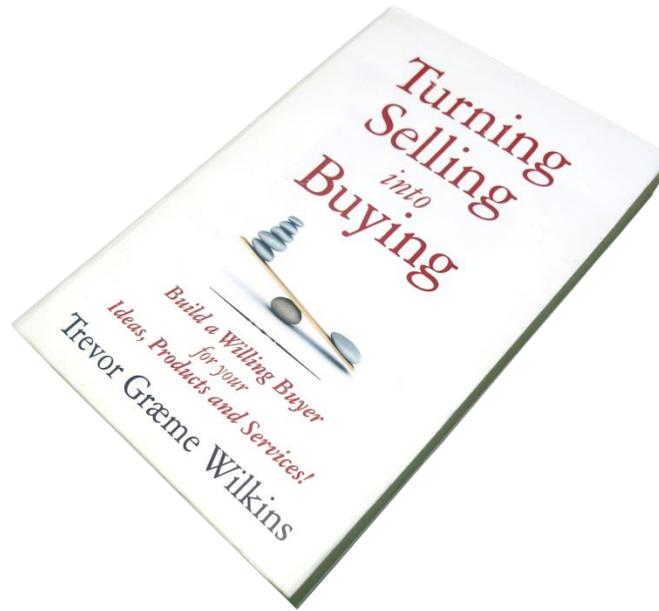


TURNING SELLING INTO BUYING[®] WORKSHEET



Chapter 1: Anyone Can Sell... ...and Enjoy Doing It



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<http://turningsellingintobuying.com/tsb-book-links/>

v2.3



Tell me and I may forget

Show me and I can remember

Engage me and I will understand

Confucius 5th Century BC

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SELF-TEST QUESTIONS & SELF-DEVELOPMENT ASSIGNMENTS

CHAPTER 1 — ANYONE CAN SELL, AND ENJOY DOING IT! — SEE ANNEX A FOR ANSWERS

SELF-TEST QUESTIONS

- 2.1. What's the most important lesson *you* took away from Roger's story?

- 2.2. How many of the eight steps he took to turn me into a 'Willing Buyer' can you list?

- 2.3. What does Turning Selling into Buying do instead of 'pitching'?

- 2.4. What is a 'Willing Buyer'?

- 2.5. What have the 'Best of the Best' in sales and influence *always* done?

- 2.6. What was the big life-saver for me that could be for you too?

- 2.7. Name four of the eight keys sales problems that TSB solves. Which two are the most relevant to you?

SELF-DEVELOPMENT ASSIGNMENTS

CH 1 ASSIGNMENT 1 — LISTEN AND WATCH

Seek out sales and marketing colleagues, customer service reps or engineers who are 'more than just techies'. Ask to go with them on some customer calls — perhaps get them to introduce you as a 'new colleague who wants to meet customers'. Observe the person you're with. What percentage of their time is spent asking questions? What percentage listening? How much is making statements? Watch the reaction of the buyer. When do they become interested? What works? What doesn't?

With a little imagination, you can also set this sort of experience up even in non-commercial situations.

