



# TURNING SELLING INTO BUYING<sup>®</sup>

## WHITE PAPER

### THE CORE IDEAS





# TURNING SELLING INTO BUYING®

## WHITE PAPER



### 1. INTRODUCTION

This aim of this whitepaper is to clearly and simply explain the ‘Big Idea’ behind Turning Selling into Buying (TSB) — in a way that clearly shows what it is and what is not. If it looks useful for you, the Appendix or website describe in more detail how it’s delivered.

As our 21<sup>st</sup> century world gets smaller and more intimately connected each day, cultural and social differences are blurring. Technology is changing the way we think and act — all at a huge rate. One outcome of this is that new people realise each day that they can *take more control of their lives* — regardless of age, gender or skill level. They demand more influence over events around them and tolerate less stress doing so. We’re at the point where most us live by ‘selling something’ — but have almost no guidance in how to do it.

Turning Selling into Buying solves one part of this huge puzzle; whilst reflecting the exciting new values emerging today. It addresses a key skill — influencing others to buy or ‘buy into’ whatever is offered. It aims to solve a problem faced at work or outside it — influencing effectively — and *more ethically, predictably and enjoyably* than in the past.

### 2. SO WHAT’S THE PROBLEM?

The situation has changed on ‘both sides of the table’:

**Buyers** are now far better informed, with access to more opinions, facts and news than ever before, so their expectation is far higher. They now:

- want relationships that are sustainable and can be accessed time and again
- expect the very best value for their money — not ‘kept in the dark’
- won’t come back if they feel ripped off — with so many alternatives
- can check the truth of statements immediately — yours and your competitors’
- expect a more equal partnership with the ‘seller’

**Sellers** today may be professional sales people or they may just be regular people who want to influence others to buy from them; but they fall into two main camps:

#### OLD SCHOOL

The stereotypical person who just talks at a prospect until something they say creates a response. It’s known in sales as ‘spraying & praying’ — in the hope that what’s said will stick long enough to be bought. These people describe the features of the product, the benefits of the service, the difference that an idea will make — all in vivid detail. With a complex offering, they’re often driven by a desire to stay ‘in their technology comfort zone’ and not expose themselves to the scary world of their buyer. Some are good speakers and can create results. Let’s face it — it’s worked for 100s of years.

But there are so many downsides to talking, not listening:

- it’s lazy — the effort is all with the buyer, who may not have the skill to spot what’s useful
- it doesn’t build a relationship — one with real knowledge and trust
- it’s poor at revealing the wider potential of a complex sale or decision
- it’s hard to consistently predict results from random spraying
- it can be stressful for both parties, particularly if the wrong decision is made

## SOLUTION SELLING

This is an improvement on ‘spraying and praying’. It encourages the seller – whether they’re offering ideas or ‘stuff’ – to actively ask questions, to create a dialogue and build a relationship. This is better than ‘talking at’ the buyer, but it’s still very dependent on luck or domain knowledge in uncovering new needs or pains. ‘Consultative selling’ also ignores so much of the deeper psychology of decision making – the practical, personal and financial difference between random and consistent success.

Most of all, it’s still very dependent on the personal skills of the influencer – skills and insights they may have picked up from their upbringing, their experiences or their personalities. In short, even solution selling can still look like a ‘black art’ to non-sales people!

This ‘sales mystique’ of toughness, skill and invincibility has been encouraged for too long by the media, the sales industry and the trainers that feed off it. The result is the fear, doubt and anxiety that most ‘normal’ people feel about influence and selling – sometimes to the point of inhibiting their careers or personal relationships.

Probably the toughest, scariest aspect is ‘the close’, ‘the trial close’, “always be closing” and similar expressions. The stressful idea of ‘closing the deal’ makes many smart people walk away from a good opportunity. Even people with ‘sales’ on their business card admit privately to enormous anxiety around this subject. Surely there must be something better?

