

Leader Guide Contents

Segment	Pages	Title	Skill Focus
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C = Commercial specific lesson – All others are equally applicable for commercial or residential sales

Chapter 1 – Enthusing (Outlook, Attitude, and Point of View)

1	1-3	Attitude Determines Altitude	Attitude
2	3-5	If There's No Wind, Row!	Personal Improvement
3	6-8	Who is Zapping Your Zeal?	Enthusiasm
4	8-11	Slump, I Ain't in No Slump	Personal Progress
5	11-13	You Miss Every Shot You Don't Take	Fear of Success
6	13-16	If at First You Don't Succeed...	Temporary Failure

Chapter 2 – Essentializing (Basic Selling Skills)

7	17-19	Got the Right Stuff for a Career in Sales?	Job Fit Qualifications
8	19-23	People Show Their True Colors	Temperaments
9	24-25	Mirror, Mirror on the Wall	Appearance
10	26-27	Do You Like Me, Yes or No?	Likeability
11	27-30	We Didn't All Come Over on the Same Ship...	Credibility
12	30-32	Can I Borrow Your Shoes?	Empathy
13	32-35	A Goal Without a Plan is Just a Dream	Goal Setting
14	35-38	The Urgent vs. the Important	Prioritizing
15	39-40	You Can't Steal 2 nd with your Foot on 1 st	More Selling Time
16	40-43	It's Not What You Say...	Non-Verbal Comm.
17	43-45	Never Assume...	Assuming
18	46-49	You Can't Control the Wind...	Errors & Omissions
19	49-51	When Students are Ready, Teachers Appear	Comfort Zones
20	51-53	Yada, Yada, Yada	Over-Talking
21	53-54	Buying is a Sensual Activity	Using All Senses
22	55-58	Sales Process; Meet Buying Process	Buyers are in Control

Chapter 3 – Engaging (Sorting Prospects from Suspects and Developing an Agenda)

23	59-61	Remember the Prep Step	Selling Preparation
24 C	61-63	Calling All Superheroes	Traits of Top Reps
25	63-65	"You Can Observe a Lot by Watching"	First Impressions
26	65-67	People Buy You...and Pain Killers	Buyer's Emotions
27	67-68	Learning the Midas Touch	"Touch" Methods
28 C	68-71	Chat 'em Up!	Appointment Setting
29 C	71-74	All Dressed Up but No Place to Go	Cold Calling
30 C	75-77	A New Outlook with...Outlook™	Email Prospecting
31	77-80	Thanks, but I'm Just Not Feeling It	Prospect Apathy
32 C	80-83	Persistence or Stalking?	Follow Up Contacts
33 C	83-85	A GPS to Navigate Gatekeepers	Comm. Gatekeepers
34 C	85-87	Battling the Status Quo	Appt. Persistence
35	87-89	Don't Cross That Line!	Competitive Selling

Chapter 4 – Exploring (Determining the Pain [Needs] through Probing/Questioning)

36	91-92	How Much is Enough?	Projecting Activity
37 C	93-94	"Strategy"	Prospect Research
38 C	94-96	No Sweat Prospecting	Industry Associations

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39 C	96-98	<i>See Me</i> Letters	Setting Appointments
40	99-100	Something in the Way She Moves	Body Language
41	100-101	What Goes Around, Comes Around	Human Nature
42	101-102	Your New Best Friend	Question Relevance
43	102-103	Probing with Open Questions	Gathering Information
44	104-105	Confirming Through Closed Questions	Confirming Needs
45	105-106	The Mouth Has a Mind of It's Own	Question Lead-in's
46 C	107-108	The QB4Q	Questioning Assist
47 C	108-109	The Before the Show Show	Buyer Positioning
48	109-110	Question Fatigue	Probing Suggestions
49	110-112	Put Your Jaws on Pause	Prospect Questioning
50	113-114	Listen Up!	Active Listening
51	114-115	Don't Tell Them How to Build a Watch	Pinpoint Responding
52 C	115-117	Time Really Does Fly	The First 30 Seconds
53 C	117-119	Some Will, Some Won't, So What, Who's Next	Initial Consultation

Chapter 5 – Elaborating (Presenting and Proposing a Solution)

