



PRISM Influence Selling™

Unlock the Spectrum of Opportunity in Your Organization



Introduction

PRISM Influence Selling™ is a new, exciting, and powerful selling program. It can be customized to your needs as a full selling process or integrated into the process your organization already has in place.

PRISM Influence Selling is a comprehensive selling system that provides detailed guidelines to help your sales team understand the essential steps to effectively change customer thinking and behavior by using the science and principles of *Influence*. If we understand why each step of a selling process is important and how it helps your sales team ethically influence customer behavior in the most effective manner, then you win, and the customer wins.

PRISM Influence Selling methodology is based on:

- **The Science of Influence.** There are over 60 years of research on *Influence*. The studies conducted on this subject provide scientific support that certain methods and techniques can influence or change our behavior in specific circumstances. This knowledge, as it applies to selling, is incorporated into what you will learn in the *PRISM Influence Selling* process.
- **The Study of Personal Achievement.** There is well-documented research regarding personal achievement, and the most important findings on the topic are contained within *PRISM Influence Selling*.
- **The Behavior of Top-Performing Representatives, Managers, and Executives.** There is clear evidence that top-performing sales organizations do things differently than the rest. The *PRISM Influence Selling* process includes the *PRISM Influence* formula which was derived from the more recent study of highly successful sales representatives, leaders, marketers, and executives who have an exemplary history of success in their fields.

A good selling process helps your sales team become more conscious of those skills that have made them successful in the past in order to continually build on their strengths. Additionally, it provides insight on which skills, if improved, will help them become more effective.

In short, a good selling process provides you the “what” (the key steps), the “why” (why each step is important), and the “how” (how to most effectively do each step of the process). Once you understand the “what, why, and how,” you have a powerful tool at your disposal to help each representative self-evaluate where they are and what they need to do to become even better.

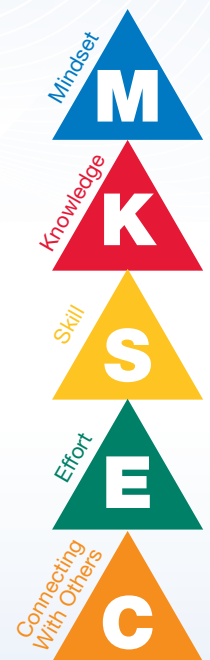
Effective implementation of a good selling process and philosophy takes work and time. If you are a good golfer, it takes a fair amount of effort to become a great golfer and even more effort to be a pro. The amount of time that someone has spent selling is not always a good indication of how well a person sells. Selling—like any skill—requires practice and fine-tuning. Because salespeople spend so much time selling, it’s even more important to build effective *Influence* skills if your goal is to gain a competitive edge in the marketplace.

With *Influence Selling*, we focus on training your team on the practical and powerful aspects of the science of *Influence* and the way people think.

TRUST

CONNECTING WITH OTHERS			
Mindset	Knowledge	Skill	Effort
Self and Customer	Capability		Amount of Action

BUSINESS TRUTH



Experience is Our Foundation, and Our Training is Based on the Science of Influence

At PRISM our business practices are based on years of experience helping organizations become more competitive and successful.

Our training is focused on the science of *Influence*, as captured in the book ***Influence: Unlock the Spectrum of Success in Your Business and Personal Life*** (© 2020) by Mike Weber.

Live Training

Keynote Speaker

For the largest programs we offer keynote speakers who deliver dynamic presentations on *Influence*, our core subject matter, and how it pertains to sales, marketing, managed care, and leadership.

Live Workshops

For all topics we offer live workshops led by professional moderators and subject experts, delivering customized workshops specific to your business needs and opportunities.

For larger projects, we recommend our train-the-trainer certification process to allow your leadership team the opportunity to conduct these programs, supported by our on-site subject matter experts at roll-out.



Small Sessions and One-on-One Professional Mentoring

All topics can also be conducted in smaller groups or via professional one-on-one coaching sessions for leaders.

