

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

By Dave Kahle

Gaining Commitment

Participant's Guide

# **Gaining Commitment**

## **Notes & Exercises**

## Notes

Mention closing the sale and most salespeople feel their hearts pounding, palms \_\_\_\_\_ and their blood pressure \_\_\_\_\_. It's that part of the sales process where most \_\_\_\_\_ feel most \_\_\_\_\_.

Professional salespeople, selling in business to business fields, look at the \_\_\_\_\_ tricks and \_\_\_\_\_ advocated in the literature, and feel that they just can't see themselves using those tactics.

In professional sales, there is no room for the \_\_\_\_\_, high-pressure tactic. Gaining commitment from your customer is not a matter of \_\_\_\_\_ questions, nor \_\_\_\_\_ tactics. Your customer's commitment is a \_\_\_\_\_, \_\_\_\_\_ of your excellent work in the other parts of the sales \_\_\_\_\_.

Become good at this, and you'll discover a number of powerful \_\_\_\_\_. I've discovered that when salespeople become \_\_\_\_\_ at gaining commitment, their confidence in their \_\_\_\_\_ sales ability \_\_\_\_\_. Their confidence spills over into every aspect of the sales process.

Secondly, you find you are working more \_\_\_\_\_.

Here's another benefit—your customers grow to \_\_\_\_\_ you more.

Finally, you achieve better sales \_\_\_\_\_.

There are a couple of obstacles for most \_\_\_\_\_ when it comes to this part of the sales process.

The first has to do with our \_\_\_\_\_ of \_\_\_\_\_ the relationship with your \_\_\_\_\_.

If you are \_\_\_\_\_ in moving projects \_\_\_\_\_ and \_\_\_\_\_ issues, your customers come to \_\_\_\_\_ you more as you appear to be very professional about your job.

The result is the reason for the relationship. The \_\_\_\_\_ is not an \_\_\_\_\_ in itself, it is a \_\_\_\_\_ to an end. The reason we build \_\_\_\_\_ with customers is that facilitates \_\_\_\_\_.

Here's another obstacle to effectively gaining commitment – \_\_\_\_\_ of rejection. Your customer saying no has much more to do with your \_\_\_\_\_' situation, \_\_\_\_\_ and understanding then it has to do with \_\_\_\_\_.

Let's examine the key principles.

**1. Deciding to buy is a \_\_\_\_\_, consistency of a series of small decisions.**

When your customers decide to give you money for what you're offering, that decision doesn't exist in a \_\_\_\_\_. The decision is only the \_\_\_\_\_ in a string of decisions that your customer made along the way. Your job, as a Skillful Influencer, is to \_\_\_\_\_ this buying \_\_\_\_\_ so that your customer finds it easy to say "yes" to you at each \_\_\_\_\_ along the way.

**2. Gaining commitment is a process which always ends with your customer's \_\_\_\_\_ to take \_\_\_\_\_.**

These two principles naturally lead to an overall strategy for gaining commitment. The strategy is \_\_\_\_\_ **the \_\_\_\_\_ Step.**

The next step to gaining commitment \_\_\_\_\_ by the product or service, your \_\_\_\_\_, the \_\_\_\_\_ of the person to whom you are talking, and the decision making \_\_\_\_\_ in that particular account.

The second key word in our strategy is negotiating. \_\_\_\_\_ means to make arrangements for, or \_\_\_\_\_. This is a fundamental shift that is important to understand. You don't manipulate the customer, you \_\_\_\_\_ overpower the customer, you \_\_\_\_\_ cleverly force your will on the customer, you \_\_\_\_\_ agree on the next step.

Here are several rules to help you implement this strategy.

Rule One: Always \_\_\_\_\_ for \_\_\_\_\_.

For a true commitment, you customer must \_\_\_\_\_ to take some \_\_\_\_\_ as a result of your interaction with him or her.

Rule Two: Prepare \_\_\_\_\_ commitment questions.

You should spend time developing these \_\_\_\_\_ or statements, searching for \_\_\_\_\_ with which you are \_\_\_\_\_. Here's a sampling of several types of questions or statements you can use.

