The Psychology of Selling and Persuasion: Leonard Moore

Chapter 1: Setting the Table

Goal setting sets the target and provides the roadmap. Use paper and pen to take notes and reflect to provide a baseline and set benchmarks, keeping your eye on the final goal.

The bigger the goal, the more steps and tasks needed to complete it. Break it down.

How will increasing your selling skills reach each of these goals? Goals must be SMART including action goals that build towards the main goals.

1. Specific motivating in clarity and details such as units and how
2. Motivating or what the book calls measurable units
3. Attainable, are they realistic and be able to reach them
4. Relevant, are they aligned with the larger goal for you or the organization
5. Time, what is the deadline or by when does this goal need to be completed.

"Habit stacking" makes it easier to implement through neuron printing - do something over and over again. Example is your morning routine. It is completed by making connections, easily locking in the behaviors by putting them together.

Sales Example: Will you make prospect calls first thing in the morning or do you scatter them routinely throughout the day? Do you pick a certain day or any day of the week? Look at your prospecting routine and see if it is the most efficient for you to ensure your future success.

Set a "call goal" to hit a certain amount of calls before lunchtime.

There are six (now 7) core principles of persuasion:

1. Reciprocity: this is trading favors, give something to someone and you're more likely to get something in return. In the case of sales, that would be an order.
2. Scarcity: short supply or something that is hard to get. An example shared by the author was two cookie jars and the one that started with less cookies seemed more desirable even though they're both the same.
3. Authority: customers respect people who have special knowledge and information to share with them.
4. Consistency: customers like working with someone that "fits in" or is "like them" from an experience standpoint.
5. Liking: people are more likely to work with and do things they like.
6. Consensus: this point is that majority rules. People like to go with the norm or what the crowd is proposing.
7. Unity: people like to help those who are one of them and like to fit in with the group's decisions.

Setting your system up for success through communication.

- Always be available and ready to quickly respond
- Automate as best as you can - that includes mail, email and text
- Leverage tools to drive your message and success
- Practice and plan your “always asked” question
- Get your client to say small yes’s throughout the call to help them build the overall yes - which is a purchase

Chapter 2 Load the Funnel

Load the sales funnel with as much information and as many leads as possible. Sales is a numbers game. Continue to move ahead with a “hot lead” but if a customer does not fit your model, don't waste time - move on to the next opportunity. Use Reciprocity; give them something to thank them for – like “their time,” so we may potentially be able to call that customer back at a later time. This is a form of advancing a sale or closing a sale. The goal is to gain an agreement on the next call. So, on your first visit, that should be especially quick and to the point - to respect their time. On the follow-up or the next appointment, ask for your first “yes”. Position yourself as a support person with the goal to get “first in line” behind their current supplier. Build your authority by providing important and relevant information - again supporting your expert knowledge. Your “question strategy” is to find customer needs, because without the grower needs, we should not proceed. Be sure to focus on open ended questions to gather relevant information from the customer.

Chapter3 Getting in the Door

One of the first steps of getting in the door is to be sure you do your research. Selling is problem solving, which we do through asking good quality questions. Find out what is important to them and what are some of the key things their current supplier is providing. When doing a cold call, be quick and courteous - respecting their time. The goal is to get at least one yes and in most cases, that is a follow up appointment.

Be sure to use the persuasion techniques as discussed in this book to build a baseline with the customer. Remember, persuasion does not mean push. It means, let the customers reach their own results from your questions and discussion.

Don't force a customer to make a buying decision before they have all of the facts.

First listen, then sell - but gauge the competition.

Assume the meaning and that your product portfolio will meet their needs.

When setting up an appointment confirm with two options – ask what time works better.

Scarcity, there is pressure to meet a deadline and customers will respond. For example, a cash payment discount deadline.

Leverage authority - tell the prospect that you are doing a training session and can save them a spot if they'd like to attend. In addition, any agronomic or product training material that you can send them via email or zoom link to get them engaged.

Consistency, be respectful and compliment to build that long lasting relationship. Provide value, show what the market environment looks like, build a consensus and finally try to align with customer similarities to build unity.

Ask for small yeses which are first steps of agreement. Give them a reason to share information but emphasize that it is their free choice to choose. In a 2016 study, there was a much higher rate of success if the prospect's first call was done face to face.

The question strategy is utilized to learn and find needs, do not coerce or manipulate.

Emotion trump's all logic and you are on a fact-finding mission. Open ended questions help drive a deeper level to the answer. Pay attention on what the grower is saying. Do not focus too much on what your next question will be. Use notes but don't make it the focus of the conversation.

