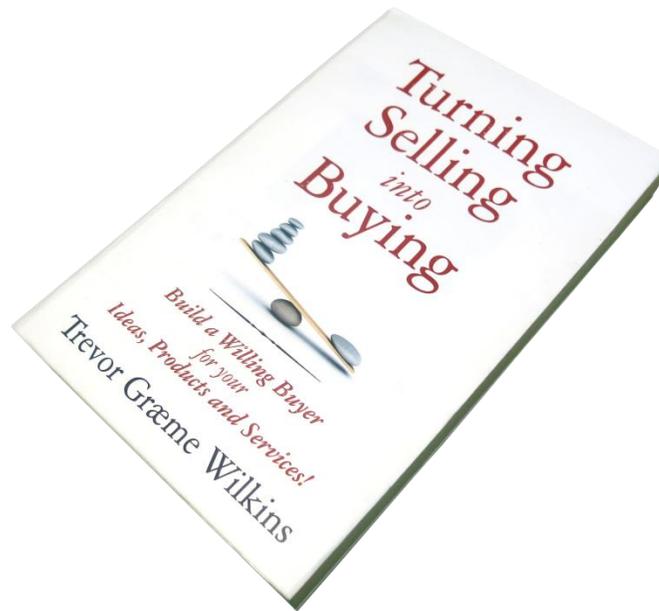


TURNING SELLING INTO BUYING[®] WORKSHEET



Chapter 5: Navigate Your Buyer's Mind



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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 5 — NAVIGATE YOUR BUYER'S MIND — SEE ANNEX A FOR ANSWERS

SELF-TEST QUESTIONS

- 2.1. What are the two skills covered in this chapter? What makes each of them so very productive commercially and how?
- 2.2. What is the Hierarchy of Ideas and how many levels does it have?

CHUNKING

- 2.3. Give an example of two generic Chunking Up questions
- 2.4. Create two Chunking Up questions that will be of use in your situation
- 2.5. Give an example of two generic Chunking Down questions
- 2.6. Create two Chunking Down questions that will be of use in your situation
- 2.7. Give an example of two generic Chunking Sideways questions
- 2.8. What can you do if your buyer's answers are going 'down the wrong vector'?
- 2.9. Describe how Lateral Chunking works and what it can be used for.
- 2.10. What three characteristics of your buyer's 'Model of the World' can Chunking reveal to you?
- 2.11. What is the *most important* key to successful chunking?
- 2.12. How can you use the new-found skills to help your buyer?

REFRAMES

- 2.13. What is a 'Frame'? What is a 'Reframe'? Are they statements or questions?
- 2.14. There are the three places in any path of thought or communication that we all apply our own frames (of reference). What are they?
- 2.15. List and describe three of the six most common reframes

SELF-DEVELOPMENT ASSIGNMENTS

CH 5 ASSIGNMENT 1 — FUN WITH CHUNKING

Pick two or three of the 13 generic Chunking Up or Down questions and try to use them in normal conversation — and be very aware of the other person's answer. What is their chunk size? Are they happy going in that direction? Do they have a 'preferred level'?

NOTE: It's important to use a *group* of questions, since asking '*can you give me an example of that?*' over and over can lose you friends!

CH 5 ASSIGNMENT 2 — SERIOUS CHUNKING

Now try it in a real influence meeting. Start by *consciously* using the questions to elicit information. Then begin to be aware of the direction you're moving the discussion and take more control. Once you're confident of your own TakeAways (see chapter 7), you can then use the same techniques to navigate your buyer to the TakeAways that you can *potentially* provide. If they have a need, you can develop them, if they don't, then move on...

CH 5 ASSIGNMENT 3 — REFRAMING — LITTLE BY LITTLE...

Now you're ready for reframing. Firstly, listen to other people. Look for the few natural reframers that are around us. Maybe someone in your team doing the same job has some useful ones you can use. Another excellent source is watching politicians and interviewers — these are a goldmine! TV Soaps are often a great source of 'negative reframing'.

Once you've got a 'shortlist' of reframing questions and statements that you're happy with — go out and use them. You'll have to bide your time a little more than with chunking, but when the opportunity comes, give it a try.

When I started, I focussed on one specific type (e.g. 'Change Frame Size') and I'd spend a week looking for opportunities to solve problems and change opinions by using it. Then I'd move onto another, the next week.

When the time is right, sit with some colleagues and brainstorm some commercial reframes for statements and objections that may come from your buyer — then you're ready for 'prime time' — and it'll go well!

NOTES AND ACTIONS:
