

REDFLAG

VALUE CREATION SYSTEM

Module

The Sales Triangles

Objectives

Discover a different paradigm to selling products and services in commoditized markets.

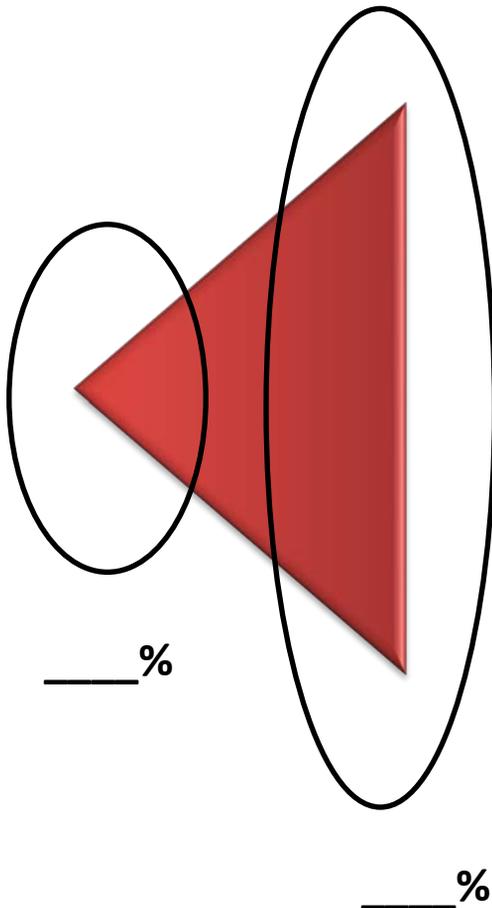
Learn that selling is less about convincing someone to buy than it is about helping prospective customers navigate a “decision towards change”.

Learn how to avoid “self commoditization” and simultaneously shorten the sales cycle.

Name: _____

Getting vs. Giving

The old paradigm of selling is to present products & services in the best light to convince prospects to buy. The new paradigm puts the focus on “getting information” not “giving information.”



When we understand the way people make decisions, and we explore the types of questions that matter to them, we can then and only then begin to connect relevancy to our products, services and client offerings.

In most cases relevancy will be realized more quickly when the absence of your products and services is explored in contrast to exploring the benefits of ownership.

Alternatively, when we rush to discuss, present and or propose “solutions” they are most often offered with little or no relevancy. This is called “value dilution”.

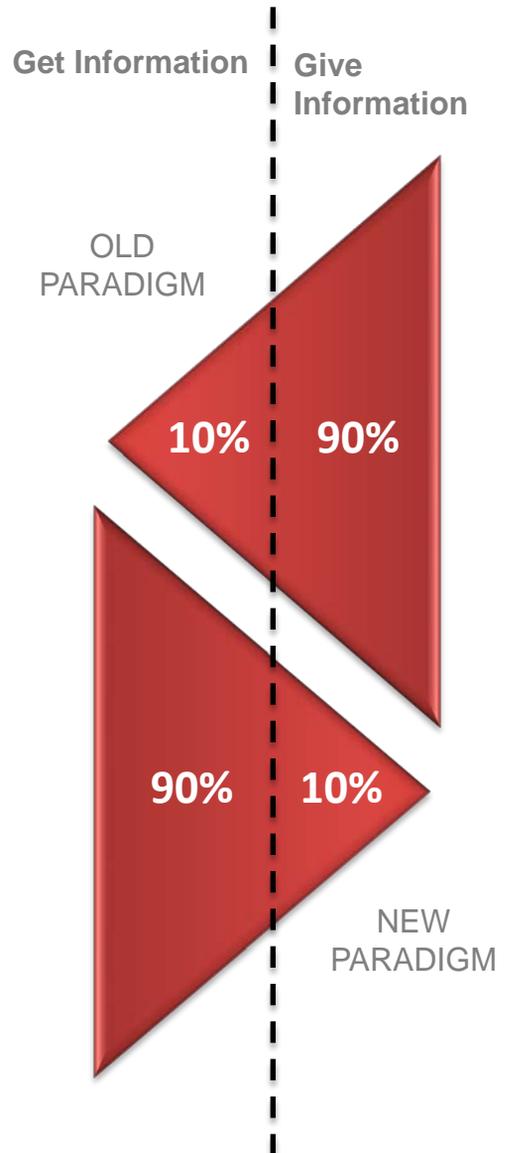
Purposeful questioning is not only highly effective, it also begins to differentiate you from the competition who tend to rush and spend more time talking solution “benefits”.

Consequences are severe when your “information ratios” are off.

When 90% of our time is spent presenting solutions, only 10% of our time is spent discovering the consequences of taking “no action.”

