



## Applying Trust Principles to the Sales Process Handout

	1. Customer Centric	2. Medium-Long Term View
	3. Collaborative	4. Transparent
Sales Process Steps	Not Living the Principles Get the Transaction Sell by Credentials	Living the Trust Principles Build the Relationship Sell by Doing
Target	<ul style="list-style-type: none"> <li>• Screen by fit with seller’s offering</li> <li>• Quantitative criteria</li> <li>• Analyze data to define issues</li> </ul>	<ul style="list-style-type: none"> <li>• Screen by buyer’s level of pain</li> <li>• Relationship criteria</li> <li>• Pick issues by reading/asking buyers</li> </ul>
Contact	<ul style="list-style-type: none"> <li>• Leading with seller offer</li> <li>• Time spent rehearsing pitch</li> <li>• Time spent writing, scripting</li> </ul>	<ul style="list-style-type: none"> <li>• Lead with buyer need</li> <li>• Time spent rehearsing listening</li> <li>• Time spent role-playing</li> </ul>
Meet	<ul style="list-style-type: none"> <li>• Present an agenda</li> <li>• Show how much you know</li> <li>• Show answers, earl</li> </ul>	<ul style="list-style-type: none"> <li>• Present an agenda for discussion</li> <li>• Be candid about what you don’t know</li> <li>• Focus on problem definition</li> </ul>
Propose	<ul style="list-style-type: none"> <li>• Write proposal at the office</li> <li>• Focus--qualifications, approach</li> <li>• Meet to present proposal to passive customer</li> <li>• Write a winning proposal</li> </ul>	<ul style="list-style-type: none"> <li>• Write proposal onsite, with client</li> <li>• Focus—hypotheses, benefits, outcomes</li> <li>• Meet to review pre-presented document</li> <li>• Build a winning relationship</li> </ul>
Close	<ul style="list-style-type: none"> <li>• Seek a specific outcome</li> <li>• Answer objections</li> <li>• Build up to, make case for price</li> <li>• Make the best case for seller</li> </ul>	<ul style="list-style-type: none"> <li>• Seek a buyer-preferred outcome</li> <li>• Understand objections</li> <li>• Raise price issues earlier in process</li> <li>• Make the best case for the buyer</li> </ul>
Maintain	<ul style="list-style-type: none"> <li>• Suggest follow-on solutions</li> <li>• Pass leads to internal Subject Matter Experts</li> <li>• Stay in comfort zone</li> </ul>	<ul style="list-style-type: none"> <li>• Ask about issues</li> <li>• Explore related issues yourself</li> <li>• Acknowledge your limits, then explore</li> </ul>

## TQ DIAGNOSTIC TEST

[TAKE THE TQ Diagnostic Test](#) and discover your Trust Temperament™.

Answer 20 simple questions based on the [Trust Equation](#), and you will discover a powerful tool for business success—your Trust Quotient and your Trust Temperament™. These revealing answers will tell what you do that helps people trust you, and the things you can do to improve the way you are perceived.

Your Trust Temperament report will tell you whose trust you are most likely to gain, what about you people are likely to trust, and specific actions you can take to be as trustworthy, and as trusted, as possible, so you can:

- Increase sales results
- Improve credibility in business
- Build deeper and more satisfying personal relationships with people who matter

Invest in yourself now! Take the Trust Quotient diagnostics now and get your 20+ page personal report now.

**DEEP ANALYSIS, BIG REWARD, SMALL PRICE.**

*Take the TQ Diagnostic Test*

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