54	121-122	Folks, It's Showtime!	Begin a Presentation
55	123-125	Words Really Have Meaning	Weasel Words
56	126-127	Have You Got a Recipe for That?	Maintain Balance
57	128-129	Our Goofiness Must Make God Smile	Tailoring Presentation
58	130-131	The World Runs on WIIFM	Message Relevance
59	131-134	A Liar Needs a Good Memory	Truth Telling
60	134-136	Pesky Pillars of Premium Priced Products	Premium Selling Facts
61	137-138	Features Tell but Benefits Sell	Features and Benefits
62	139-141	Need to be More Persuasive?	Being Influential
63	141-144	How Can I Sell Without the Lowest Price?	Introducing Risk
64	145-146	Sales Rise When You Dramatize!	Enliven Presentations
65	146-148	Demonstrate as You Elaborate	Enhance Presentations
66	148-150	DATES Help Advance the Sale	Using Evidence
67	150-151	Funny=Money	Using Humor
68	152-153	Lowest Common Denominator Selling	Simplifying Price
69 C	153-156	Large Account Buyer's...Quadruplets?	Buyer Identification
70 C	156-158	Death Sentence...Speaking before a Group	Public Speaking
71	159-161	Perfect Practice Makes Perfect	Role-play
72	161-163	"There Ain't Any Rules in a Knife Fight"	Assess Presentations

Chapter 6 – Encountering (Resolving Objections and Roadblocks)

73	165-167	Happy Wife, Happy Life	Female Buying Power
74	168-170	Responding to Grumpy Buyers	Difficult Buyers
75	171-172	Deal Appeal	Reassuring Buyers
76	173-175	Detecting the Discontent	Clarifying Buyers
77	175-177	Countering Customer Concerns	Handling Objections
78	177-180	Are We There Yet?	Timing of Objections
79	180-181	Degrees of Displeasure	Objection Severity
80	182-183	Nibbled to Death by a Duck	Negotiating
81 C	183-185	I'm So Broke I Can't Pay Attention	The No Money Excuse
82	185-188	"I've Fallen and I Can't Get Up"	Next Step Follow Up
83	188-190	Steering Around Stalls	Think About It's
84	190-192	Personal Rejection Reflection	Rejection Recovery

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Chapter 7 – Executing (Agreeing on Next Steps Leading to Closing)

85	193-195	Confirming Communication Cues	Buying Signals
86	196-198	How Are Sales Born?	Why People Buy
87	198-200	First Things First	Being Sold Yourself
88	200-203	Live by the Presentation, Die by It	Worth of Diagnosis
89	203-204	Cut to the Chase...How Much is It?	Presenting Price
90	205-207	You Gotta WOW “Em to Close “Em	Becoming Memorable
91	207-209	Where Do We Go From Here?	Suspects vs. Prospects
92	210-212	Scoring in the Red Zone	Closing Methods
93	213-215	I’d Like a Second Opinion	Third Party Closes
94	216-217	Don’t Sell Like You Buy	Buyer Personal Values
95	218-220	You Sell Knockoffs?	Commodity Selling
96	220-222	Price Cutting is a Self-Inflicted Wound	Reinforcing the Value
97	223-225	Ever Been Convicted of a Felony?	Exaggerating/Caving
98	225-226	How to Win Against a <i>No Decision</i>	Uncommitted Buyers
99	227-229	A Couple Thousand Golf Balls	Pending Follow Up

Chapter 8 – Expanding (Ongoing Prospecting and Customer Activities for Sales Growth)

100 C	231-232	Watch Closely for Forks in the Road	Customer Satisfaction
101 C	233-235	The Best Offense is Good Defense	Customer Satisfaction
102 C	235-236	Playing Dodge Ball in Your Best Accounts	Customer Satisfaction
103	237-239	The Pen IS Mightier than the Sword	Sending Written Notes
104	239-241	Enlarge Your Kingdom with Testimonials	Obtain Endorsements
105 C	242-244	I’d Like You to Meet a Friend of Mine...	B2B Referrals
106	244-247	Manna in the Selling Desert	P2P Referrals
107	247-249	The Gift That Keeps on Giving	Email Referral Blasts
108 C	249-252	You Never Know Who They Know	Networking
109	253-255	Use Bird Dogs to Sniff Out Creative Leads	Career Networking
110	255-257	Planting Seeds Grows Service Leads	Internal Service Leads
111	257-260	Can You Recycle Ex-Customers?	Cancelled Customers
112	260-263	Neighboring and Canvassing	Local Area Marketing
113	263-266	Fertilize Your Commission Checks	Cross Selling
114	266-268	Bundling Buoys Bank Balances	Bundling Sales
115	268-271	Make Me Feel Special	Customer Satisfaction
116	271-274	How Seamless is Your Company?	Teammate Support