

Facilitating Buying Decisions

DESCRIPTIONS:

OVERVIEW: This course will put the participant into the experience of each of the decisions buyers need to make before they can make a purchase. In this way, participants can help buyers decide as a part of their sales process and learn to think like a buyer. This will offer a competitive advantage over other sellers who spend their time placing product. Participants will learn how to get on a buyer's decision team and help move the decision forward, using the 6 powerful Facilitative Questions taught.

Day 1

The system of how buyers make decisions

RECOGNIZING WHAT NEEDS TO CHANGE: How can you hasten your buyer's decision cycle? How can you understand, and become part of, the necessary decisions that must be made before they'll purchase your product? How can you understand that the type of elements that hold their Identified Problem in place can be managed in a reasonable time frame to make it viable for them to be willing to change and make a purchase? How can you facilitate the prospect's discovery that they need to use you as a vendor – from the first call?

LEARN: Learn each aspect of the buyer's hidden internal system that created and maintain the status quo in order to lead them through a nominal change model on the first call and assess their viability as a buyers. Enable the possible prospect to understand the range of decision makers that would need to be involved early-on, so that a collaborative relationship can ensue. Teach the prospect how to choose you over the competition on the first call.

SKILLS: *understanding the prospect's system of moving forward, choosing a vendor, and deciding a time frame to move forward *the inter-relationships between people, policies, relationships, and market forces that would need to shift before they would adopt a solution *how sellers lose prospects/clients when the sale is based solely on relationship, pain, or product relevance *the difference between what a seller understands and what is going on for the buyer *what the buyer needs before they will buy.

TAKE AWAYS:

1. Immediately weed out prospects that will never buy.
2. Understand all of the internal issues that lead to a purchasing decision and influence a prospect's decision to act.
3. 6 powerful Facilitative Questions that help prospects make quick decisions to choose you.
4. Work with prospects to collaboratively discover how to move forward and design a professional, elective solution.
5. Reduce the buying decision cycle by 1/3.
6. Use the telephone as a highly professional prospecting tool; save visits for those prospects ready to buy.

Day 2

Teaching the buyer how to buy

RECOGNIZING WHAT NEEDS TO CHANGE: How does this prospect choose a vendor and what would you need to do to match that criteria? How can sellers find the right buyer and position themselves so that the buyer will easily and quickly choose the seller? How can sellers differentiate themselves from their competitors? What facilitative questions will help prospects choose their actions so they are ready to make a decision?

LEARN: Learn how to qualify prospects so they can choose you, and choose you efficiently. Learn the 6 magic Facilitative Questions that will teach your prospect how to differentiate you from the competition and how to decide to fix their problem now, and with you. Learn how to quickly weed out those prospects that will never buy. Recognize what current clients are at risk, and save them.

SKILLS *teach prospects how to recognize a latent need *give prospects the tools to choose you over familiar vendor *ask the right questions to demand change *recognize viable prospects *shorten sales cycle *differentiate from competition *manage prospect's decision *move prospect toward solution design from first call *incorporate additional decision makers on first call *expand possible prospects by a factor of 2 over conventional sales.

Sharon Drew Morgen

Sharon Drew Morgen is a thought leader, speaker, author, consultant, innovator and inventor. She has coded the system behind decision making, and from this model developed a decision facilitation process called The Morgen Buying Facilitation Method®.

Applied in the fields of Sales, Customer Service, Negotiations, and Coaching, this buying facilitation method gives the seller the tools to enable the full buying decision team – regardless of the size or industry – to assemble the appropriate internal stakeholders and policies to include all elements to make a purchase.

As a result, buying facilitation is the new sales paradigm that closes the seller-buyer gap. Sharon Drew has been teaching, and consulting with this new paradigm in visionary groups world-wide for going on 20 years. She has personally trained over 16,000 people, and has License Partners in 8 countries.

As the architect of a wholly original sales model, Sharon Drew has provoked, inspired, and motivated thousands of sales professionals world wide. With a history as a million-dollar producer and 30 years in sales, an entrepreneur of a highly successful international start-up, and consulting, training, speaking, and licensing in many Fortune 100 companies, she brings field knowledge as well as innovation to her audiences.



Clients

Unisys Eastman Kodak Hewlett-Packard KPMG IBM Covey Leadership Center British Telecom Intuit Wachovia Bank Morgan Stanley
KLM BOSE Boston Scientific Clinique FedEx Union Bank of California DEC Whirlpool Financial Kaiser Permanente

Books

- [Selling with Integrity: Reinventing Sales through Collaboration, Respect, and Serving](#)
- [Sales on the Line: Meeting the Business Demands of the 90s through Phone Partnering](#)
- [Buying Facilitation: the new way to sell that influences and expands decisions](#)

TESTIMONIALS:

"Selling with integrity describes the first new paradigm in sales. It offers a model for how to bring soul into sales, and teaches the hands-on skills to do it."

— Jack Canfield, coauthor of Chicken Soup for the Soul

"Finally a sales paradigm which supports our spiritual values and lays the foundation for the paradigm shifts occurring in business today."

— Ken Blanchard, coauthor of The One Minute Manager

"Sharon Drew Morgen takes Rackham's approach a step further. she holds that the salesperson's job is to help prospects efficiently arrive at whether their needs can be satisfied by the seller's company. The whole approach centers on meeting the customer's interests, not the seller's."

— Philip Kotler, Capitals of Kellogg School, Marketing Guru, author of Marketing Management

Case Studies

Problem: One of the Big 4 accounting firms had a 3 year sales cycle on an international, multi-site, multi-million dollar tax solution.

Solution: Partners used Buying Facilitations with the Tax Directors who immediately brought the 'C' level execs into discussions. The sales cycle was reduced to 4 months rather than years.

Problem: A major medial supply organization faced stiff competition on undifferentiated products.

Solution: The group that learned buying facilitation experienced a 53% increase in revenue over the control group.

Problem: A major health care provider needed to save time on face-to-face visits.

Solution: Buying Facilitation made it possible for sellers to reduce 110 visits and 18 closed sales to 27 visits and 25 closed sales, increasing sales by 600%. Sellers increased interest by 50% and then only visited those prospects ready to buy.

Problem: A well-known major financial services institution was having trouble increasing sales in a bad market.

Solution: Following Buying Facilitation training, trained group showed 8% increase while the control group showed a 22% decrease, for an overall 30% difference.