Successful salespeople are problem solvers.

Assess the customers problems, recap and move to solving and set up the next meeting.

Thank them for their time and let them know what to expect. Be sure to share your expertise & authority.

Debrief as soon as the call is completed and be sure to capture in the notes: capture any problems, emotions and motivators.

To set yourself apart from the competition, demonstrate your convenience in support. You will provide and reassure them through some of your experiences the positive customer experience they will gain.

When getting to product and service promotion offer choices, make it simple . This is not a time to overwhelm them with all the portfolio choices.

Chapter 4: Killing the Presentation (Successful Presentations)

Make the presentation and transfer of knowledge as easy as possible and be sure to add emotion. Emotion is 3000 times faster than rational thought. Tips to get the emotional presentation moved forward:

1. Emotional; Tell a story on your success or success working with one of your customers.
2. Visualize: Statistics, charts, graphs and visual support will help the grower understand and digest the information.
3. Make it personal; Make it relatable to the customer so they can see it in their minds.
4. Use metaphors: Do this so the customer can better understand it in different terms.

The Principles of Persuasion to advance your relationship and the sale.

1. **Reciprocity**, the more you help them, the more you can call back on previous support.
2. **Scarcity**, fear of potential loss so they will want to make sure they take advantage. I need to buy with a sense of urgency or by a certain date.
3. **Authority**, sell yourself as an expert in knowledge in the field. Highlight your skills of yourself in the organization.
4. **Consistency** demonstrate your work ethic with support throughout the year. Service 365 and field visits fit nicely into this area.
5. **Liking**, people enjoy working with others that are like them. People enjoy building a positive relationship.
6. **Consensus**, In addition, people like to feel like they're part of a group. This can be captured with brand merchandise, key marketing data, literature materials and having your boss give this person a call to build that link.
7. **Unity**, selling from the customer advocate side. Put them in the lead of the relationship so they feel like they are not being sold to but are part of the buying decision.

LEAR to Pre Plan for Objections:

Listen, pay attention to what the customer is saying.

Acknowledge, ask for clarification confirm what you have heard

Explore, ask for more details specifics and information to advance the discussion

Respond, give proper attention support and content to manage the concern.

Common questions, work through personal and business content that are common questions. Be ready to go and practice what you've heard most often from the customers. Be sure to take time and prep for the tough questions. Here are some examples:

1. Why should I choose you? What value do you provide?
2. What makes you different, don't discuss the competition and knock them down but focus more on your strengths. What do I do if I change my mind?
3. Learn what the competition says be ready to discuss your value. Take time to track their advertising marketing and promotion and what's going on in the local market environment. Also get feedback from previous competitive customers on the way they operate and key selling points they have.
4. Network with other industry specialists to see what they know about the market and the customers you are targeting.

This process can also be referred to as: APAC (Acknowledge, Probe, Answer and Confirm)

Chapter 5: Negotiating the Deal

Be ready to keep the deal moving ahead, evaluate your options and relax.

Have several deals in the pipeline. Keep track of product mix, marketing programs, finance options and discounts.

Be sure to practice the following objections and have support material in place.

- Price- have your “go-to” option and build a discounted option to fall back on.
- Use scarcity to move the buyer to action while supporting with authority - support you will bring.
- Assume the Sale - build a mindset of yes versus one of negative - even if it will be a tough sale process.

Chapter 6: Closing and Reselling

- Use success as a slingshot to build on your relationship. Avoid, at all costs, the “take the money and run” feeling a customer can have in this process.
- Divide your time between servicing current customers and filling the prospect funnel.
- Send regular communications to demonstrate authority and consistency. This can include email, text, newsletters, marketing content and surveys to support your message. Ask for feedback.
- Capture key stakeholders and customer commitments.
- Ask for referrals. It is one of the most highly rated ways of getting results since it shows respect by the customers. (Liking and Unity)

Chapter 7: Your Sales Script Framework

- The Sales Script provides a great way to demonstrate Authority and Consistency. Capture and track key milestones to understand key customer needs and pain points. This can be done by looking for your added value propositions, properly identified targets or commonalities.

- A scrip is a go-to plan that is prepared and practiced. Like planning a trip, you might have multiple options - but you need preparation and may need to make turns based on the customers expectations. Without planning or scripting, you are going to be reactive. A proactive approach is not a surprise, but an action based on well planned, well-practiced and expected next steps.

- Always look for ways to increase your value proposition, specific to what you offer, that is different or above the competition.

- Prepare two or more price level options and let the customer choose what portfolio best fits their needs.