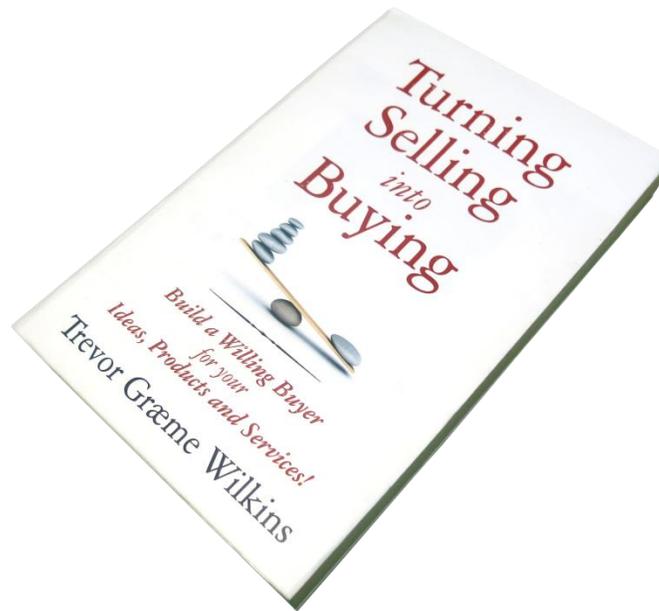


TURNING SELLING INTO BUYING[®] WORKSHEET



Chapter 3: How People Buy



Downloadable now from goo.gl/jNZh0 or by selecting it later from:
<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 3 — HOW PEOPLE BUY — SEE ANNEX A FOR ANSWERS

SELF-TEST QUESTIONS

- 2.1. What is the fundamental motivation behind any decision a person or organisation takes to buy something or to 'buy into' an idea?
- 2.2. Name as many of the 6 'classic' mistakes people make when they sell to or influence anyone else
- 2.3. Which is the mistake you make least? Which is the one do you do most?
- 2.4. Are you a Bulldog or a Collie?
- 2.7. What are the 3 main causes of fear, doubt or anxiety in sales or influence? Which one affects *you* most? Which one affects you *least*?

BUYING DRIVERS

- 2.8. What (in full) are the only 5 reasons that anyone is 'motivated to buy'?
- 2.9. Give one good example of each type and then check that what you've written 'passes the test'
- 2.10. What phrase was Ted Levitt famous for when he was at the Harvard Business School?
- 2.11. What is the (full) definition of a TakeAway?
- 2.12. Is each of these a TakeAway or not? If not why not? So what could you change to make it a TakeAway?
 - "Training costs reduced by 25%"*
 - "Has a harder surface than a regular driveshaft"*
 - "Supported by live call centre staff 98% of the time"*
 - "A low void ratio and high aspect ratio that reduce fuel consumption by 20%"*
 - "Your consultant will have an MBA and 20 years' experience"*

2.13. What is a TIRE Compound? Give 3 examples (with letters and description)

YOUR OFFERING

2.14. What is an ‘Offering’?

2.15. Develop *your* Offering by using the Offering Worksheet Downloadable from goo.gl/i0oaX or at: <http://turningsellingintobuying.com/tsb-book-links/>

2.16. Can you create a metaphor similar to ‘Green Jelly’ but applicable to your offering? Most importantly, it should disconnect the TakeAways from the features and functions

SELF-DEVELOPMENT ASSIGNMENTS

CH 3 ASSIGNMENT 1 — TAKEAWAYS OR FEATURES?

Look at product advertisements around you and check whether they’re offering ‘Features & Functions’ or actual TakeAways. If you’re attracted to buy a particular offering, which T.I.R.E.S. are motivating you? If you can’t see what Buying Driver are being presented by the image, story or statement, how would you improve the ad? If you’re not attracted, could the offering be extended to attract you? Could you apply any of these lessons to *your* offering?

CH 3 ASSIGNMENT 2 — BEING SOLD TO

When you’re being sold to, you’re *truly* on the buyer’s side of the table. So next time you’re being sold to (and it could be an idea, or a service just as much as being in a shop), observe the other person doing the selling. Whether it’s face to face, or over the phone, check which of the 6 classic selling errors they’re guilty of. Do they discover or explore your T.I.R.E.S./TakeAways?

CH 3 ASSIGNMENT 3 — FEAR, DOUBT & ANXIETY

Next time you have an Influence Opportunity, and you’re not instantly motivated to engage (or maybe even actually fear it) use it as an opportunity to find out about yourself. You don’t need to tell anyone else, so ask yourself the question:

“What’s going on here?” “What specific outcome is holding me back?”

Be completely honest with yourself in your answer. Which of the 3 classic fears is the underlying one? If there are several, what’s the order of their power? Is it the same on each occasion? If not, what’s the pattern? What can you do to improve your confidence, knowledge or fluency and thus reduce the problem?