Distance Learning

PRISM Programs Can be Conducted Using Remote Technology

While live training is usually recommended, remote training is a viable alternative when you can't get your team together or when you plan to conduct pull-through activities following live programs.

Generally we structure our remote sessions in smaller groups to maximize participation and learning. Similar to live training, our sessions are interactive and are based on the principles of adult learning.

Our core remote training programs include web-based video sessions, which include pre-work, polling, testing and follow-up work to pull through key learning principles.



The PRISM Process

1 Discovery: Understand the Opportunity

Before your project begins, PRISM conducts an interview process, both live and remote, for key internal and field stakeholders. This process helps us understand the issues and opportunities your company is experiencing so that PRISM can customize our materials to best meet your company's needs.



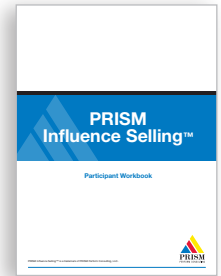
Interviews

2 Remote Learning: Establish the Foundation

Effective learning is a “slow and steady” process, not a “one time” single meeting or event. Our distance learning process using modules, application tools and video/ teleconferences builds a strong baseline of content knowledge so that you can focus on application at your live meeting.



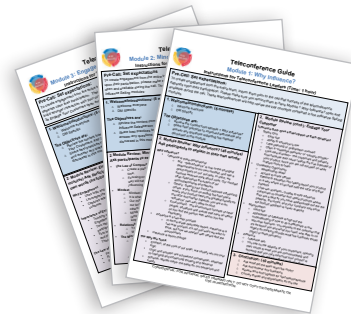
Modules



Workbook

We often utilize a train-the-trainer approach so that managers have more opportunity and accountability for leading and supporting their teams throughout the learning process.

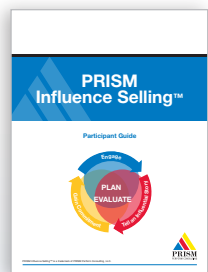
A series of teleconference and videoconference guides helps your team master the principles of *Influence Selling* more quickly.



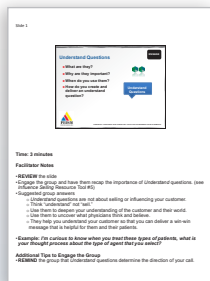
Video and Teleconference Guides

3 Live Meeting: Application

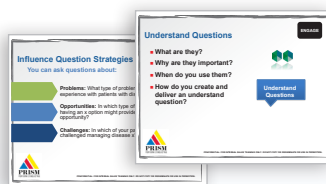
Live meetings are best utilized for application in order to obtain stronger behavioral application of the *Influence* skills contained in our curriculum. To support a powerful meeting, we provide detailed leader's guides, participant guides, slide decks, posters, workshop exercise guides, mastery tips and more. We even help you plan the most effective design of your meeting room space and offer other logistical support and advice.



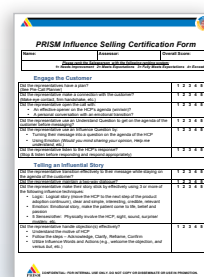
Customized Participant Guides



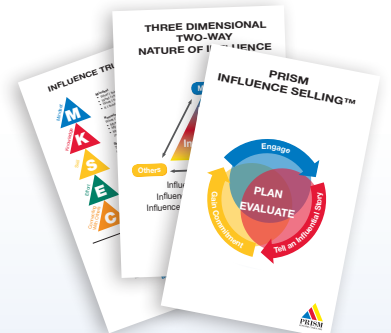
Customized Leader Guides



Customized Workshops



Case Scenarios and Certification



Posters

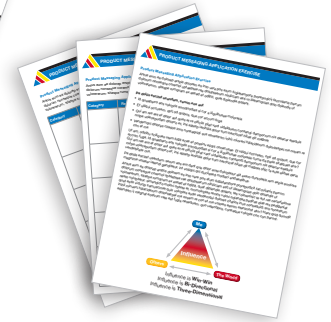
4 Pull Through: Optimize the Opportunity

Improved skill growth needs to be sustained with a steady and well-designed pull-through program. At PRISM, we have a number of tools that will support continued skill growth and application so that every participant can get on the path to mastery.

