

# ANATOMY OF A SALES CONVERSATION\*

*USING YOUR AUTHORITY ADVANTAGE TO EASILY CONVERT MORE SALES*



*\*Adapted from Steve Lowell's 'Sales Conversation Flow'.*

# ANATOMY OF A SALES CONVERSATION\*

Sales conversations can be challenging at the best of times. But too often we rush into sharing our 'SOLUTION' and our impatience costs us sales.

This Anatomy of a Sales Conversation strategically places you in a position to present your offerings in a way that makes YOU the only logical choice.

## Remember, to come to the sales conversation with:

- **The Right Mindset** – You are the only logical choice. Be confident!
- **Leadership** – You are the one who will set the agenda and lead the conversation.
- **Prepared** – Be sure to research your prospect BEFORE your sales call. That could mean checking out their social media or website to gain an understanding of who they are.

## Here are the steps:

1. Set the agenda
2. Build rapport
3. Become a detective – inquiry
4. Uncover prospect wants
5. Paraphrase and repeat back
6. Remind them of your credibility
7. Insert your expert insights
8. Offer options
9. Share your solution
10. Congratulate them on their decision / or set follow up time

\*Adapted from Steve Lowell's 'Sales Conversation Flow'.

# ANATOMY OF A SALES CONVERSATION\*

## 1. SET THE AGENDA

Sometimes it's easy to forget that we are the EXPERT. In a sales conversation, we should 'lead' the conversation. We need to set the agenda and get our first mini-YES from the prospect.

**BIGGEST MISTAKE:** *When we don't set the agenda or take the lead, the prospect can often jump in and take us down a rabbit hole and we lose precious time.*

**Write out your words to set the agenda.**



\*Adapted from Steve Lowell's 'Sales Conversation Flow'.

# ANATOMY OF A SALES CONVERSATION\*

## 2. BUILD RAPPORT

Building rapport is NOT just small talk, but strategically beginning the process of discovery.

One simple way to do this is through a 'memory stack' (adapted from Dale Carnegie Training). A memory stack will help you easily remember pertinent information about your prospect. This one tool could profoundly change your sales conversations!

It does take a little practice!

**Close your eyes and visualize...** You're walking down a beautiful street. On the left, you see a bungalow (house). In the bay window of the house, you see a FAMILY waving at you. There is no smoke coming out of the chimney of the house but instead a work GLOVE is sticking out of the chimney. The work GLOVE is holding an AIRPLANE. From the tail of the airplane is spewing a whole bunch of sports equipment – tennis racket, basket ball, hockey stick. The last item is a GOALIE net. (Get this visual into your head)

### Here's how you build rapport with questions:

**HOUSE**      Where do you live? How long have you lived there? Where would you like to live? Does your family live nearby?

**FAMILY**      Do you still have family in the area? Where does your family live? Do you have children? Where do they live?

**WORK GLOVE**      What do you do for work? Occupation? How long have you done this? Do you like it? What do you love about it?

\*Adapted from Steve Lowell's 'Sales Conversation Flow'.

# ANATOMY OF A SALES CONVERSATION\*

**AIRPLANE** Opens up questions about travel. Where would you like to go?  
How often?

**SPORTS EQUIPMENT** Questions about how they spend their leisure time,  
sports, etc.

**GOALIE NET** Questions about their dreams, goals

***BIGGEST MISTAKE:*** *It's easy to forget that this is NOT meant as a 2-way conversation! Don't fall into the trap of answering 'me too' or 'I'd love that'. Instead spend your time taking notes about pertinent things that will help them further down the conversation to make the decision. As you improve your questioning skills, you'll easily be able to focus on questions/answers to use further along in the conversation.*

**HOUSE**

**FAMILY**

**GLOVE**

**AIRPLANE**

**SPORTS**

**GOALIE**

\*Adapted from Steve Lowell's 'Sales Conversation Flow'.

# ANATOMY OF A SALES CONVERSATION\*

## 3. BECOME A DETECTIVE – INQUIRY

Although you may already have a general idea of what your prospect wants, the inquiry stage is to draw out the deeper details of what they want and why they want it.

This is where your questioning skills come in. Especially in the beginning, take time to formulate in advance what questions are best at drawing out what your prospect actually wants.

***BIGGEST MISTAKE:*** *It's so easy to jump into the conversation with your solution or by saying "I can help you with that". When you do, you position yourself as another hungry sales person. Also by doing that you actually bypass some very important parts of the conversation!*

### HINTS:

- Stay away from YES/NO questions because it doesn't require them to think about their situation! i.e. Do you want more clients? If you had all of the resources you could possibly need, what is the biggest change you would like to achieve in your life right now?
- In order to achieve your goals, what do you feel is the first step we should take together to make that happen?
- What has been holding you back from achieving this goal?
- What is "success"? How does success translate for you right now?
- Can you list three of the major obstacles you are currently facing that impede your success?

\*Adapted from Steve Lowell's 'Sales Conversation Flow'.

# ANATOMY OF A SALES CONVERSATION\*

- Great questions to go deeper...
  - What do you mean by that?
  - How are you going to base your decision?
  - Who else have you spoken to already? So why not one of them?
  - On a scale of 1-10, what is your level of urgency to solve your problem?
  - On a scale of 1-10, what is your commitment level to solving this problem?
  - When do you see us getting started?

**Write out your inquiry questions.**



\*Adapted from Steve Lowell's 'Sales Conversation Flow'.

## 4. UNCOVER PROSPECT'S WANTS

Using your questioning skills, draw out what your prospect wants – NOT what they (or you) think they need.

Think of 'wants' as emotional things and 'needs' as mechanical (service). For instance, they may say that they need coaching (mechanical) when they really want to lose weight (emotional).

Wants is how they FEEL – that's where you want to guide them.

Need is what they think they need to achieve that feeling – they think they need help, accountability, expertise.

**HINT** – if we hear them say something that we can help them with and we immediately go to our solution – we will lose the sale. They have to sit/feel/recognize the discomfort.

It's a process of learning to distinguish between what they think they need from what they really need.

Write down the 'wants' as you hear them. Let your prospect actually see you taking notes (this demonstrates that you are actively listening).

RESIST the urge to speak up and share ANYTHING about yourself. Simply ask more question.

**BIGGEST MISTAKE:** *Not knowing the difference between 'needs' and 'wants' – not making note of the wants.*

\*Adapted from Steve Lowell's 'Sales Conversation Flow'.



## 5. PARAPHRASE AND CONFIRM

Once you believe that you've exhausted your inquiry and truly extracted your prospects 'wants', you'll need to paraphrase and repeat back to your prospect to demonstrate you understand what they truly want.

This time is so important as it gives your prospect clarity and shows you understand their challenge.

### Ask ....

- So did I get this right? Then summarize.
- Is there anything else? I want to be sure so I can serve you best.

Often your prospect will open up and add more items to the 'wants' list. Let that happen. Let your prospect keep talking until they run out of 'wants'. Then again, paraphrase the whole thing, repeat it back, and re-confirm until your prospect confirms that you have it all.

When you connect to their discomfort and keep questioning, you typically eliminate future objections.

During the conversation, don't be afraid to nod your head demonstrating your understanding.

\*Adapted from Steve Lowell's 'Sales Conversation Flow'.

## 6. CREDIBILITY

Before you jump into your solution, you should remind your prospect of your credibility (not your resume). The best way to do this is by using the '60 Second Miracle Positioning Script".

Use parts of the positioning script to guide you to establish a SHORT credibility statement without giving your resume or making the conversation all about you.

It's only 2 sentences that establishes why you are qualified to share what you are about to share.

This positioning statement should address their specific WANTS and their problem. It's used to validate what they need; to remind them of your level of expertise and that you've seen this problem before.

So if your prospect expresses that he wants to leave a legacy and wants to be better paid as a speaker, then your credibility statement would include those exact words.

**BIGGEST MISTAKE:** *Turning the conversation into a resume OR skipping this step altogether.*

**Write out your credibility statement.**

\*Adapted from Steve Lowell's 'Sales Conversation Flow'.

## 7. INSERT YOUR AUTHORITY ADVANTAGE

NOW you can demonstrate to your prospect your unique understanding of their situation from a perspective that they never considered before.

EXAMPLE:

This is where your Authority Advantage model comes in. Reveal your entire Authority Advantage system here, taking your prospects on the path to your eventual solution.

***BIGGEST MISTAKE:*** *Skipping this step. If you skip this step, you'll totally miss the opportunity to separate yourself from all the others. Anyone can do what we have done until this point. But only you will have your Authority Advantage system which demonstrates your unique understanding of your unique solution.*

*This is your representation of the PROBLEM that causes your prospect not to have those things they want. THIS IS NOT YOUR SOLUTION – if you bring up your solution at this point, you are anchoring yourself along with the competition (with every other resource your prospect has spoken to – comparing solutions).*

\*Adapted from Steve Lowell's 'Sales Conversation Flow'.

# ANATOMY OF A SALES CONVERSATION\*

## 8. OPTIONS (still not time for your solution)

Give your prospect 3 options with varying levels of investment or commitment. You may or may not want to include fee ranges here or you may just want to reveal the scope of the engagement.

**EXAMPLE:** “We can chat about working one-on-one together in a private mentorship program, or we can chat about getting you involved in a group program or we can chat about taking baby steps and going slowly. Where do you think you might best fit in at this point?”

Giving them 3 options takes away the pressure of a YES or NO and gives you the opportunity to evaluate their level of actual interest and commitment. If there are objections to be raised, this is most likely where it will happen, so be prepared to answer objections here.

**BIGGEST MISTAKE:** *Not providing general options to evaluate a prospects level of interest.*

**There are 3 ways we can help you...**

Where do you see yourself fitting in?

Okay perfect – let’s get you started with that right now.

NOW ENROL them – get their credit card; or payment.

**My three options are...**

\*Adapted from Steve Lowell’s ‘Sales Conversation Flow’.

## 9. SOLUTIONS

Now (and not until now) is the time for you to share your solution that is relevant to your prospect. Explain **ONLY** the detail they need to confirm their decision.

"Now let me show you what's in store for you..."

Answer any questions that are raised and then simply tell them what the next steps are.

Your unique solutions, tools, and programs only become relevant to your prospect at this point.

Even now, providing too much information can cost you the sale. Resist the urge to 'teach' your prospect anything here.

