

# SELLING WITH HEART AUDIOBOOK DOWNLOADS

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INSIGHTS ♥ INFLUENCE ♥ IMPACT

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Questions: Open, closed, confirmation, circumstances, customer needs.

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## CHAPTER 2

In the table below, I have mapped out the basic needs we had when considering buying a car for my son. I've then added how we felt that the salesperson added value to our purchase.

		What value and insights did the salesperson provide?
Basic need	Method of transport	
More needs	<ul style="list-style-type: none"><li>• Reliable second-hand car</li><li>• Low on mileage</li><li>• Within budget</li><li>• Automatic transmission</li></ul>	<ul style="list-style-type: none"><li>• Knowledge on what engine sizes were permissible for P-Plate driver</li><li>• Size of wagons to fit surfboard and long enough to sleep in the back</li><li>• Great fuel efficiency of diesel engines</li></ul>
Wants:	<ul style="list-style-type: none"><li>• Big enough to fit in surfboard</li><li>• Long enough to sleep in the back</li><li>• Reliability</li><li>• Desirable colour</li></ul>	<ul style="list-style-type: none"><li>• Add on warranty options exclusive to his dealership</li><li>• Insurance options for under-25 drivers</li><li>• Low priced servicing for particular makes of cars</li><li>• The types of cars and colours which are popular amongst young drivers</li></ul>

# CHAPTER 2

## Examples of how heart-led salespeople add value

Here is an example I've devised for you which illustrates how to build trust and add value when selling chemical free cleaning systems directly to a consumer:

	Product/service	What value does the salesperson add to the sale?	How does the salesperson add that value?
CONSUMER PRODUCT EXAMPLE	Chemical Free Cleaning systems	Education on how the products work and in what situations/scenarios they are used.	In-home demonstration. Advocate for the product by being a personal user. Provide practical before and after photos and videos.
		Show expertise on how to use the products, how they produce a healthier environment for the family and how they've saved money	Provide case studies of other customers who have experienced better health since using the products. Provide \$ analysis of the savings they can achieve by not buying chemical cleaning products and by not buying disposable sponges, cloths etc.
		Educate about the positive effects on the environment.  Educate on how to reduce chemicals and waste.	Social media posts which include environmental statistics of effects of plastic waste and how to reduce it, insights of how the reduction of chemicals in the household has a positive effect on waterways and marine life and how to contribute to a healthier environment and sustainable future.  Be an environmental warrior—lead by example and look for other ways to demonstrate this—which that may not necessarily involve domestic cleaning i.e. using reusable drinking straws or reusable hot drink cups.

# CHAPTER 2



How does a salesperson build trust and add value when selling corporate software?

	Product/Service	<u>What</u> value does the salesperson add to the sale?	<u>How</u> does the salesperson add that value?
CORPORATE SOFTWARE AS-A-SERVICE EXAMPLE	Cloud based business travel expense claims	Educates the client on how they can save time and money by implementing the automated expense claim system	<p>The salesperson spends time within the client's teams to gather information about typical business travel expenses and how their current manual claim process works.</p> <p>Then map out that detail on a whiteboard to show how the client's process would work with the online system, the time each step takes as compared to the current manual system and extrapolates the cost savings of time saved.</p>
		Show the client how they can save money by amalgamating their travel booking through the online system	Runs some typical client travel data through the demonstration software and shows a model of how flight bookings aggregated through one carrier provides leverage for discount benefits and reductions for bulk bookings.
		Show the client how productivity can be increased, by decreasing the time spent on the manual admin tasks of expense claims.	Demonstrates how you take a photo of the business receipt and how the mobile app. reads the data to automatically upload in the expense claim system— providing more accuracy, great flexibility and faster claim processing.
			Introduce the client to contacts at other companies who are advocates for the system. Provide case studies of successful implementations of the system, along with proof of productivity improvement and cost savings
			Be a thought leader in the travel industry or expense claim/accounting industry to provide a further level of insight and expertise to the client— around industry norms and trends.