Our pull-through process includes application of exercises, tools, pocket reference guides, and other job aids.



Pocket Reference Guides target all key skill areas



Product Messaging Application Exercises

Field Rides and Department Support

Field rides and One-on-One Coaching Support to foster accelerated application.

- Advocacy
- Diagnosis
- Progress and assessment

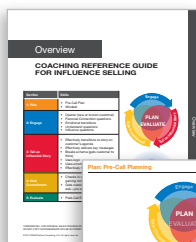
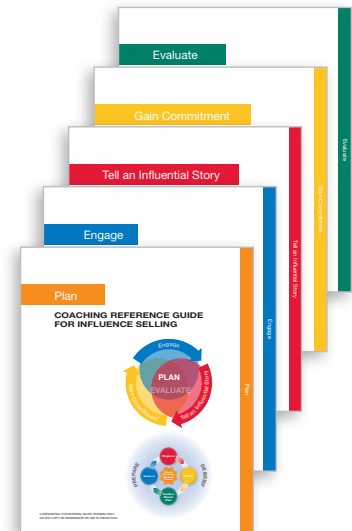


One-on-One Coaching

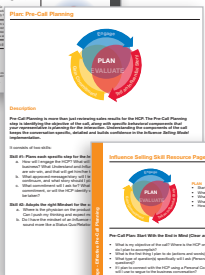
Coaching Reference Guide for Influence Selling

PRISM offers a **Coaching Reference Guide for Influence Selling**, a behavioral-based tool that aligns with your competency model.

Managers can use this resource to coach to *PRISM Influence Selling* skills in the field. It is designed for the preparation and live coaching conversations with sales representatives.



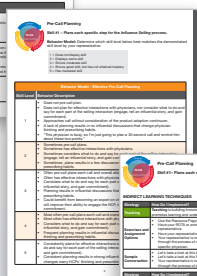
Covers coaching techniques to improve each *Influence Selling* skill set.



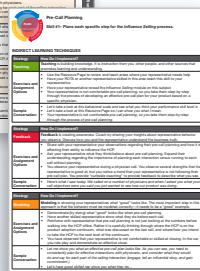
Every step of the *Influence Selling* process is clearly outlined.



Each skill section contains a resource page that describes the *Influence Selling* skill in detail.



A behavioral description of what good looks like is included for discussions with sales representatives.



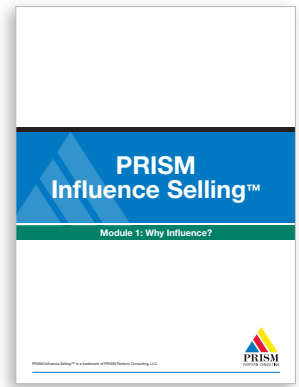
Each skill section contains two pages of suggested indirect and direct coaching techniques, suggested actions and verbiage, and examples of how to leverage *Influence* and authority where necessary to improve the targeted skill.

PRISM Influence Selling™ Module Overview

Module 1: Why Influence?

Module 1 explains the "what" and the "why" of Influence. It provides the foundation for the science of the way we think and the importance of understanding Logic, Emotion, and Schema (automatic thinking) when dealing with customers.

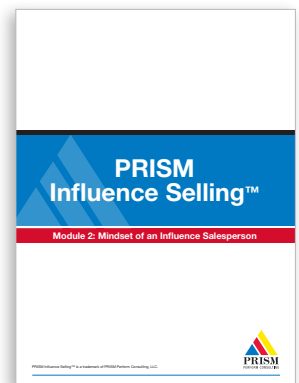
The module explores the importance of operating consistently in the "Influence Zone," and how that differs from Manipulation, Status Quo and Unrealized Opportunity.



Module 2: Mindset of an Influence Salesperson

Module 2 explains the importance of the mindset of an *Influence* salesperson. It provides a top-line understanding of MKSEC™- the Influence Trust Formula (Mindset, Knowledge, Skill, Effort and Connecting with Others) in enough detail to get you thinking about how you can use these strategies to Influence behavior and accelerate customer loyalty and behavior change.

This module introduces the Influence Process- **Engage, Share an Influential Story, and Gain Commitment.**

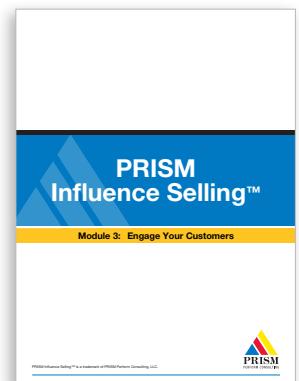


Module 3: Engage Your Customers

Understanding the specifics of how to engage your customers is essential so that they are open to listening to your message and story.

Module 3 explains the first step of the Influence Selling process: How to engage customers. This module provides the reader with a top-line understanding of the key methods and skills necessary to engage each customer in order to "open up their mind."

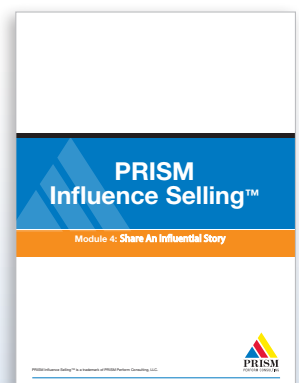
This module also describes the difference between "Telling" and "Engaging" others. It introduces the fundamental process for creating questions designed to get customers to engage, reflect and think. We introduce the process of creating highly effective Understand and Influence Questions.



Module 4: Share An Influential Story

Module 4 focuses on four categories of techniques that describe how to construct and verbalize an influential story (e.g., your product or service message) which will resonate and "stick" with your customer.

We explore multiple strategies that help you understand how to "break through" customer thinking patterns (schema) by using tactics that leverage logic and emotion. We discuss the Product Adoption Continuum and explore the significance of the Power of Words and Actions when creating and delivering an influential product message.

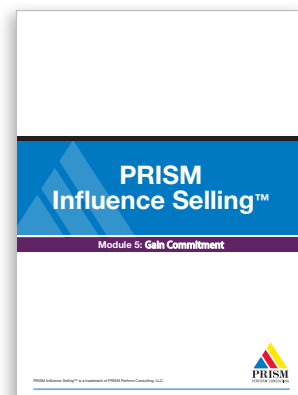


Module 5: Gain Commitment

Module 5 explores the topic of how to gain meaningful commitment with customers.

We explore 5 Influence principles that have been scientifically proven to gain commitment with others.

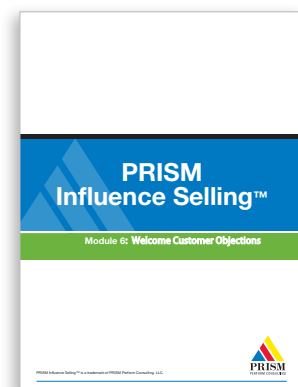
Included are 3 detailed steps that will allow anyone to "ask for the business" without upsetting your customer or derailing the selling conversation. When all else fails, also explored are alternative approaches when you just can't gain customer commitment.



Module 6: Welcoming Customer Objections

Module 6 explores the importance of welcoming customer objections. Welcoming objections allows us to understand our customers' concerns and hesitations, and to confidently address them. When objections are handled effectively, you open up your customer's thinking on your product or service, and move them one step closer to behavior change.

