

10 Steps to Solution Selling

Everyone is selling something to someone!
How to sell solutions and get win-win outcomes

Step 1

Developing Brand You

Hi there

Welcome to STEP 1 of my 10 step series on Solution Selling. Today we explore Step 1. Developing Brand You!

Remember we mentioned in Step one that “Everyone is selling something to someone” But that no-one is going to trust you or want to partner with you unless they buy “YOU” before they buy your idea, product or service.

According to Anthony Robbins, voted the 11th most influential man in the world “Success is 80% psychology and 20% strategy”.

There are two steps to getting the psychology right: Your Internal dialogue AND your physiology.

1. Your Internal dialogue

We have between 8000 and 16000 thoughts a day going through our heads. Research also suggests that up to 80% of these thoughts are negative – or as I prefer to say – unhealthy, unhelpful and unproductive .

These thoughts or internal dialogue have a direct impact on our non verbal messages and our non verbal messages communicate up to 93 % of our message .

So we really need to master this internal dialogue.

A good tip to do this is to think what you would like your boss, your client, your colleagues to say ABOUT YOU after you have just tried to sell them an idea, a service , a product... You leave the interaction and happen to over hear a comment that they make about you- what would you like them to say ..

“Jacqui is really passionate about what she does”
“She is really invested in our business”
“She is really knowledgeable about her clients’ industry”

So I am going to do an exercise where I write down :

“I am invested in my clients business”
“I am knowledgeable about my clients ‘ industry”

“I am passionate about what I do”

I will then type this up, print it and laminate it AND place it in my work folder, my car door, by my bed, next to my bathroom mirror, save it on my screen saver and every time I have a moment of doubt OR I am about to go out and try and win a new client or influence a team to look at my strategy – I will repeat these.

The second part to developing your psychology is your PHYSIOLOGY.

So I am going to refer you to an additional resource and ask you to take a look at the TED Talk Amy Cuddy – Power Poses - and find out how your physiology has a direct impact on your ability to feel powerful, in control and less stressed. Right now – the way you are seated or are standing is either causing your cortisol hormone (your stress hormone to rise or plummet) and your testosterone hormone (your power hormone – to rise or plummet). By simply holding a power pose for 2 minutes before you need to engage with your client or your manager or another influential party

To develop Brand you! you need to work on both your internal dialogue AND your physiology .

Remember – no one will want to buy your idea, your service or your product – unless they have confidence in you! They need to buy you first !

So who are you?
What is your Brand! ?

If this has whet your appetite – please look out for the next step in my Learning Series:

Step 2. Courageous and purposeful networking!

Until next time

Be Bold. Be Curious.

Jacqui Perkins.