### 3. SO WHAT’S BEHIND TSB?

Turning Selling into Buying is based on modelling the thoughts, actions and words of the ‘best of the best’ in sales, management and leadership. These people use an unconscious process – and a surprisingly simple, universal one. They grow and nurture their willing buyers, not hunt them down – far removed from the sales scripts and tricks of the past.

The fundamental driver to everything in TSB is **Building a Willing Buyer**. This seems a simple idea, but the ramifications are huge.

**STEP ONE** is to analyse the *buying decision* through the eyes, ears, mind and wallet of a potential buyer – what an individual, a company, a complete sector or even a geography or demographic might finally *take away* from the purchase or decision. They might want improvements in time, better profit, lower cost, reduced or more mitigated risk, or just an improvement in how people feel. These buying drivers are labelled T.I.R.E.S. in the TSB model. Each includes powerful financial, verbal and process components.

**STEP TWO** makes the offering relevant, recognisable and – most important of all – easily buyable by the target.

This is where the seller’s personal confidence flourishes; where any fear of rejection, being too pushy or appearing ignorant is finally laid to rest.

**STEP THREE** used to be scary – the moment of connection with a buyer – face-to-face, by phone, or even remotely. But this conversation is no longer a ‘random walk’ that only a few skilled individuals can navigate. It now has one easily managed objective – to move the discussion to each of a few potential buying drivers (TakeAways™) that were so objectively discovered, expanded and documented in Step One.

Step Three delivers all the rapport techniques, and the questions, challenges or statements needed to allow absolutely anyone to achieve control – smoothly, enjoyably and effectively.



When the buyer confirms they *do* need the TakeAway, it can then be expanded and its value agreed — all based on *objective facts*. Once this is done, the conversation can move to the next TakeAway. If no need is matched, or the cost justification is weak, the opportunity can be *qualified out* really early — minimising the cost of time or resources, buy keeping a good relationship with the buyer.



**STEP FOUR** takes place only after determining and stating that you *can* deliver what's needed. At this point, the detailed proof of your statement is offered (the Convincers™), and the buying decision begins to 'lock in'. Because it addresses only the TakeAways they've confirmed they need, this all takes much less time and is much less stressful than an old school pitch.

Most importantly of all, it generates a *visible and shared* Buying Plan to take the process through to conclusion. The plan may execute over a few minutes or many months; it may only involve the buyer or a large team; it may be formal or informal — but it's shared openly, and the buyer is motivated to help complete it.

**MONEY.** One of the powerful features of TSB is that it recognises that Building a Willing Buyer is often not sufficient to drive a final decision. How many opportunities languish for quarter after quarter without an order? How often has the price been squeezed down at the last minute? How often has a buyer sat on a decision for no apparent reason?

In Step Four, TSB uses a unique ROI Framework™ to create the most powerful possible support for turning a 'desire to buy' into an order or decision. If necessary, it even supports the influencer in coaching the buyer through their own process — creating sustainable relationships, a sustainable sale and sustainable revenue.

---

#### 4. CONCLUSIONS AND LINKS

TSB uses preparation that's objective, yet fun and powerful linguistic tools that people enjoy using. It reduces risk, saves time and delivers bigger results, earlier — something everyone wants. Sales forces are typically under-invested and over-managed. Their many wasteful behaviours can be eliminated and their productivity increased with an approach that they truly buy into — as always happens with TSB. The overmanaging can be reduced by the standard TSB way of describing what can be a very individual approach

Most importantly TSB is a game changer that delivers sustainable, predictable results for:

- sales, presales and marketing professionals
- CEOs and team leaders of start-ups or new lines of business
- anyone with complex or hard to sell technology or ideas
- consultants, project managers, engineers and specialist who need to 'sell ideas'
- anyone looking for funding, partners, or channels for their offering

Turning Selling into Buying can be delivered in a variety of different seminar and workshop formats or as part of a wider business solution provided by Holis Associates Inc.