The Agenda statement. When you use this kind of statement, you \_\_\_\_\_ the \_\_\_\_\_ that \_\_\_\_\_ will follow in order to carry out the \_\_\_\_\_' decision, and then you ask for the customer's \_\_\_\_\_ to that agenda.

The Alternative Question is another kind of question that is comfortable for a lot of people. When you use this type, you ask a question that offers the customer \_\_\_\_\_ ways of saying \_\_\_\_\_.

"Sounds like..." is another comfortable approach. You just say, "It sounds like ...." And then describe the \_\_\_\_\_ step.

Here's one more way to ask for commitment. The Generic. By that I means it's a \_\_\_\_\_ way of asking for action that is \_\_\_\_\_ enough that you can use it in lots of different situations.

This has been a representative sampling of a few of the different ways to ask for action. There are literally hundreds of possibilities. The important thing is that you find two or three of these different \_\_\_\_\_ that are \_\_\_\_\_ for you. Create some asking for action language, and be \_\_\_\_\_ to use them.

# Exercise One: Thinking About Next Steps

Directions: Identify three sales calls that you expect to make in the next few days. Analyze each sales call by completing the form below. In each case, prepare at least two “actions” or “next steps” that you can reasonably ask of your customer in each of those sales calls. These “next steps” should meet the criteria mentioned in the video: i.e. they should call for action on the part of the customer, and they should be appropriate for that particular customer.

1. Customer to be called on: \_\_\_\_\_

Describe the project/program/service/product that you are trying to sell (this could be something that you have previously presented, or something that you intend to present at this sales call.): \_\_\_\_\_  
\_\_\_\_\_

If you have previously presented it, explain what has happened with this project so far: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Now think through the customer’s situation, how they make decisions, and where they are at in the buying process. Then explain what you think would be an appropriate action they could agree to as a result of your upcoming sales call. What is the appropriate next step for this customer? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. Customer to be called on: \_\_\_\_\_

Describe the project/program/service/product that you are trying to sell (this could be something that you have previously presented, or something that you intend to present at this sales call.): \_\_\_\_\_  
\_\_\_\_\_

If you have previously presented it, explain what has happened with this project so far: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Now think through the customer's situation, how they make decisions, and where they are at in the buying process. Then explain what you think would be an appropriate action they could agree to as a result of your upcoming sales call. What is the appropriate next step for this customer? \_\_\_\_\_

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3. Customer to be called on: \_\_\_\_\_

Describe the project/program/service/product that you are trying to sell (this could be something that you have previously presented, or something that you intend to present at this sales call.): \_\_\_\_\_

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If you have previously presented it, explain what has happened with this project so far: \_\_\_\_\_

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Now think through the customer's situation, how they make decisions, and where they are at in the buying process. Then explain what you think would be an appropriate action they could agree to as a result of your upcoming sales call. What is the appropriate next step for this customer? \_\_\_\_\_

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# Exercise Two: Preparing Questions that Ask For Action

**Directions:** Write at least two versions of each of the following questions in a way that you can use in your business.

**Agenda Example:** \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

**Alternative Example:** \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

**Generic Example:** \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

**Sounds like... Example:** \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

**Direct Example:** \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

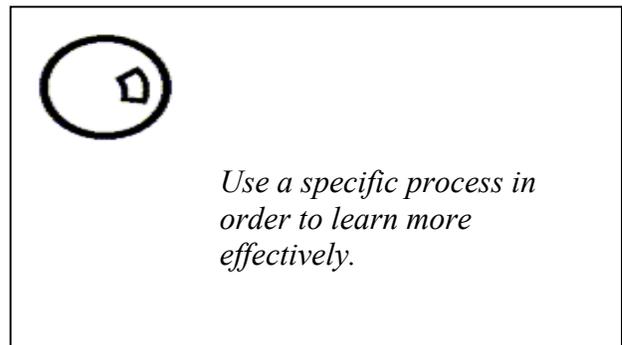
## Exercise Three: Generating Ideas

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.



*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.*



# 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 will be easiest to implement?
4. Which of these ideas am I most passionate about?

Rewrite that idea here.

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# 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.*