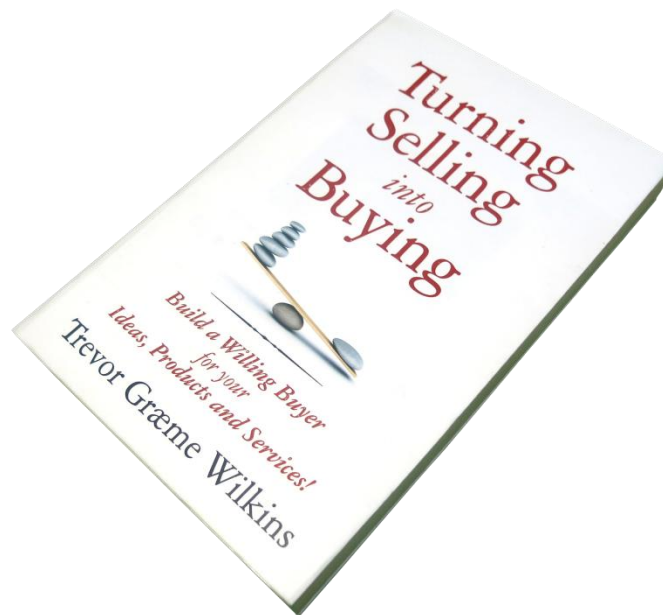


TURNING SELLING INTO BUYING[®] WORKSHEET



Chapter 4: The Buyer's Side of the Table



Downloadable from goo.gl/qoRkf or by selecting it 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 4 — THE BUYER'S SIDE OF THE TABLE — SEE ANNEX A FOR ANSWERS

SELF-TEST QUESTIONS

- 2.1. What is the main benefit of using Four-See?

- 2.2. When and where can it be carried out?

- 2.3. Name the Four-See Positions (Numbers *and* Titles!)

- 2.4. How many chairs do you use, and what should be distinctive about them — and why?

- 2.5. What is the single greatest benefit you're likely to get in FIRST POSITION? (if you're completely honest with yourself)

- 2.6. Why should you always 'break state' between positions? What are ways are there to do this?

- 2.7. What should you try to complete *before* you got to SECOND POSITION?

- 2.8. What *must* you always leave behind when you move to SECOND POSITION?

- 2.9. What is the most important characteristic of the individual standing in THIRD POSITION?

- 2.10. What ‘magical capability’ does THIRD POSITION have? How can they use it?
- 2.11. What communication attributes, faults and successes should THIRD POSITION be looking for as they watch FIRST and SECOND position?
- 2.12. How many people are in FOURTH POSITION? List characteristics each might have. List some typical FOURTH POSITION people that might be useful in *your* situation.
- 2.13. Apart from an Influence Meeting, when else is Four-See so very effective?
- 2.14. In what other places can you do Four-See — apart from at your office?

SELF-DEVELOPMENT ASSIGNMENTS

CH 4 ASSIGNMENT 1 — DUMMY RUNS

Work with a group of trusted people and use the script you can download directly from goo.gl/3Gb2u or select later from <http://turningsellingintobuying.com/tsb-book-links/>

Pick some problems, influences, sales and practice. Each person *must always* sequence though all 4 positions. It’s much less effective to ‘have everyone do Third Position’ or have 4 different people sequentially do each position. Above all, have fun!

CH 4 ASSIGNMENT 2 — PERSONAL PRACTICE

Once you’re familiar with the exercise and happy to get into each ‘state’, try it on your own — preferable with a real influence meeting afterwards. The first few times, don’t change the structure of the meeting; but consider afterwards which parts of the meeting were helped by Four-See, and which didn’t. Once you’ve gained confidence, you can begin to use the outputs to change your approach to the meeting

CH 4 ASSIGNMENT 3 — TEAM BUILDING & ACCOUNT DEVELOPMENT

Does your team have a big opportunity? Are they going into a new market? Maybe they have a new offering? Often used as a lead in to a TakeAway Analysis or even a full commercial ABC Analysis, the Four-See exercise has great team-building opportunities as well as the more objective commercial outputs

