



Your NextStep Toward Success.

NextStep Solutions presents....

***Stand-Out Selling (S.O.S.):
A Learning Experience For A Life In Sales***

"HELP! I can't keep this up. Our industry is flooded with competitors. Everyone seems to be in my business. It's getting harder and harder to find new candidates, and even more difficult to turn them into clients. Where do I look for new leads? How do I get them interested in me? Why am I not making as many sales as I was last year and seem to be working twice as long? Why isn't our phone ringing like it used to? I'm taking sales course after sales course and they're all beginning to sound the same. I'm drowning in an endless sea of mediocrity!"

S.O.S., I NEED HELP!

We hear you talking! Your lifeline is provided by **NextStep Solutions** and our *new Stand-Out Selling* system. Our revolutionary approach takes the traditional selling process and literally turns it upside down. After learning the **Stand-Out Selling** system, your approach to *selling* will mirror your customer's approach to *buying*. Sound crazy? A thousand clients can't be wrong. And we know. We interviewed them. They told us they spend more time researching solutions than actually making purchases. Before today, you thought it was all about "closing" deals. In reality, **Stand-Out Selling** is about *opening* relationships.

Within the **Stand-Out Selling** system you will learn to recognize your *Unique Value Proposition* (UVP), discover your client's *Dominant Buying Motive* (DBM) and apply the former to the latter. **Stand-Out Selling** places the emphasis on client *solutions* not products or services, and *benefits* not features. You will learn to answer the client's most urgent question: "*What's in it for me?*"

You don't need more sales techniques - you need more friends! **Stand-Out Selling** is a proven, holistic approach that creates loyal, life-long friends, not just satisfied clients. The next time your competition knocks on their door, they'll remember who their friends are. Can you think of better protection than that? As an added bonus, you will learn how to turn your clients into ambassadors of goodwill or *crusaders*, for your company, "leveraging" your respective sales reach.

If you want to compress your selling process from months to a few days - or even a few hours, - **Stand-Out Selling** is for you! Our S.O.S. (**Stand-Out Selling**) is the answer to your S.O.S.. Jump onboard with the outstanding passengers who have learned to "stand-out" in their selling approach. You will be the envy of your shipmates as you dramatically increase sales and leave everyone else in your wake!

For more information regarding our **Stand-Out Selling** system, you can reach NextStep Solutions at:

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STAND-OUT SELLING

A LEARNING EXPERIENCE FOR A LIFE IN SALES

Chapter One: The Priority Box

The **Priority Box** is the essence of sales excellence. It contains a balanced life, a clear vision and a concrete plan. A balanced life is the result of assessing and adjusting the *personal, professional, psychological, physical, and spiritual* aspects of your life. A clear vision vividly describes your desired outcomes. A concrete plan is the sequence of detailed action steps necessary to carry out your vision.

The proper combination of elements will ensure sales success in today's marketplace. It is common to ignore one or more areas of your life, such as health or personal relationships. This creates an inner conflict that drains your energy. There is a tendency to look too far ahead, when a clear vision requires a focus on the desired outcome for each day. Operating with a vague plan - or no plan - will force you to work long and hard, with no guarantee the results will be what you expect.

Chapter Two: The Sales Detective

A **Sales Detective** is a curious professional who has more questions than answers. They spend the majority of their time tirelessly conversing with *contacts, candidates and customers* to determine levels of qualification and interest. They are relentlessly searching for clues regarding *wants, needs, roles and goals*. A **Sales Detective** intentionally focuses on building a personal relationship that may or may not develop into a business opportunity.

A **Sales Detective** is the individual who quickly separates the *contacts* from the *candidates* and converts *candidates* into *customers*. An unqualified candidate requires the same amount of time and attention as one you have properly qualified. Your qualifying process determines whether this is a potential business relationship, friendship or less. Investing time discovering "wants, needs, roles and goals", will ensure candidates feel valued and that you are a collaborator, not a self-imposed authority.

Chapter Three: The Match Game

The **Match Game** is the application of your Unique Value Proposition (UVP) to the candidate's Dominant Buying Motive (DBM). Carefully matching the benefits of your product or service to candidates' needs provides an opportunity to continue the dialogue you began as a **Sales Detective**. Providing a written proposal that confirms what you can do for your client will move you that much closer to a business relationship.

The **Match Game** focuses on client solutions rather than your products, services or features. It answers your candidate's unspoken question, "*What's in it for me?*" A clear explanation and understanding of **benefits** is the most powerful motivator and catalyst to move forward. At this point, both parties may realize the value of the solution does not exceed the necessary investment. This realization can save countless hours and endless frustration. How you handle the continuation (or end) of the game will determine the future of any potential business relationship.

Chapter Four: The Silver Bullet

The **Silver Bullet** is your best (and last) chance to continue towards a business relationship. Here, you learn to accurately identify stalls and convert them to objections. You overcome

objections - one at a time - and gain concurrence on each one. A **Silver Bullet** proves you see the target through the candidate's eyes. This means you can anticipate their concerns even before they express them.

A **Silver Bullet** in your belt proves you prepared in advance to resolve candidate concerns and arms you to turn stalls into objections. Visualizing potential barriers in advance equips you to convert those objections into opportunities, inhibitors into insights and concerns into confidence. It is important to *assist* candidates in removing the obstacles in their own mind rather than doing it *for* them, always with sincerity.

Chapter Five: The Combination Lock

The **Combination Lock** is the final barrier between you, your candidate and "the sale". You *open* by applying the right blend of personality, style, timing and commitment when buying signs are evident. An open **Combination Lock** symbolizes the transformation of your candidate into a client. Rather than "closing the deal", which implies the end of your responsibilities, "opening an account" signifies the beginning of a business relationship.

If you don't open the **Combination Lock**, there is no sale. Without a sale there is no exchange of your value for their investment. Many sales people don't recognize buying signs or fail to ask for the order. If they do ask, and are rejected, they lack the persistence to keep going. An open **Combination Lock** is proof of client agreement and a positive result of the time and energy you invested in this relationship.

Chapter Six: The Maintenance Policy

A **Maintenance Policy** is your client's guarantee you will be around to ensure your product or service performs as promised. Your presence, in person and on the phone, is visible assurance your work *began*, not ended, with the sale. Consistently nurturing and serving clients demonstrates your on-going commitment to them. Keeping in touch for *service* - not just *selling* - purposes, preserves both your personal and professional relationship.

Your ability to *up-sell* and *cross-sell* existing clients is far less expensive than acquiring new ones. With an on-going **Maintenance Policy** in effect, you will continue to discover additional client wants and needs. Actively placing your client's best interests first will create loyal clients, not just satisfied ones. They will enthusiastically share their success story with others.

Summary: "Life's A Sales Call" & "The Five Cs of Sales"

Regardless of the title on your business card, you are in sales. Everyone is in sales. In fact, the largest department or division of a company is always the sales department. Why? Life is a sales call!

NextStep Solutions is leading a new revolution that is changing the way business does business: **Stand-Out Selling**.

For more information, or to purchase **Stand-Out Selling** from **NextStep Solutions** we can be reached at 210.615.1900, 888.606.1900 or at info@nextstep-solutions.com. Or to purchase online please visit www.nextstep-solutions.com.