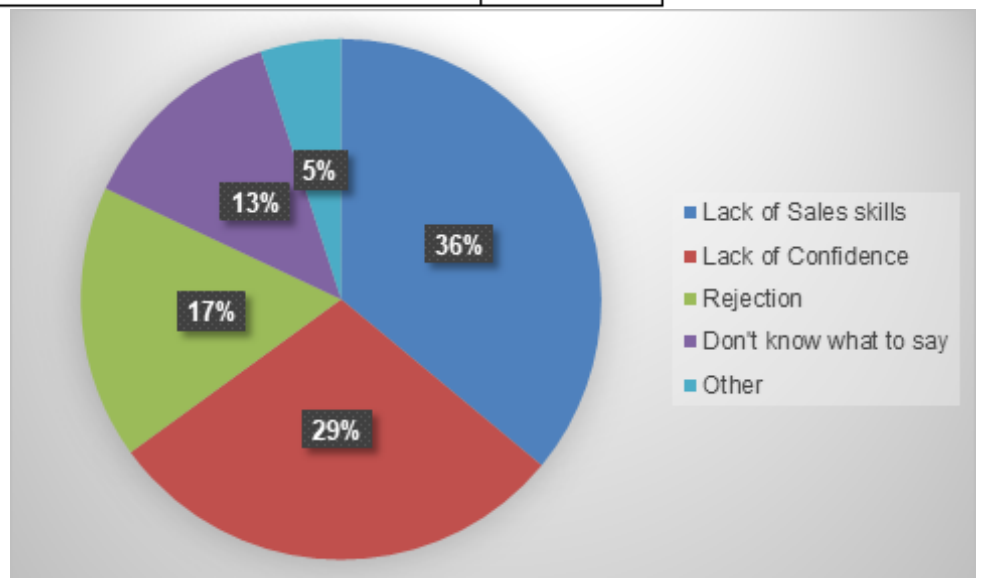
## CHAPTER 2

### How you can build trust and add value when selling taxation consulting services

TAXATION CONSULTING SERVICES	Product/Service	<u>What</u> value does the salesperson/consultant add to the sale?	<u>How</u> does the salesperson/consultant add that value?
	Taxation Services for a Small Business	Explains how using personal consultant for their tax returns can deliver better service and greater return—compared to an online support portal	The salesperson seeks to understand the client’s business operations by using probing questions to uncover details of taxable spend. This will mean more items can be claimed, compared to standard online templates.
		Provides templates which have been pre-populated with some standard industry based taxable entries.	From the answers to the questions as per above and from experience with other like businesses, the template is created from industry standards, success from other customers and personalized items for that specific business.
		Educates the client on what other taxable items could be claimed for the upcoming year.	Provides a list of potential items which are claimable and suggests a process for the client to capture those business expenses by: saving receipts, entering into a database, or by implementing a software accounting package.
		Teaches the client how to recognise what is taxable and what is not claimable.	Review the current tax return with the client and refer to current legislation and provide input on how to minimise tax exposure. Make recommendations on how to reduce tax payable and look for strategies to help generate greater business profit.

# CHAPTER 3

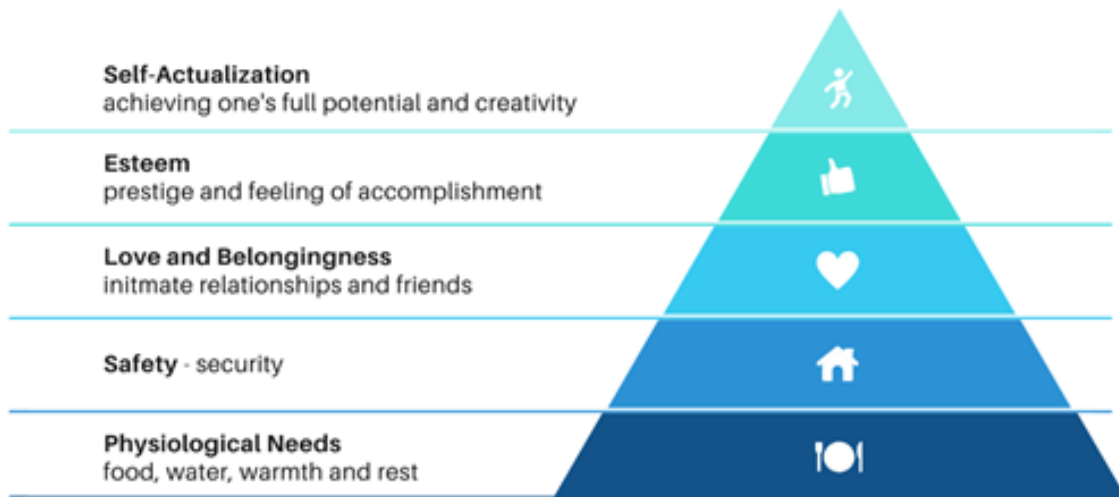
Main reason for fearing selling	Why?	Percentage of respondents
Lack of sales skills	<ul style="list-style-type: none"> <li>• Not wanting to come across as pushy, salesy or aggressive.</li> <li>• Not knowing how to sell the value of my product/service in a way that does not come down to price/discounting.</li> </ul>	36%
Lack of confidence	<ul style="list-style-type: none"> <li>• No self-belief.</li> <li>• Mindset.</li> </ul>	29%
Rejection	<ul style="list-style-type: none"> <li>• Fear.</li> <li>• Lack of Courage.</li> </ul>	17%
Not sure what to say or how to influence buying decision	<ul style="list-style-type: none"> <li>• Lack of a sales script.</li> <li>• No sales collateral.</li> <li>• Not sure what to say and when.</li> <li>• No clarity in message to market.</li> <li>• Lack of understanding of customer value.</li> </ul>	13%
Other	<ul style="list-style-type: none"> <li>• Pressure to meet sales targets.</li> <li>• Lack of belief in the product—whether it does what it should.)</li> </ul>	5%



