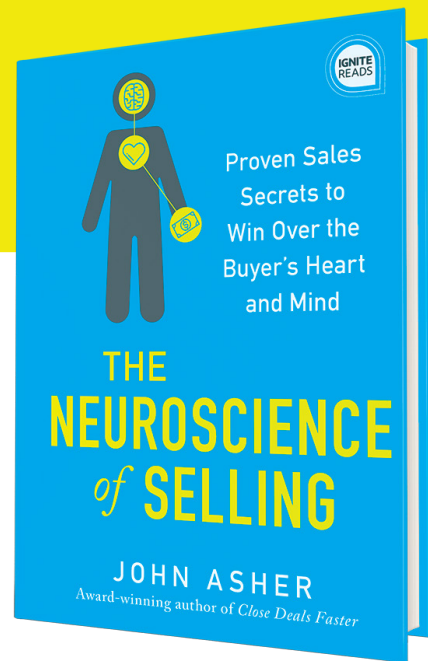


Spark Impact in Just One Hour

Value-Building Experiences
by SimpleTruths.com



A Guide for Increasing Sales:

The Neuroscience of Selling

by John Asher

Includes printable worksheet for meeting participants

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*Win over your buyer's heart and mind, and in the process, increase your sales.
How?*

Prior to your meeting, provide a copy of *The Neuroscience of Selling* to each meeting participant and request the participants read the book and come prepared for discussion. The book will also serve as a learning tool and a future resource to reinforce training ideas.

Ask these thought-provoking questions prior to discussing the book:

1. Think about a recent purchase you made. Did you buy the item based on emotion or logic?
How do you know?
2. Think about something you recently sold to a customer. Did that customer buy based on emotion or logic? How do you know?

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Book Discussion Questions

1. Six Stimuli That Wake Up the Buyer's Brain

- What do you do to try to understand your buyer's needs?
- Think about how your products or services are described – is there a way to simplify your descriptions?
- What is unique about what your company sells? Try turning that into a unique selling proposition – a statement that highlights how you're different from your competitors and is relevant to your buyers.
- Do you share stories about your customer successes with other customers? If yes, how has that worked for your sales process? If no, try thinking of stories you can share.

2. Prospecting for New Business

- Do you ever discuss the qualification status of your top prospects with your sales manager? Why or why not?
- Have you ever kept pursuing an opportunity that wasn't panning out because you had put so much time and money into it? What happened?

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- Do you add a little something extra to all your interactions? If yes, what are they? If no, try brainstorming ideas.
- Do you know how many touches you normally make before moving on from a lead?
 - * It can take up to 12 touches to make a sale from a qualified lead. If you're not following up that much, what can you do to increase your touches?

3. Identifying Your Buyers and Using Coaches

- How would you describe your relationship with your buyers?
- How do you approach a "user buyer" (the person who will use your product or service)?
- How do you approach a "technical buyer" (the person who gives technical approval)?
- How do you approach an "economic buyer" (the person who approves the money transfer)?
- Do you regularly try to find a coach (someone inside of or close to the prospect company who is helping you close the deal)? Why or why not?

4. Rapport Building

- When you are meeting a potential lead for the first time, do you pay attention to the first impression you are giving? If so, how? If not, think of ways you can cultivate your first impression.

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- Do you research your buyer before talking? If so, what do you do? If not, brainstorm ways you can learn more about buyers.
- Think about your personality type: are you fast-paced and fact-oriented (Driver); are you fast-paced and feeling-oriented (Communicator); are you slow-paced and fact-oriented (Thinker); or are you slow-paced and feeling-orientated (Supporter)?
 - * How would you approach each personality type in a buyer: Driver, Communicator, Thinker and Supporter?

5. Perfect Listening

- Do you listen before you speak to your customer? If so, what techniques do you use? If not, brainstorm ideas for allowing the customer to speak first.
- Do you try to focus on the buyer's perspective before you start offering solutions? If so, how do you do this? If not, brainstorm ways to do this.
- Do you take notes when talking to a customer? If yes, why and how does this help? If no, why not and has this ever caused an issue?
- Before offering a solution, do you summarize the buyer's requirements back to them? If so, does this help? If not, why not?

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6. Closing the Deal

- Review the six closing principles below. What are your thoughts on each?
 - * You can't close until the buyer is ready to agree to the deal.
 - * Most buyers will almost never close themselves, even when they are ready.
 - * The combination of the conversation and the buyer's body language tells you when the buyer is ready.
 - * Buyers want a definitive closing proposal.
 - * After you ask for the business, say nothing until the buyer responds.
 - * After the deal is done, stop talking!

Sales is not just about logic and emotion. In order to become an extraordinary salesperson, you need to understand the deeper levels of the brain and how buyers think.

Use both the art and the science behind sales to close deals faster.

Contact us to learn more or tell us about how this Discussion Guide sparked impact for you and your team!

Corporate Account Manager – Lance Vanderhagen | Phone: 630-961-3900 x 247 | Toll-free 800-900-3427 x 247 | Email: lance.vanderhagen@sourcebooks.com