

# 10 Steps to Solution Selling

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

## Step 10

## Review and Revise

**Solution selling is a never ending journey of continuous improvement!**

**This is a summary of all Ten Steps to Successful Solution Selling for you to review and revise!**

### **Step ONE : Developing Brand you**

Ask yourself:

- What is my internal dialogue – is it healthy, helpful and productive?
- Is my physiology working for me?
- Have I done a power pose?

### **Step TWO: Courageous and Purposeful Networking**

Ask yourself:

- Who is my audience?
- What is their WIIFM factor?
- What is my plan to approach them?
- What is my SCRIPT – so that my initial engagement is seen as helpful and not harmful?

### **STEP THREE: The networking ladder of loyalty**

Ask Yourself:

- Have I created at least 7 touchpoints to engage with this person to move them up the networking ladder of loyalty from stranger to advocate ?

### **STEP FOUR: Diagnose before your prescribe**

Ask yourself:

- Have I identified their real, unstated, delight and secret needs below the water line as opposed to simply responding to their stated needs?

### **STEP FIVE: Uncover the Hidden needs.**

Ask Yourself:

- Have I Discovered what my target audience REALLY WANTS – what keeps them up at 2 am?
- What questions do I need to still ask to uncover these unstated needs so I can meet them to, motivate them towards my solution?
- Which of their intrinsic SCARF needs do I need to meet and not challenge so that I do not drive them into Silence or Violence?
- Did I notice them going into Silence or Violence and did I address it adequately or did I lose them at this point?

**Every time you need to sell a solution to a client, internal customer/ or Business partner reflect on these ten steps to help you become your very own coach.**

### **STEP SIX: Questioning And listening**

Ask Yourself:

- Did I ask enough diagnostic questions – were they OPEN questions?
- Did I probe enough?
- Did I use my 3 step listening technique to check for understanding and confirm whether or not I had the whole story or if there was anything I had missed out?

### **Step SEVEN: Selling specific solutions – not generic pitch fests!**

Ask yourself:

- Did I tailor the solution to their specific needs?
- Did I present myself as a trusted advisor that would partner with them throughout this journey?

### **Step EIGHT : Reframing objections as opportunities**

Ask yourself:

- Did I reframe my internal dialogue re objections and see them as requests for information rather than a road block?
- How well did I use my 4 step objection handling process?
- Did I allow an “unfortunately, but or however” to slip into my language?
- Did I transition smoothly and quickly to asking for a commitment to the next step?

### **STEP NINE: Closing with confidence :**

Ask yourself:

- Did I check my internal dialogue – was it healthy helpful and productive?
- What language did I use to close?
- Did I ask questions like “When will be a good time next week” as opposed to “Can you meet next week?”
- Did I use my tension questions for my fence sitters ?

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Access the complete 10 Steps online [jacquierperkins.com.au/solution-selling](http://jacquierperkins.com.au/solution-selling)