When we rush to presenting solutions:

- ❖ We spend too much time preparing information that the prospect doesn't really want; therefore, wasting enterprise resources on an opportunity not fully developed.
- ❖ We're overly focused on figuring out how to be a better presenter and how to handle objections.
- ❖ We become creators of “sales drag.”
- ❖ We compromise perfectly good selling opportunities.



Red Flag Rule: Getting information will always trump giving information.

Red Flag is a consulting and training organization specializing in the area of sales performance. We provide a trusted and credible link to an organization's most valuable resource—its sales force. Our expertise comes from industry experience and our sales training is customized based on company culture and the increasing independence of its sales force. The Red Flag promise is a commitment to elevate sales force performance and longevity in ways that result in sustainable growth and profitability.

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Modules

Red Flag Compass

Objectives

Learn how to identify the point in which the probability of a sale is at its absolute highest.

Learn to quickly position for the high point of the sale.

Learn why human behavior can be either your friend or enemy in the sale.

How the Red Flag Compass can simultaneously impact your revenue and profitability.

Name: _____

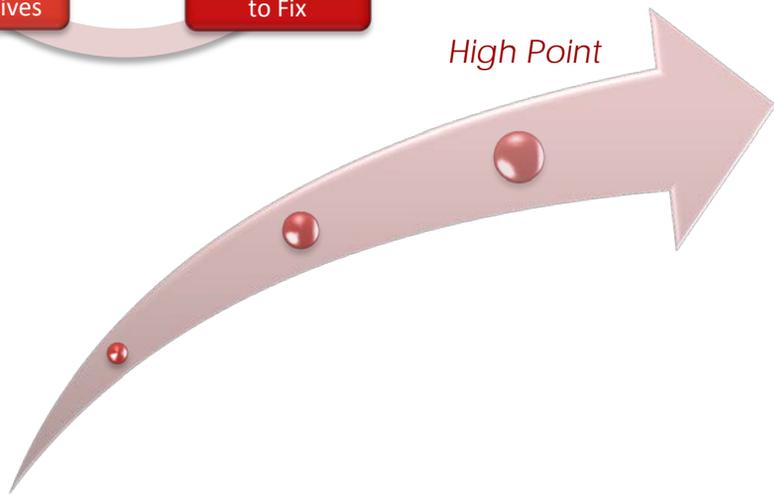
The Red Flag Compass

When we understand how human behavior plays a role in professional sales we can help prospective clients navigate the decision to change and improve both the efficiency and effectiveness of our sales activities.



Red Flag Exercise

What are the decisions prospects need to make as they go from not having my “solution” to having my “solution”?



“Life is great!”

➤ Zero Probability

“It could happen.”

➤ Coin Toss

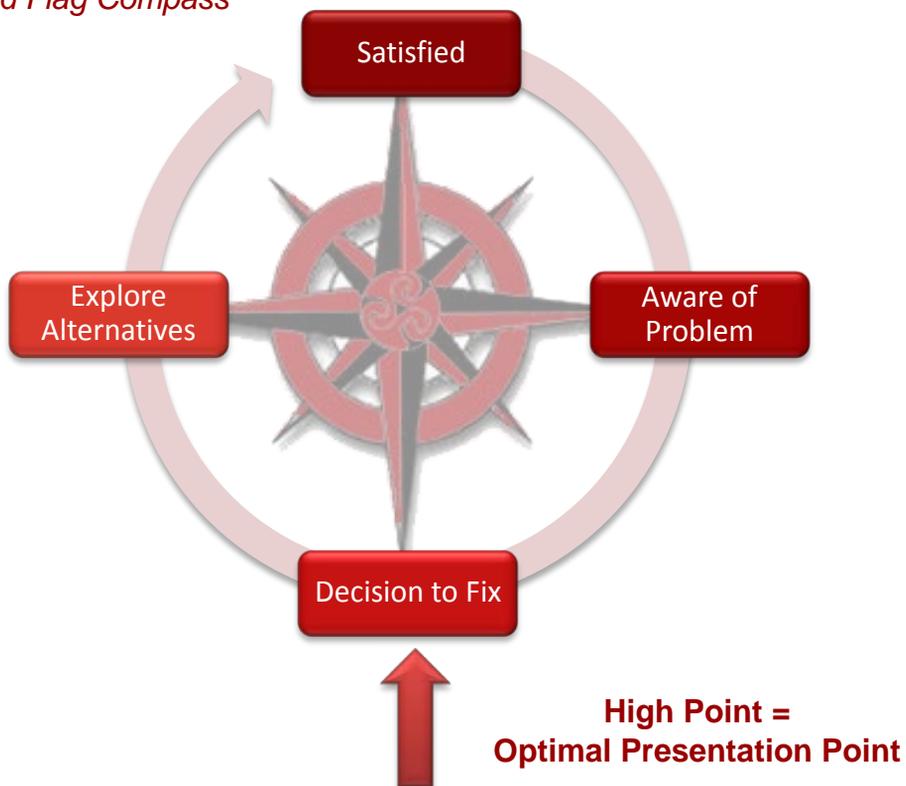
“It’s costing me X.”