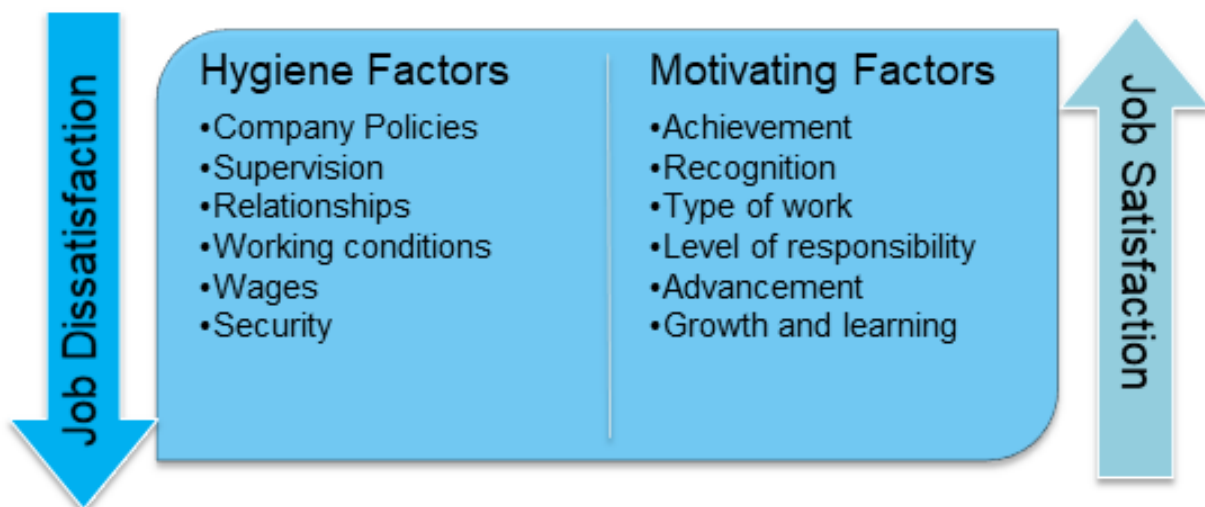


# CHAPTER 4

## Maslow's Hierarchy of Needs



## Herzberg's 'Motivation-Hygiene Theory'





# CHAPTER 4

## Solutions to lack of motivation

Motivation challenge	Possible solution(s)
Procrastination	<ul style="list-style-type: none"><li>• Breakdown tasks into small actions</li><li>• Celebrate/reward for each achievement</li><li>• Set realistic deadlines</li></ul>
Lack of focus	<ul style="list-style-type: none"><li>• Create a plan, structure, outline or mind-map</li><li>• Clear away distractions such as mobile phone, loud music, pets etc.</li></ul>
Getting started/lack of drive	<ul style="list-style-type: none"><li>• Remind yourself how the actual doing makes you feel</li><li>• Ensure that the doing is done in the best way possible, so it is enjoyable</li></ul>
No sense of urgency	<ul style="list-style-type: none"><li>• Seek to understand the delivery deadline from the stakeholders' point of view</li><li>• Understand the ramifications of slow or non-delivery and commitment to fulfilling your promise</li></ul>
Low energy	<ul style="list-style-type: none"><li>• Keep a log of how an activity made you feel when completed</li><li>• Remind yourself how good you will feel when you accomplish the task</li></ul>
Lack of monetary incentive	Identify other incentives—such as: <ul style="list-style-type: none"><li>• Doing good for others</li><li>• Helping other people achieve success</li></ul>
Lack of desire	<ul style="list-style-type: none"><li>• Determine whether the project/activity is the right option for you at this time—there may be no incentive for you at all!</li></ul>
Dissatisfied by workspace	<ul style="list-style-type: none"><li>• Declutter your desk</li><li>• Personalise your workspace</li><li>• Ensure you have a good chair/desk/lighting/ventilation etc.</li></ul>
Dissatisfied by workplace/company you work for	<ul style="list-style-type: none"><li>• Ask for work/life balance, or flexibility in work hours</li><li>• Look for another job</li><li>• Suggest reward and recognition for work well done</li></ul>

# CHAPTER 5

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## DiSC® behavioural profiles



Here's a little exercise to help you get a sense of what is meant by preferences.

*Sign your name in this box as you normally do:*

*Now—sign your name in this box with your other hand:*

## CHAPTER 6

Here are a few examples to explain how a buyer is not just buying a product, but buying what it can deliver:

Product/service	Benefits	Need	The real need	Want/desire
Designer Watch	Tell the time	Be on time	Become more productive	To be efficient  To look stylish with a branded, reputable watch
Facial Moisturiser	Soft Skin	To combat dry skin	Protect against dry air from air-conditioned office environment	To look healthy  To look fresh  To prevent wrinkles
Laptop computer with large capacity storage, lightweight and slim-line design	Store files on hard drive  Easy to carry	Work from anywhere  Use laptop while travelling	Due to work in remote locations, there is little WIFI to access documents in the cloud, so local storage on laptop is required  Luggage weight restrictions prevent heavy laptops being allowed on flight  Injury to shoulder hindering carrying of heavy laptop	To be efficient  To be productive  To assist in shoulder recovery  To access information quickly & easily to deliver work to clients

# CHAPTER 7

## Case study—children’s soft play equipment

Let’s take a look at a case study example which illustrates how to plan and prepare for initial contact with customers and the development of a relationship to uncover potential sales leads—without being salesy.