For more information go to:

[www.turningsellingintobuying.com](http://www.turningsellingintobuying.com) — packed with detail and downloads about TSB

[www.holisinc.com](http://www.holisinc.com) — for more detail on corporate engagements and workshops

To discuss your problem and how TSB might help solve it, please contact us:

By Email: [sales@turningsellingintobuying.com](mailto:sales@turningsellingintobuying.com)

By Phone: +1-613-792-3866

Through your regional associate via <http://turningsellingintobuying.com/contact/>

## Appendix: TSB Delivery Methods



Turning Selling into Buying can be delivered in a variety of different ways

### 1. OVERVIEW

This contains all the core material and examples covered in classes and also includes self-test sheets and personal development assignments. Readers also automatically become part of the TSB community and have access to a wide variety of downloads, videos and e-coaching resources. They also have special rates for e-seminars and other events

Future volumes will extend the support for using TSB in other domains and other parts of the process. It is always offered as an extra resource to add to the substantial workbook included in every training course

#### TRAINING

The main offerings here are:

- 4 day APEX Seminars
- 1 or 2 day ABC Analysis
- a tailored Fearless Selling Workshop



These are set out below.

#### CONSULTING

[Holis Associates Inc.](#) is a growing global network of experts who use TSB as one key component of their consultancy offering. Their consulting assignments often identify that their client's sales or influence mechanism is broken in some way, and they craft and deliver a tailored solution. This may focus on creating a channel operation, a new reporting system, recruiting a new team or solving a specific revenue problem.

In many cases, the specialist skills of another associate (e.g. cold calling, SEO etc) can be delivered in the same assignment, but with no risk of misunderstanding, since they are all founded on the TSB framework.

#### ONLINE RESOURCES

Today's resources consist of a wide variety of downloads and videos. We also use webinars as follow-up training for Fearless Selling Workshops and for specific consulting assignments.

We will in the future be implementing a complete Self-Teach Learning Management System to allow the delivery of the full syllabus to be available remotely. This is under consideration presently and will probably start as a 'self-development' extension to the present face-to-face workshops.

### 2. APEX™ SEMINARS

APEX seminars take place over four separate, energetic days with gaps between to allow time for self-development assignments to consolidate what's been learnt. Each student has a comprehensive workbook in which to carry out the exercises, as well as the relevant course notes. These then together become a valuable resource they can refer to weeks or months later. Click [here](#) for more information and downloads.

#### ANALYSE

This answers the question:

*"What would motivate anyone to buy or 'buy into' what I'm offering ... enough to invest time or money in it?"*

This seminar teaches the basic skills needed to do this, including how to use two types of Precision Questioning, and how to construct a more buyable 'Offering'. Students then use these skills to answer the question for their own individual combinations of Offering and Buyer. The final exercise creates 'The Best Elevator Pitch in the World' – for use the next day in websites, proposals and documents, as well as in conversation.

## PREPARE

This is based around the principal ‘prepare well once; use many times’. Students learn what to do before any meeting to maximise their chance of success. Once this preparation is complete, it can be used repeatedly, with adjustments only as the buyer varies – reducing effort and boosting confidence. They will learn how to prepare:

- their offering so that their buyer will understand it, see its value and be attracted to it
- their buyer so they have a positive desire to engage before the meeting
- themselves to deliver peak performance on every occasion - day in, day out, rain or shine
- their team so they all pull in the same direction, before, during and after a call

The Prepare seminar also tackles the biggest block to success in many sales and influence situations – justifying the expense. It includes the **Where’s The Money?** exercise – a powerful tool for creating the strongest possible Cost Benefit Analysis and Return On Investment for any investment or purchase.

It also includes the acclaimed Four-See team exercise which delivers productive insights into the thinking and motivation of the ‘buyer on the other side of the table’.

The final exercise extends the Best Elevator Pitch in the World into a full suite of responses for use in situations ranging from a short, casual encounter through to a full ‘Dragons’ Den’ scenario.

## ELICIT

The Elicit seminar focuses on the person-to-person activity in any meeting intended to influence someone to become a ‘Willing Buyer’. It introduces the five step **G.E.C.K.O.** meeting structure and uses demonstration, practice exercises, feedback and discussion to develop the necessary skills. Students learn how to engage, elicit, explore and evaluate the worth of their buyer ‘doing business’ with them. The seminar includes either:

- a general Influence Meeting Q&A session or
- volunteers practicing in front of the class or
- a feedback brainstorm that consolidates the learnings for the whole class.

The final exercise is the creation and presentation of a personal ‘Fluency Prompter’ sheet by each student. Strengthened by feedback, this can be used the very next day to help ‘create a willing buyer’.

## EXCITE

The final **APEX** seminar focuses on the step of actually turning a ‘Willing Buyer’ into an order, into money, or a clear decision to take action. One of TSB’s strengths is that it creates a ‘self-closing prospect’ – a person who is consciously motivated, or perhaps even excited, to take the actions to complete the process. A core feature of this module is the eight point ‘Buying Plan’ which is openly discussed and agreed with the Willing Buyer. It’s used to drive out all of the problems, objections, practicalities and processes that stand in the way of a deal.

Just as usefully, the Buying Plan can be a great route to qualifying out an opportunity – and doing it early enough to save time, money and resources. The final exercise focuses on the techniques that make this journey successful – the presentation, proposal and negotiation. Students leave having committed themselves to ‘moving the furniture’ in their lives or work in some way that will make the change stick.

## SEMINAR FORMATS

**Open** — open to the public via development corporations, chambers of commerce, advertising etc

**Closed** — a shared community of attendees — entrepreneurs, consultants, students, accountants etc

---

## 3. ABC ANALYSIS™

The ABC Analysis looks at any pairing of offering to buyer and delivers:

- **Buying Drivers** (TakeAways™) — the only 5 reasons anyone buys or ‘buys into’ anything
- **Verbal Prompters** — the questions and fluencies that deliver control of an influence meeting
- **Delivery Narratives** that lead the buyer from now to the place they want to be
- **Convincers**™ whose process and method matches what they or their business demand
- The **ROI Framework** that turns a Desire to buy into an Order or Decision

As well as normal sales and marketing use, it has also been used to set up new channel operations, to determine whether a start-up is viable, and how best to enter a new market or launch a new offering

### ONE DAY FACILITATION

An intensive session, led by a Holis Associate to generate the five outputs and build a plan to use them. It is usually focussed on a single Offering/Buyer pair. Many useful skills are learned, but there is no certification.

### TWO DAY CERTIFICATION

This is always built around a ‘real’ ABC Analysis, but over the two days includes extended teaching. This ends with the certified ability to carry out an analysis any time later on any Offering/Buyer pair.

Click [here](#) for much more information

## 4. FEARLESS SELLING WORKSHOPS FROM HOLIS ASSOCIATES INC.

The three aspects of permanent, productive change are reflected in the 3 Rings of the Holis Logo.

Click [here](#) for more information

### TURNING TECHNIQUES INTO SKILLS (RED CIRCLE)

Anyone with a powerpoint can teach techniques, it’s adding the experiential element and feedback that turns it into a skill or insight. If personal development assignments are added, change becomes really personal .

### TURNING PROBLEMS INTO KNOWLEDGE (GREEN CIRCLE)

Having skills and insights is great, but the user needs to know how to apply them to *their* situation. The ABC Analysis delivers a solid foundation that supports confidence, creativity and productivity.

### TURNING TRAINING INTO PRODUCTIVE CHANGE (BLUE CIRCLE)

The ‘Inside—Out’ module gives everyone access to the same powerful coaching and self-management techniques normally available only from expensive one-on-one coaching. More to come from Chadi.

### FEARLESS TRAININGS

Short, specific workshops that solve one specific problem —all from the standpoint of Building a Willing Buyer:

- Fearless Proposals™
- Fearless Channels™
- Fearless Presentation™
- Fearless Negotiation™
- Fearless Networking™



### TSB KEYNOTES

These deliver a message based around *“Anyone can sell, can sell well, and enjoy doing it”*

Click [here](#) for more information