

NEVER BE CLOSING

How to Sell Better Without Screwing Your Clients, Your Colleagues, or Yourself

TIM HURSON and TIM DUNNE

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The Web site for this book is at www.never-be-closing.com





MAIN IDEA

Traditionally, the first rule of sales was "Always be closing" - that is, always be doing trial closes to take the prospect's temperature and figure out how close you are to getting them to sign on the dotted line. Salespeople used to memorize a vast array of canned dialogues to try and close the sale. You just kept going until you found one that works.



Today, a far more effective approach is "Never be closing." Instead of memorizing trial closes, you should instead aim to "Always be useful." If you spend more time trying to help people solve their problems and seize opportunities, you'll find the sales will naturally follow without having to use strong-arm tactics, power closes or other tricks.



The Productive Selling approach is to do things before, during and after sales meetings which are aligned with these guiding principles.

"Our premise is that selling is not about the art of persuasion. Instead, the best kind of selling emerges naturally from your genuine interest in the person you're working with and your sincere desire to be of use. At its essence, Productive Selling is about helping people solve problems."

- Tim Hurson and Tim Dunne

The Productive Selling Approach

Sales Meeting Act I Act II Act III Prepare scripts Earn Ask Provide auestions credibility solutions Develop Deliver analogies value D Ε Leverage dynamics

Before

Think better

The first "Yes"

▶Do research

Productive Sellina

starts well before you

ever get to the formal

sales meeting. You

do all the prep work

so you can credibly

become a problem

solver for your client.

Put differently, your

aim before a sales

less of a stranger to

vour clients. You get

to know them and

help them get to

know you so you can

then sell better.

People don't buy

from strangers. Your

aim here is to stop

being one.

meeting is to become

The sales meeting is the very heart of the Productive Selling approach. Sales meetings should naturally follow the classical three-act structure Aristotle introduced way back in 335 B.C.E. and which is today used in every great Hollywood movie:

Act I (10 - 15 minutes) You earn the credibility to ask the prospect some probing questions about the problems they face.

Act II (30 minutes)

You explore the prospect's needs in depth to clarify the issues and challenges which need to be solved. You lead up to the one "Catalyst Question" you ask which will clear away the fog and motivate the prospect to act on the solutions you propose.

Interlude

Taking an optional 10 - 15 minute break at this point will allow the prospect to process what you're saying.

Act III (15 minutes)

You finally demonstrate your usefulness by offering insights and resources and establish the basis for an ongoing relationship. This should last 15 minutes but may go longer at the prospect's invitation.

After

Document meeting

▶Debrief processes

Debrief content

Calendar follow-up

Get to work

Productive Sellina continues well after the formal sales meeting is finished.

You look for lessons to be learnt based on how the overall sales process has gone. This enables you to be more effective in the future.

You then commence your relationship with your new client and start delivering the value you promised. You build a long-term relationship with them and serve them well.

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