<b>Business</b>	Children’s Soft Play equipment Party and Event Hire—for newborns to five-year-olds
<b>Perfect customer profile/persona</b>	Parents with young children aged 0-5 (primarily mothers)
<b>Where does that customer physically hang out?</b>	Shopping centres, mothers’ groups, playgroups, baby health clinics, children’s clothing, toys or equipment stores
<b>Where does that customer hang out online?</b>	Facebook — parents support or advice groups Instagram—following hashtags that relate to babies and toddlers Pinterest—ideas for types of play equipment
<b>What are the customer needs that Soft Play Hire would satisfy?</b>	<i>For babies and toddlers:</i> <ul style="list-style-type: none"><li>• Entertainment</li><li>• Gross motor skill development</li><li>• Safe play environment</li><li>• Sensory stimulation—touch, colour</li><li>• Social interaction</li></ul> <i>For parents:</i> <ul style="list-style-type: none"><li>• Time out, while children play safely and learn in a visually pleasing and purpose-built environment</li><li>• Attraction or focus for a party or event</li><li>• Peace of mind that the kids can interact in an open space with other kids—particularly beneficial to those who do not have siblings</li></ul>

# CHAPTER 7

Examples of some open questions you can customise for your own situation.

Open questions	Examples
Tell me more....	Could you please tell me more about the process you use for cleaning commercial kitchens?  Please tell me more about the type of driving you do?
What do you mean by...?	What do you mean by 'raking the excess gravel into the hole'?
How do you feel about that?	How do you feel about the roadworks outside your premises?
Why is that important?	Why is texture an important consideration?
What else would be important to you?	What else is critical to you or your family when you are considering a holiday?
What other kinds of help are you looking for?	What other kinds of help are you looking for to address this issue?

Examples of closed questions you can utilise

Closed questions—to help focus the conversation	Closed questions—to help confirm your understanding of the customer's needs (usually yes/no answers)
How long did the research project take?	So, you're looking for a computer that will ... Is that right?
Would you prefer red or blue?	So, you're looking for an office chair that will ... Is that right?
How often does that occur?	If I understand you correctly, the reason that is a problem is ... Is that correct?
Is this a serious problem?	So what you're saying is ... Right?
Is that something that you want to solve right away?	Is it X that matters to you most in this project?
Of the three problems we've discussed, which is the most important?	Do you have enough detail now to move forward to a feasibility study?

## CHAPTER 7

Closed questions—to help confirm your understanding of the customer’s needs (usually yes/no, or one-word answers)	
Are you looking for ...?	Would it be essential for you to ...?
Is that a problem that you are interested in solving?	Would you like to find a way to ...?
So, you need to find a new process to ...	Would it be helpful if you could ...

### Earning trust and providing insights

Questions to ascertain the value that you can add to their business of life/family etc.	Questions which ascertain what personal value the solution will provide to the customer
What are the three most frustrating steps in the process?	If this deadline is not met, what’s at stake for you?
What do you expect from the investment in time and effort?	If you were to start the project again, what would you do differently?
How do you see the new equipment adding value?	What’s important to you personally?
When you compare your market position now, to what it was five years ago, how do they differ?	How will you feel if in 12 months’ time, nothing has changed?

# CHAPTER 7

Questions to help you uncover a customer's circumstances	
Tell me about your plans for ...	What caused you to change your mind?
Tell me about your new marketing strategy?	What effect is that having on production?
What challenges are you experiencing?	What's driving the need for...?
How well is that working?	Tell me more about why this is an issue for you?

Let's put all of this together and summarise what you should uncover in order to fully understand your customer's needs and in doing so, will position yourself as professional, credible and insightful which will earn your customers trust. Knowing *why* your customer has needs, shows you care when your competitors may not.

Customer needs	Why they have those needs.	What has led them to have those needs, or to want to solve them now?
A new marketing plan	To be a reliable source of quality automotive products.	A large competitor has just opened a new retail store close by.
A new way to clean their home, without the use of chemicals.	So that their house is safer & healthier for the family and pets.	Their son has recently been diagnosed with severe asthma, which is triggered by chemical fumes.
Training course for their salespeople.	A new sales team has been hired.	The company has merged with another and the product range has doubled, which has required setting up a new team of salespeople.
Smaller, more fuel-efficient cars for their outbound sales team.	To reduce ongoing fuel costs and make finding a park easier for busy schedules.	Fuel prices have risen steadily and parking in city areas is increasingly congested.



# CHAPTER 7

## Ways you can match products to customer needs

Features	Benefits	Link to customer needs
<b>Ergonomically designed</b> and endorsed by the Chiropractic Association	Minimises bad posture causing lower back pain	<ul style="list-style-type: none"> <li>Reduction in employee absenteeism due to lower back problems</li> </ul>
<b>Custom chair settings.</b> Up to four users can store their own settings for: lumbar, seat height, arm rest height and angle and tilt of seat and backrest	Maximises comfort for each person and decreases wear and tear on the chair if being adjusted constantly.	<ul style="list-style-type: none"> <li>Will save time when employees are hot-desking and constantly having to change chairs.</li> <li>Will ensure their comfort and support are customised to those who share the chair.</li> </ul>
<b>Custom upholstery.</b> Chairs can be upholstered with your choice of fabric from our range, with colours to suit most modern office designs, or can be covered in either leather or suede for a 5% uplift in price.	Allows customers to complement their décor and maintain ambience, at a reasonable price.	<ul style="list-style-type: none"> <li>Improved appearance of the office space, which portrays a modern brand to their customers</li> <li>Enhances employee engagement by providing visually pleasing and comfortable office environment</li> </ul>
<b>In-built massager</b> in the back-rest—unique to this specific brand & model of chairs	Reduces stress and improves productivity	<ul style="list-style-type: none"> <li>Was not a specific need but provides extra value to add strength to the proposal.</li> </ul>

### Closed questions—to help confirm your understanding of the customer's needs (usually yes/no, or one-word answers)

Are you looking for ...?	Would it be essential for you to ...?
Is that a problem that you are interested in solving?	Would you like to find a way to ...?
So, you need to find a new process to ...	Would it be helpful if you could ...

# CHAPTER 7

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<b>Custom upholstery.</b> Chairs can be upholstered with your choice of fabric from our range, with colours to suit most modern office designs, or can be covered in either leather or suede for a 5% uplift in price.	Allows customers to complement their décor and maintain ambience, at a reasonable price.	<ul style="list-style-type: none"><li>• Improved appearance of the office space, which portrays a modern brand to their customers</li><li>• Enhances employee engagement by providing visually pleasing and comfortable office environment</li></ul>
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# CHAPTER 7

Here are some examples of the different types of customer concerns and how to address them.

Concern type: apathy		
<p>During a sales interaction, your customer may not seem very interested in your product/service—particularly if they are already satisfied with their current supplier, they don't realise that it's possible to improve their current circumstances, or they don't see the value in making changes or improvement to what they are currently using or doing.</p>		
Objection	Acknowledge	Questions to help address customer concerns
We already use a company like yours and we are happy with our service.	You are the best judge of how well your systems are working.	If you could just spare a few minutes, it might be helpful to discuss how you use your CRM software? I've worked with many businesses similar to yours and there may be some further insights that could be of value to you. Would that be OK?

Concern type: mistrust		
<p>A sceptical customer needs to be sure that your product/service or your company will do, or deliver what you say it will. The customer is looking for proof, to enable him/her to find comfort and satisfaction in making a purchasing decision by trusting in you and your product.</p>		
Objection	Acknowledge	Questions to help address customer concerns
How do I know I will get the results you are promising?	It's essential to have proof before committing.	<p>This is where you will need to offer relevant proof that the product/service can do as you say it will. The evidence you offer, should be linked to the customer needs. Some examples you could provide are:</p> <ul style="list-style-type: none"> <li>• Research Data</li> <li>• Provide samples to try</li> <li>• Demonstrate the product</li> <li>• Provide Testimonials from other happy customers</li> <li>• Show photographs/videos of the product in action</li> <li>• Offer to organise a visit a reference site</li> </ul>
I can't believe your product can do that!	I know it sounds too good to be true.	
I've never found a Company who can provide the level of service that we need.	You're right to be concerned—given your previous experience.	

# CHAPTER 7

<b>Concern type: clarification</b>		
A customer needs clarification, or further information when they don't think you can provide something that you can. It could mean that you've missed some details, or that they didn't hear something that you had explained. It can also mean that there's another need that the customer doesn't think you can satisfy.		
<b>Objection</b>	<b>Acknowledge</b>	<b>Respond to misunderstandings</b>
I'm sorry, but I only do business with companies that provide 24/7 access to resources.	24-hour support is crucial in this industry.	<p>Our online technical chat system is available 24/7, utilising teams of experts who will troubleshoot, or provide instructions either by phone or online chat.</p> <p>Does that sound like it will provide the level of access you need?</p>
Your software version won't work on our systems.	Having a compatible system makes sense.	<p>What is your current operating system version are you using?</p> <p>What are your upgrade plans for your computer hardware?</p> <p>Our software is currently undergoing major version upgrades, which will offer many new features which I believe you will find valuable. The upgraded version will be available at the end of next month. Does that timeline suit your project?</p>

# CHAPTER 7

## Concern type: showstopper

A showstopper is something you can't change—such as: your set price, a feature, colour choice, location, availability, functionality...

*Your approach is to help the customer refocus on the bigger picture and try to outweigh the concern with all the other agreed benefits of your solution.*

Objection	Acknowledge	Questions to help address customer concerns
We have no budget.	These days budgets can be rather tight.	How does your budget cycle work? When does planning for next year commence? Could we work together to come up with a plan?
Your price is too expensive.	Price is always a consideration.	Can we work together to formulate an ROI (Return on Investment)? I understand that this problem is costing your business money and lost opportunity—could we work on a payment plan that would address your problem now, but spread your payments over time?
Your depot is located too far away.	Having a supplier close to your premises does have advantages.	We decided to take up premises on the outskirts of the city to save costs and provide employment for those who work in the suburbs. This keeps supply costs down and ensures we have an engaged workforce. As part of our service, we operate two shifts in our warehouse to enable fast turnaround of orders and we have negotiated volume discounts with our delivery service. Our customers have told us that our response time for orders and deliveries are better than other suppliers they've used.

