

REFRAME YOUR APPROACH TO SALES

A CONVERSATION ON
COMMUNICATION, NOT PITCHING

SET THE STAGE

This is not a presentation,
this is a conversation.
I'm going to share perspective,
then we open the floor.

WHY THIS TOPIC

Many of you said you want to improve sales
This is an area I've spent years in
Breaking it down, testing it, refining it
What I'm sharing is what actually works

STEP 1 – REFRAME

Stop focusing on “**sales techniques**”
Start focusing on **Communication**.
Pitch “tricks” come and go like fads,
communication is timeless

WHAT STRONG COMMUNICATION DOES

It empowers

It builds trust

It demonstrates honesty

It cements credibility

It balances the value proposition

Don't go for "Yes", **Reach Agreement**

LANGUAGE SHIFT..

CHANGE

CONVINCE ➤ **COMMUNICATE**

PERSUADE ➤ **INSPIRE**

Clients feel uncomfortable when persuaded
They feel enthusiastic when empowered

“The biggest problem with communication, is the illusion that it has taken place”

George Bernard Shaw - Irish Playwright

BE DIRECT..

SAY WHAT NEEDS TO BE SAID

No circling + No over-explaining

Straight line from A to B

SIMPLE FRAMEWORK

ISSUE > IMPACT > SOLUTION

SAY IT IN 3 SENTENCES OR LESS

Constraint builds clarity

STICK THE LANDING

“I would have written you a
shorter letter,
if I had more time”

Blaise Pascal (1657) - Physicist & Philosopher

THAT SAID...

THE MOST DANGEROUS PERSUASION TECHNIQUE

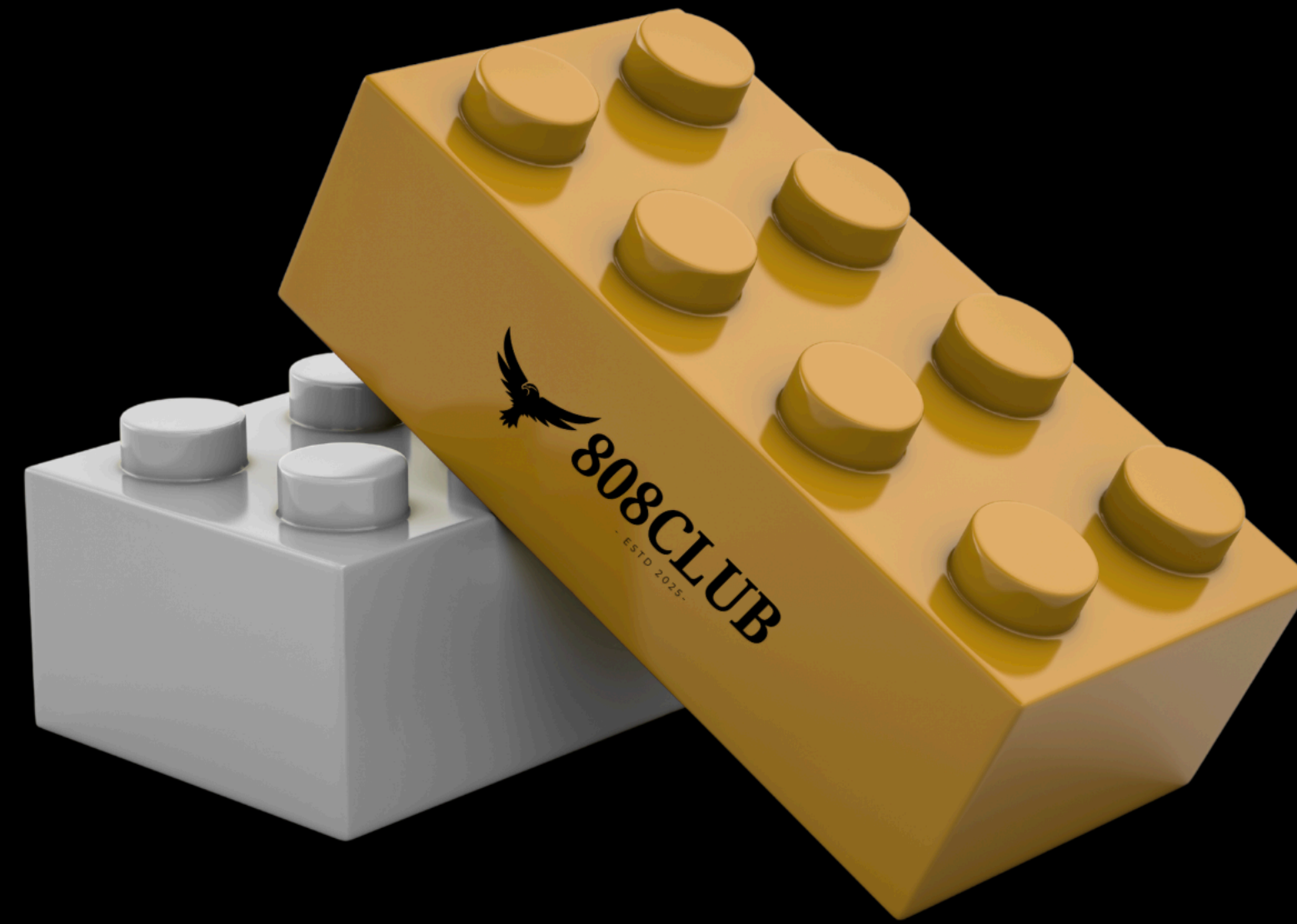
**ANY IDEA YOU THINK CAME
FROM YOUR OWN MIND YOU
HAVE NO ABILITY TO RESIST**

Put the pieces in front of your client

ISSUE > IMPACT > SOLUTION

Let them connect the dots

You don't close, they decide



WHO PUT THE PIECES
TOGETHER?

FINAL THOUGHT

STOP TRYING TO SELL

Start delivering clarity, empowerment and help clients arrive at **their** right decision

WHAT DO YOU THINK..

What resonated, What challenged your thinking, Where do you see this applying