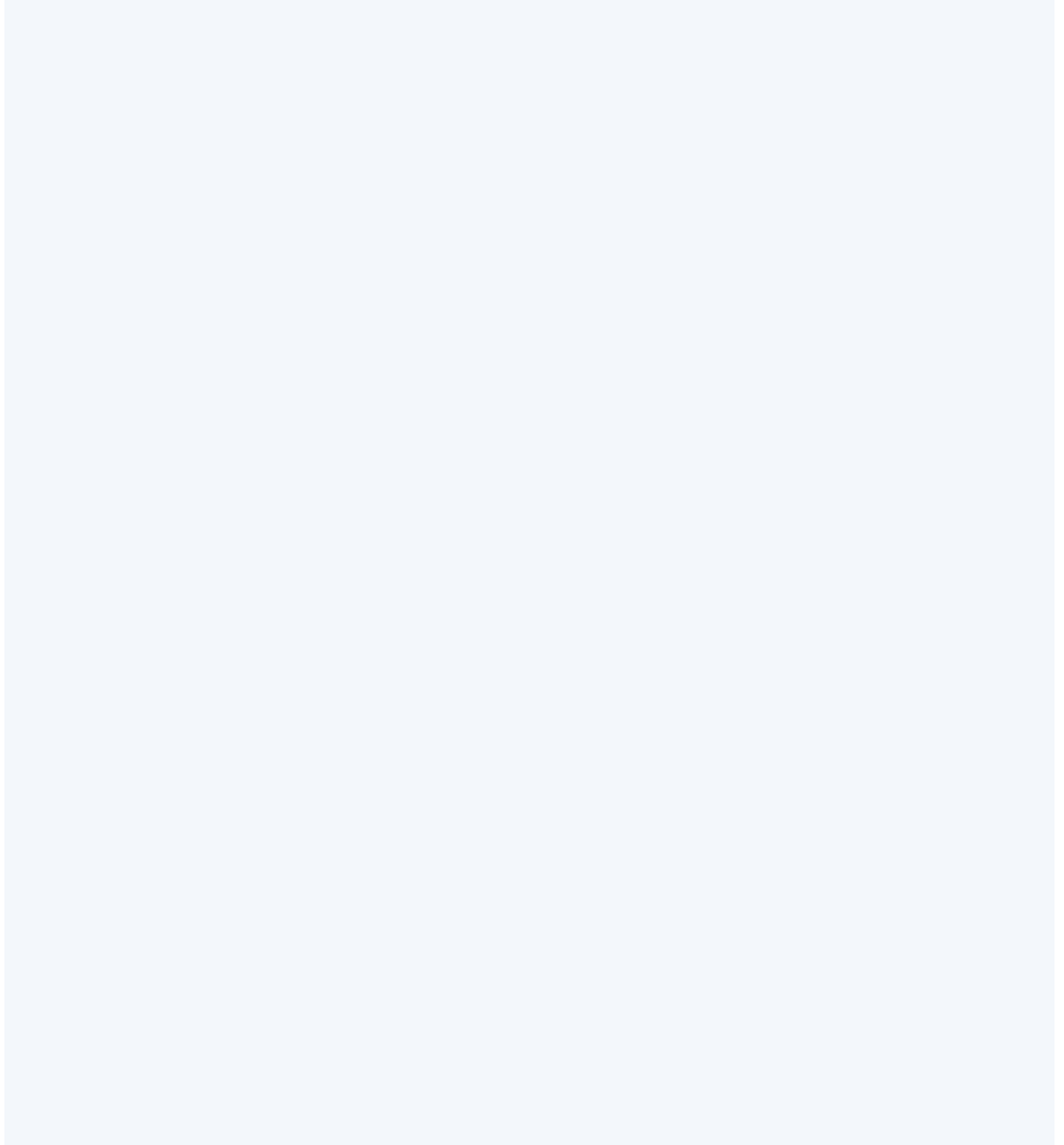
Get them registered, get the payment arrangements settled, and then you can start becoming the coach or consultant.

***BIGGEST MISTAKES:*** *Not waiting until this stage to share your solutions, giving too much information and losing the sale.*

\*Adapted from Steve Lowell's 'Sales Conversation Flow'.

# ANATOMY OF A SALES CONVERSATION\*

**Write out your solution – only hit the highlights!**



\*Adapted from Steve Lowell's 'Sales Conversation Flow'.

# ANATOMY OF A SALES CONVERSATION\*

## 10. CONGRATULATIONS

There is nothing more satisfying and rewarding for a prospect to hear than...

*"Congratulations, you've made an excellent decision!!! This is going to profoundly change your business (and help you leave a legacy - relating back to the prospects original want)."*

This is also the perfect time to set your next appointment for working together or a quick follow up appointment.

**Write out your prospects next steps with you.**



\*Adapted from Steve Lowell's 'Sales Conversation Flow'.



## Meet Diana

For 35 years, Diana Lidstone has been a business owner and worked globally with small business owners who are tired of doing the 'marketing hustle'.

An international speaker and best-selling author of 'Shift into Rich: Navigate the 9 Roadblocks to small business success'. Diana is the creator of "The Marketing Proficiency Effect™.

If you're ready to get more clients today from your marketing, you need Diana Lidstone's Profitable Marketing Engine™ – a proven 3-step system that will have clients lining up to work with you!

Diana can often be found walking her dog and drinking champagne (not at the same time)!

Want to learn more – book your complimentary Marketing Acceleration Session [here!](#)