# CHAPTER 8

**Sensing/Thinking customers take in information that is factual and practical and make decisions through analytics and logic.**

Behaviour clues	Suggested response
When this customer has expressed a concern, you agree with their concern	Yes, that's important to clarify that point/or concern
Customer is asking you to provide recent facts, or to explain conflicting data	The information about the new product has been confusing. I'll show you the recent summary I received which explains the new features in more detail.
Offering details of other customer testimonials which can be contacted	Tom Burke, the operations manager of Acme Company, had the same concern. He met with Susan Long, our technical engineer who explained the specifications and provided a copy of the implementation plan. Would you like a copy, or would you like to speak with Susan?
Ensuring there are no surprises, informing the customer to any potential challenges and how they will be addressed	Changing premises and implementing a new system can sometimes present new challenges. Our procedures manual details our approach to unexpected changes to the plan.

**Sensing/Feeling customers take in information that is factual and practical and make decisions through taking people's feelings into considering—both their own feelings and of those who would be affected by the purchase.**

Behaviour clues	Suggested/example response
Noticing that the customer has started to hesitate in the conversation	It sounds like you have questions about payment plan/pricing structure
A customer has concerns that you need to acknowledge and validate	It's a concern that I had myself, but once I followed the plan, I was reassured by the results
Follow a simple process to address the concern	I will liaise with Therese, our project supervisor to lock in the installation date and then we can go from there.
Language which uses personal pronouns, or language about the people involved	Changing <i>your</i> system will be straightforward, as <i>your</i> building is pre-wired and has easy access.



## CHAPTER 8

**Intuition/Feeling customers** prefer to consider the big picture effect of a purchase and make decisions based on the effect on the feelings of the people involved

Behaviour cues	Suggested/example response
Noticing that the customer has started to hesitate in the conversation	It sounds like you're still not sure. Let's work through your options.
Customer has concerns that you need to acknowledge and validate	Whether the knowledge is learnt is a valid concern
Offering solutions or alternatives that the customer can be involved in.	I can see what you mean about the colour match, from these samples, could there be a different solution?
Testimonials where the customer could imagine themselves as having similar values	This sounds familiar to what Tom and Sue Rainburg (previous clients) said about the child-friendly environment in the new suburb, where families are seeking green space for activities.

**Intuition/Thinking customers** prefer to consider the big picture effect of a purchase and make decisions based on the logical effect on the business outcomes.

Behaviour cues	Suggested/example response
Acknowledging customer's competence	Often this is a common challenge for start-up businesses which is not expected.
Language that doesn't use personal pronouns	Is <i>the</i> location of <i>the</i> venue being near the main road, a strong concern?
Involving the customer with introducing logical options and changes	What other possibilities have you considered that appear to make sense?
Flexibility and working with the customer on a can-do approach.	Let's work together to create some ideas within budget to make this work.

# CHAPTER 8

Review of the key points of the customer buying journey:

<b>Sales plan</b>	<ul style="list-style-type: none"><li>• Where, when, how.</li><li>• Set sales targets</li><li>• Establish accountability</li></ul>
<b>Initial contact—establish the relationship</b>	<ul style="list-style-type: none"><li>• Target market/perfect customer/customer persona—who are they, where do they hang out.</li><li>• Personal brand be an expert in your field/industry.</li><li>• Share expertise on LinkedIn, blogs on website, social media—build personal brand</li></ul>
<b>Learn about and understand your customer's needs</b>	<ul style="list-style-type: none"><li>• Seek permission to explore customer needs</li><li>• Open and closed questions</li><li>• Business, personal or emotional needs</li><li>• Why the need exists and why now. (circumstances)</li></ul>
<b>Lead the way and create next steps</b>	<ul style="list-style-type: none"><li>• Ask permission to make recommendations, based on your understanding of their needs</li><li>• Link product/service features and benefits to the customer's unique needs</li><li>• Provide insights as to how this has impacted or added value to other customers you've worked with</li></ul>
<b>Establish mutual agreement</b>	<ul style="list-style-type: none"><li>• Look for customer buying signals</li><li>• Listen for clues to customer personality preference for decision making (thinking/feeling)</li><li>• Align your language to match your customers</li><li>• Acknowledge, validate and empathise with the customers concerns or objections</li><li>• Gain agreement that your solution meets your customers unique needs and they are ready to purchase.</li></ul>

# CHAPTER 9

## The 7Ps of marketing—things to think about

	EXPLANATION	
PRODUCT (or service)	Quality	<p>Is the product to be low quality or high quality?</p> <p>Cost of components may dictate this, but the perceived quality will also affect pricing and branding.</p>
	Image	<p>What image is portrayed by the product to appeal to the buyer?</p> <p>Will it be determined by?</p> <ul style="list-style-type: none"><li>• demographics (race, ethnicity, gender, age, education, profession, occupation, income level, and marital status)</li><li>• psychographics (personality, values, opinions, attitudes, interests, and lifestyles)</li><li>• geographic location or availability</li><li>• style, price, or culture</li></ul>
	Branding	<p>Branding is not just the logo—it is also about a tag line/buy line, consistency of colours used, the font used in correspondence, business cards, what graphics or images are used—on packaging, advertising, online, social media and even on uniforms and transport or delivery vans etc.</p> <p>It's what you want your customers to say/think about you, or your product when you are not in front of them.</p>

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	Features, variants, mix	How many features will each product have? Are there variations of each one? Can features be mixed? Can a product be built to order?
	Support, customer service	Will after sales service and customer support be provided—will be this at extra cost?
	Availability	Is the product immediately available or has to be ordered? Where is it made? How long will it take to arrive?
	Warranties	Consider legislation and warranties. Will warranty registration details be added to a marketing database and used for ongoing communication, upsell and cross-sell?
<b>PROMOTION</b>	Marketing communications	What language (or voice) will be used when communicating with the market—informal, formal, fresh or traditional?
	Personal promotion	Will you be the main face of promoting the product/service, or will you use other people, or hire models to portray an image? Or will there be no personal promotion and use online only?
	Sales promotion	Will the product be offered as part of a sales promotion? A bundle, two for one offer? Special monthly discount?
	Public relations	Could you leverage exposure through stories in print media, radio stations, attendance at public, charity or networking, charity events, or use advocates or influencers on social media?
	Direct marketing	Using your database, would you send direct emails with special offers, or via an online group, or direct by sending mobile texts. For example: special offers on social media—such as, like and share to go into a draw

## CHAPTER 9

		to win something?
	Advertising	More traditional method of placing advertisements in print media, on television, radio, billboards and paid on-line and social media advertising.
PRICE	Positioning	Is the price a feature of your product? Low price, low margin, high volume. Or higher priced, premium product, premium image? Service subscription based, recurring payment/monthly or yearly renewal?
	List	Will the price be listed as a standard RRP and advertised that way? Or is it price on application whereby the price can be targeted at different markets? Price per package, or price according to type of customer?
	Discounts	Does your pricing level allow discounts? If so, at what level? Who can discount? Are approvals required before discounts can be granted? Will discounts be promoted?
	Credit	Will you allow customers to buy on credit? Set up an account? Or cash only?
	Payment methods	What credit cards will you support? Will you charge extra fees? Could PayPal be used, or another online secure payment gateway? Afterpay, or layby?
	Free or value-added elements	Will extra items be bundled in the deal—for example; buy one & get another half price? Buy the red one and get the blue one for free. Buy one and get another for just \$1 extra.

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PLACE	Channels	<p>Is the product sold direct to customer, or via a network of direct sellers? Will there be a distributor or aggregator in between? Is the product sold through value added resellers—who layer their own services or support? Or is your product a component of something else that is manufactured?</p> <p>Is it a service which could work on paid referrals, or spotters' fees?</p>
	Sales support	Once sold, does your product/service require support to be installed, set up or implemented? Is training required to understand how to use it on an ongoing basis?
	Physical location	Is your product sold at a physical brick and mortar shop? Online? Market stall? Direct to consumer, like a party plan.
PEOPLE	Who will do: <ul style="list-style-type: none"> <li>• Marketing activities</li> <li>• Customer contact</li> </ul>	What components of marketing will be executed by the salesperson, external provider, or others? Will there be a dedicated person who will create leads from the marketing activities, or all direct customer contact followed up by only the salesperson?
	Culture/image	<p>How is the culture/image communicated with employees? Uniforms?</p> <p>How will they understand and model the desired behaviours and attitude that is in keeping with the culture/image that marketing has created?</p>
	Training and skills	Will salespeople be trained, or hired with existing sales skills, behaviours and attributes? Hired on attitude, trained in methodologies?
	Remuneration	How will the salesperson be paid? Base plus commission? What percentage? Or commission only? Will all employees be paid in accordance to sales volume, or a set salary?

## CHAPTER 9

<b>PROCESS</b>	Customer focus	Will customers drive what is sold? i.e.: customer demand and feedback lead innovation to create new products or design features?
	Business-led	Products are created through the expertise of the company or business owner? For example: if the business has expertise in making dog food, but their customers have dogs AND cats, will the company diversify and make cat food too, or stick with what they are best at?
	IT Supported	Does the business operate via sophisticated IT systems and create products that best delivered digitally?
	Design features	Is it a new design features that create the pull through with marketing and lead the way in creative campaigns?
	Research and development	Are the products created through research and development? Are employees selected due to their technical expertise to create new designs or features?
<b>PHYSICAL</b>	Sales/staff contact	Who should be selling or be in contact with customers? Should customers have contact with technically skilled staff, relationship developers, or efficient process driven support people? Should everyone wear a uniform, or have a uniform style or look?
	Experience of brand	<p>Is the brand well known, or is it known by being bought by stylish people, or is it associated with the being in the country, or the city? Does the customer experience consistency with the look and feel of the brand? Do they always know what they will get, or does it change from time to time, or continuously evolve?</p> <p>Example: a popular hamburger restaurant chain maintains brand consistency, so customers know what they will get in each time they visit.</p>