➤ High Probability

How to Improve Your Improve Your Performance

Growth minded sales professionals can increase the effectiveness of their advice and recommendation by recognizing its not about the sales process its about the decision process. The focus of the latter is as much about buyer behavior as it is sales behavior. Using the compass improves the effectiveness of your sales experience.

The Red Flag Compass



Key Concepts of the Red Flag Compass

- ❖ Helps determine how to plan for a highly effective sales meeting.
- ❖ Helps avoid wasting valuable resources.
- ❖ Increases your competitive advantage when needed most.
- ❖ Helps determine when time your presentations for maximum impact.

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Module

Value Curve

Objectives

Learn how to navigate the sales triangle for differentiation and speed.

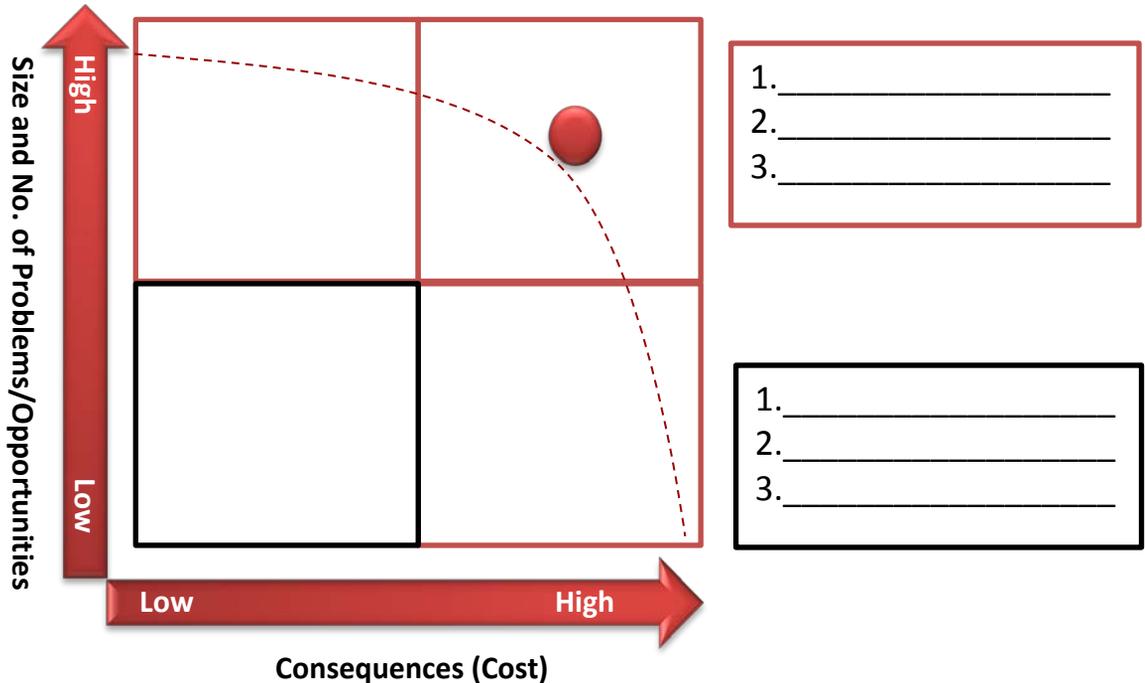
Learn how to use the sales triangle to create value without making a product presentations or recommendation.

Learn a sustainable client engagement process that is immune to external factors. i.e. Product changes, tax law and economic conditions.

Name: _____

The Stage One Value Curve

The new battleground in sales is not what you sell; it's how you sell. One-to-one discovery creates value. Solutions are the by-product.



Red Flag Formula: Size + Number + Cost = Urgency

Creating Stage One Value

FACT: Prospective clients can decide they have a problem WITHOUT HAVING A SOLUTION IN MIND.

FACT: They can even decide they have a problem knowing NO SOLUTION EXISTS.

FACT: They can also decide that they can't live with a problem *without* having a solution in mind.

Key Concepts of Value Creation

- ❖ The skill of uncovering problems and missed opportunities creates stage one value. This process happens before the sales call. Think of this carefully.
- ❖ Most competitors are focused on skills used towards demonstrating stage two value. Think of this carefully.
- ❖ Size and number of problems and opportunities has a direct correlation to your ability to create urgency.
- ❖ Your skill at creating urgency is in bring the compelling event to your buyer. Compelling events have a direct correlation to the length of the sales cycle. And sales cycles are driven by the decision towards change.
- ❖ The buyers “decision to change” is where your revenue, profitability and new client engagements are determined.
- ❖ Define Stage One:

- ❖ Define Stage Two:

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