

SALES **Genius**

The Smart Approach to Increasing Sales

3 Things to Increase Sales-
TODAY



Gut Check Moment

Read

I am excellent at
converting prospects
into happy customers

Evaluate

- A. I can say that this is my situation today
- B. I wish I could say this is my situation today
- C. This statement doesn't apply to my situation

1

Who are you?



The Hard Worker

- Doesn't give up easily
- Self-motivated
- Interested in feedback / personal development



The Lone Wolf

- Follows own instincts
- Self-assured
- Deliver results but difficult to manage



The Relationship Builder

- Classic consultative rep
- Builds advocates internally
- Creates relationships with prospects



The Challenger

- Different view of the world
- Loves to debate / pushes customer
- Strong understanding of customer's business



The Problem Solver

- Highly detail-oriented
- Reliable responds to stakeholders
- Ensures all problems are solved

Why Be A Challenger?

Only 7% of top performers took a relationship-building approach. The Challenger™. On average, **nearly 40% of star performers** were Challengers. In **complex sales** situations, that number rose to **54%**.

Why Challenger reps win

Challenger reps use their understanding of their customers' businesses to deliver new insights and drive their thinking in new and different ways. They bring new ideas, like how to save money or avoid risk, that the customer hadn't previously considered or fully appreciated on their own. Contrary to the Relationship Builder, Challengers are effective because they build constructive tension.

Questions must be:

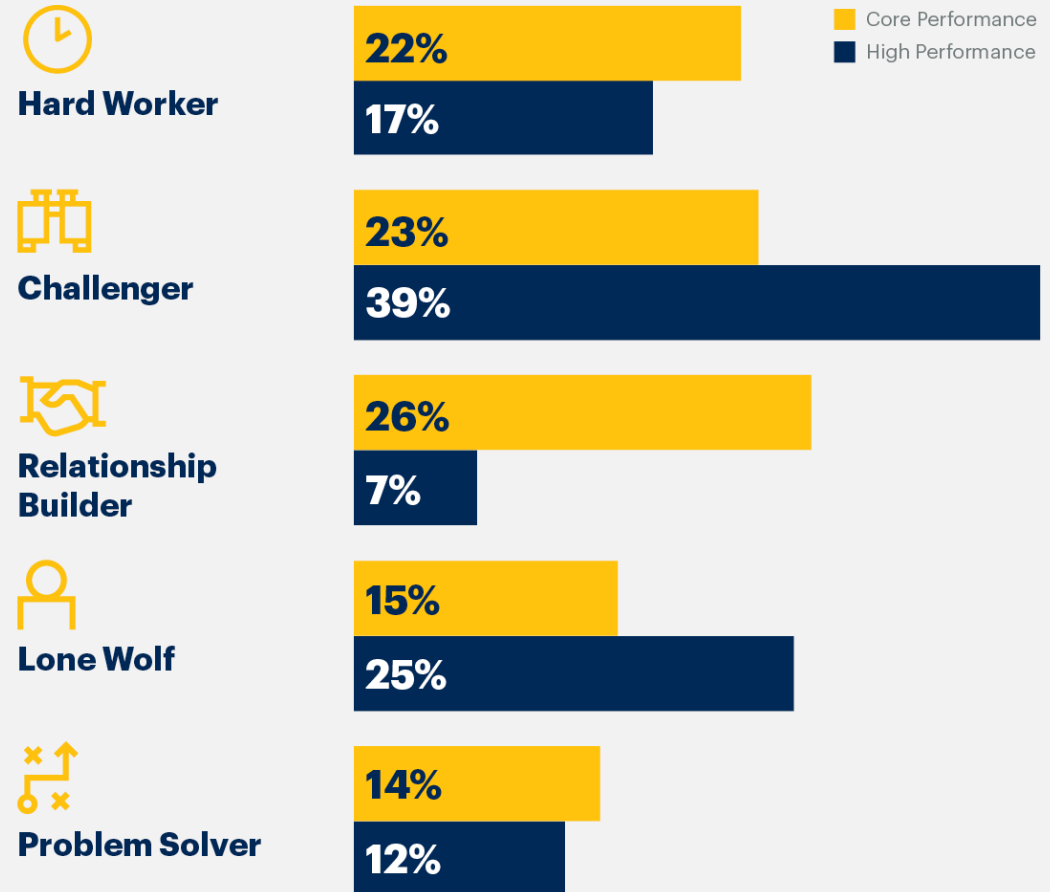
Direct	Delicate	Challenging to current thinking
Seeking commitment	Insightful	Thought-provoking

Team VS. Top Performers

Why Challengers WIN MORE

1. They teach for differentiation based on their knowledge of the customer's business and their unique perspective, using their ability for two-way dialogue during the sales interaction.
2. They tailor their message based on their strong sense of their customer's economic and value drivers.
3. They take control of the sale because they are comfortable discussing money and can pressure the customer to close.

Percentage of Core versus High Performers Per Profile



gartner.com/SmarterWithGartner

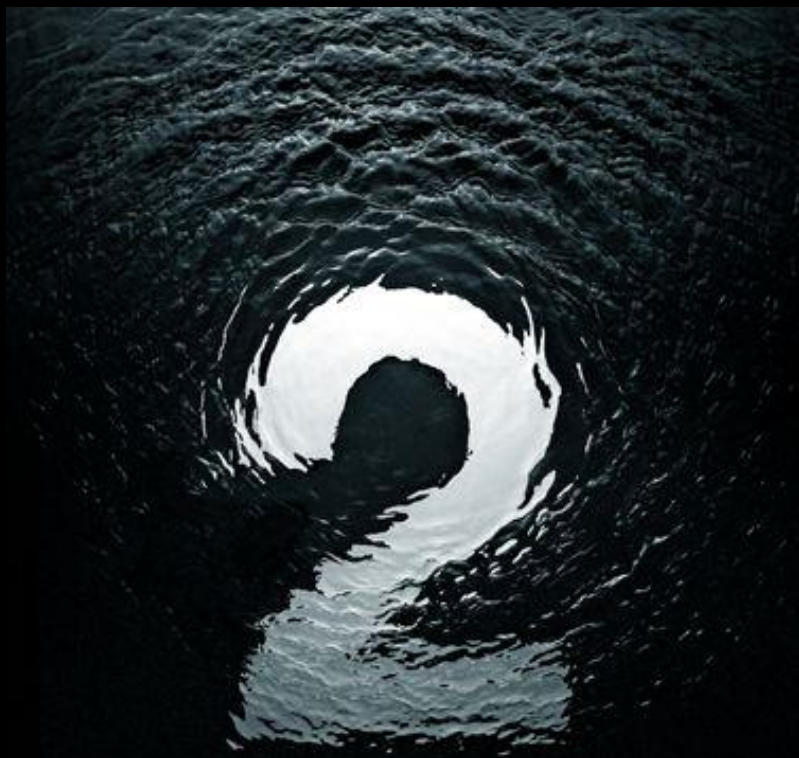
n = 683
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Gartner



Challenger Sale

MATTHEW DIXON / BRENT ADAMSON



Mirroring

Matching and Mirroring is key

- Physical movements (3-5 seconds)
- Posture
- Volume
- Speed
- Wording



3



How We Process Information Input vs Processing



126





Not Everything Bubbles Up



Everything is Input

Your Brain cannot process the Negative in Language



A man with a goatee, wearing a dark suit jacket over a light-colored shirt, is smiling and looking slightly to the right. The background is a blurred office setting with a circular logo on the wall.

www.thegeniuslinks.com

BONUS

TEXT EVERYONE

Psychology behind the Call/text

Why Texting works better?

To emoji or not?