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	Product packaging	Does the packaging match what the brand says about it? i.e.: if it is a product that is environmentally friendly, is the packaging reusable or bio-degradable? Or if it's a premium product, does the packaging match that brand appeal? Is the packaging instantly recognisable—for example, a pale blue box says Tiffany and evokes buyer emotion, even before you look at the logo, or see what's inside.
	Online experience	<p>The online look, feel and experience is a major part of how customers feel about a product. From the initial enquiry on a web site, to social media, through to the ease of looking through a catalogue, saving favourite items to be viewed later, updating checkout, deliver costs and payment processing.</p> <p>This is now a major part of how a customer buys and is fast becoming the most important component of the marketing mix.</p>

# CHAPTER 11

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What I have learnt from reading this book:

1/

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♥ Goal

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Action 1

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Action 2

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Action 3

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2/

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♥ Goal

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Action 1

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Action 2

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Action 3

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2/

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♥ Goal

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Action 1

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Action 2

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Action 3

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# CHAPTER 11

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## *Authentic, heart-led salespeople...*

- ♥ Genuinely care about their customers
- ♥ Improve their customers lives/businesses
- ♥ Are happier, healthier and more productive
- ♥ Truly understand their purpose and why, which transcends beyond money
- ♥ Provide insights which educate and inform their customers
- ♥ Create loyal customer advocates and repeat business
- ♥ Create a mindset of service and support
- ♥ Give before getting
- ♥ Are differentiated against their competition
- ♥ Display integrity and create trust.



**'To develop authentic connections and relationships in business you need to be your authentic self. Still, in these days of global markets, unlimited competition and the razzle-dazzle of social media it's easy to get stuck, overwhelmed or lost in the mix.'**

# KYM COUSINS

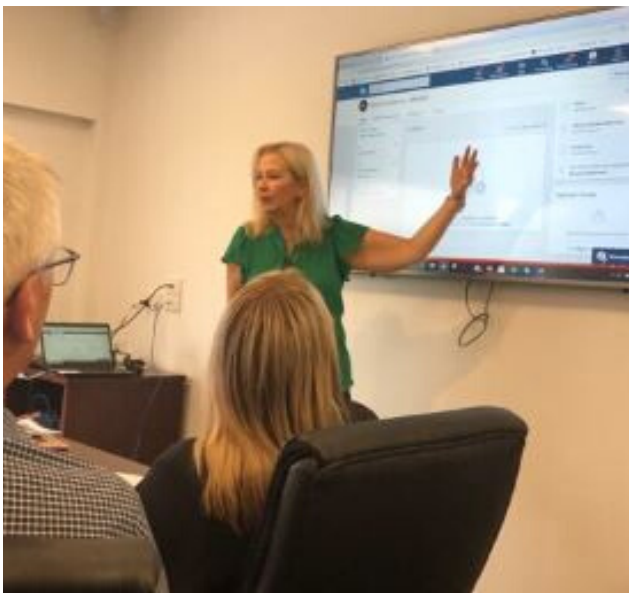
Kym Cousins is a sales enablement and leadership expert, who has enjoyed an extensive career with some of Australia's most recognisable IT brands. Having won leadership awards with Telstra and Nortel early in her career, she has converted her experience and expertise into a passion for transforming reluctant salespeople into highly successful sales leaders and entrepreneurs. Kym has academic qualifications in marketing, leadership and management and is a professionally qualified facilitator and business coach. She is certified as a Myers Briggs and Emotional Intelligence practitioner, and a globally certified facilitator for DDI Leadership and AchieveGlobal programs.



When she moved to the Sunshine Coast, Queensland in 2017 with her family, she founded her business, Sprout Enablement, which empowers salespeople and leaders with the confidence, skills and motivation to drive personal and business success.

If selling wasn't challenging enough, Kym also loves the challenge of travelling to exotic destinations and participating in physical endurance events to support charity fundraising.

She climbed Mt Kilimanjaro in Africa to raise money for 'Climb for a Cure,' trekked extensively in the Himalayas, completed three charity 'Coastreks' along beaches in New South Wales and Queensland, and recently explored Machu Picchu and the Amazon in South America. She's already planning her next adventure to Antarctica in 2021.



## Coaching

### SALES & LEADERSHIP

- Online Sales Enablement Platform
- One to one and group coaching
- Face to face, or via phone/Zoom/Skype
- Sales Deal Coaching
- Winning Mindset
- Selling Confidence
- Personal Branding
- Planning & Goal Setting
- Sales Strategies
- Accountability
- Personality Profiling
  - (DiSC, Myers Briggs & Emotional Intelligence)

## Training Workshops

### CLASSROOM & WEBINARS

- Leveraging LinkedIn for Business (Sales)
- Selling with Heart
- Selling during Tough Times
- Team Communication and Collaboration
- Mate to Manager
- Business Etiquette
- Leadership Accelerator

## Keynote Speaker

### EVENT MC, SPEAKER, FACILITATOR

#### Keynote Topics include:

- Selling with Heart during Tough Times
- Uncover your Superpowers & share with the world
- Personal Branding for Salespeople



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