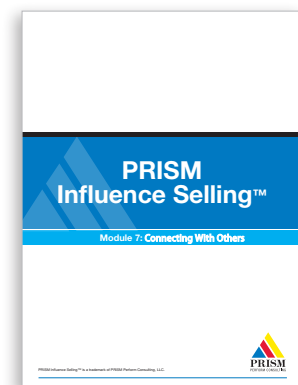
In this module we explore the key techniques to handle objections, the motive behind objections, and the Power of Words & Actions used in objection handling. The module also provides a unique but simple strategy to use when handling objections during the *Influence Selling* process.



Module 7: Connecting With Others

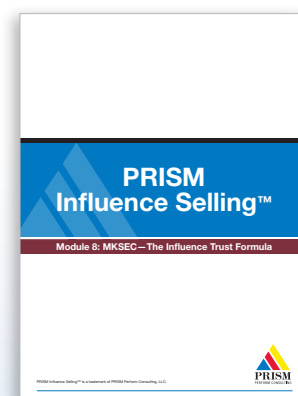
Connecting with Others is a skill often at the core of many effective customer interactions. When customers connect with us, they listen to us in a different manner, allowing the influence process to take place.

What is your approach to connect with others? How do you connect with others who are different from you? In this module you will learn many approaches that will help you quickly develop business relationships down to the "core" level. We explore how to leverage the "Law of Likeability" and other approaches that will differentiate yourself from others, and make your customer business relationships more enjoyable and effective.



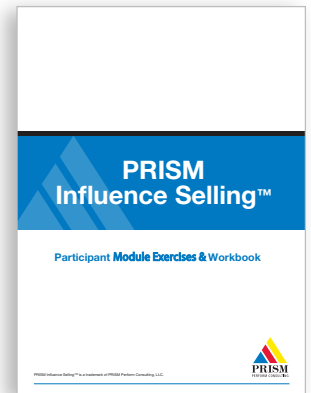
Module 8: MKSEC™ – The Influence Trust Formula

Module 8 revisits the Influence Trust Formula and MKSEC™ (Mindset, Knowledge, Skill, Effort and Connecting with Others) and the content explored in Influence Selling, allowing you to "pull together all of the pieces" of this Influence curriculum so that you can achieve exceptional personal and professional success utilizing the Influence Selling Process.



Customized Exercises and Participant Workbook

One of the most important facets of the Influence Selling training process is real life application. Based on our knowledge gained during the Discovery Process and uncovered during rollout, **PRISM creates custom participant application exercises for EVERY module based on your specific business.** After reading each module (approx 45 minutes), you immediately apply your learning to specific customers and situations that you frequently encounter. You will also participate in groups discussions during PRISM moderated video conferences designed specifically for each module, allowing you and others to share ideas and thoughts on applying the Influence process.



A convenient workbook can be also provided to capture answers to the exercises contained in the *Influence Selling* modules, providing one place to capture all of your ideas, thoughts and applications of how you plan to leverage the powerful principles of *Influence*.

Unlock the Spectrum of Opportunity with PRISM. We will help you maximize success of your roll-out of *Influence Selling*, and provide consulting and training support to maximize success of your team or organization.

"I have to give you the highest compliment possible based on any vendor I have ever worked with..."

- General Manager

"You are already making a huge difference in such a short time with my team. Thank you!"

- VP Sales and Marketing

"We are getting all kinds of success stories coming in with the roll-out of Influence Selling. If someone ever wants a first-hand account of our success, have them call me."

- Senior Director of Training

"I didn't believe it myself until I tried it. You are definitely going to get more time with your physicians—SO BE PREPARED!"

- Award Winning Representative

"This is the best selling program I have ever seen. I have never seen so many great pearls in one place until I read the Influence Selling Modules!"

- 5 Time President's Club Winner

"I wanted to let you know the content is spot on. I am excited to have a selling platform that makes sense. The previous program here left a bit to be desired."

- District Manager

"We met with a dozen training vendors to determine the best selling approach for the launch of our new product. Our team unanimously voted for Influence Selling since we feel it is the only approach that will give us a competitive edge."

- District Manager Task Force Leader