pencil, or any other product or service, including the one they are paid to sell. Tell them to mirror as they sell. Ask them to wait until they sense they are in rapport, and then move to a new position or posture and watch the partner's response. If the partner moves to follow within 1 minute, the participant has done a trust check. At that moment they then have more rapport and trust than any other time. Tell them that if they are ready to ask for the sale, do. If they are ready to gain commitment, ask. The "customer" will probably say yes. If the "customer" still doesn't buy, tell your participant to continue to mirror and probe for needs. If they buy from anybody, it will be from the one who gained their trust.

B) **Participant Self-Practice:** Tell your participants to practice by mirroring a person a day for the next week. Tell them that once they have mirrored the person, try to lead or pace them by moving to a new position. Ask them

to notice any mood or conversation changes. If the participant does this with a friend, ask them to tell the friend afterward what they did and ask if the friend noticed. Most will not notice. Ask the participant to also ask the person they mirrored if they felt any mood or attitude changes when they were lead to a new position.

- C) At the end of the program ask each attendee to fill out the Module Feedback Form. This is very important since from it you will learn what they liked best and what they will apply the soonest. Pay special attention to the suggestions they list on how you can improve the company to help them become more successful. This question alone will be worth the cost of the series if you pay attention and follow up on their suggestions, if warranted.