

The Science of Sales

Participant Workbook



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Objectives

1. Identify common buyer and seller biases that can stall deals and evaluate approaches to avoid them.
2. Explain strategies that create better relationships and move deals forward.
3. Identify what differentiates a salesperson from a sales professional.



What Is Sales?



What Is Sales?

How do you define sales?

What words would others use to describe salespeople?

What words would you use to describe yourself as a salesperson?

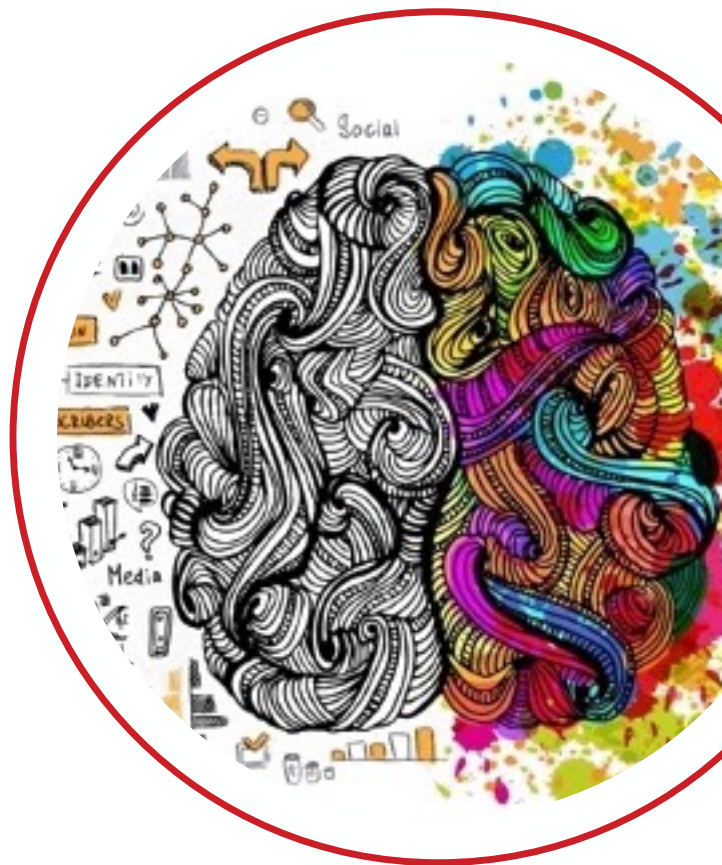


Sales Is...

**...two parties, moving in parallel,
deciding when to bend toward one
another.**



Sales Is Science and Art



Sales Is Science and Art

What within your approach to sales is science?

What within your approach to sales is art?

Sales is... _____% science and _____% art.

How is sales like physics?

What do you do to create motion in your deals?



Sales Is Physics...

A deal in motion stays in motion; a deal at rest . . . dies.



Non-Negotiables

1. Tech Check
2. Time Check
3. Framed Introductions
4. Agenda

Why is it better to ask “when is your hard stop” vs. “does this time still work for you?”

Who do you think should kick off the introductions first—you or the other company?



Platinum Rule

What is the Golden Rule?

Treat others...

What are the risks of the Golden Rule?

What is the Platinum Rule?

Treat others...

Affinity
Bias

We treat others more favorably when we feel they share our interests, beliefs, and backgrounds.



Emotional Bank

Fill in the blanks below:

“In relationships, you have deposits and withdrawals. Before you make _____, you have to make sure you have sufficient _____ made into the relationship.”

What are possible deposits you could make?

Did you (or someone you know) ever make a withdrawal from an emotional bank account too early? Share below. (e.g., asking to get in front of a decision maker before demonstrating value to the prospect)

Think about the example you wrote above. What could've been done differently?



Frequency of Touches

How much time do you let pass between touches at the top of the funnel? _____ day(s)

How much time do you let pass between touches at the bottom of the funnel when you're looking to close a deal? _____ day(s)

What goes on in a prospect's mind if the frequency of touches increases significantly between the two?

What is the recommended timeframe between touches at the:

- Top of the funnel? _____ day(s)
- Bottom of the funnel? _____ day(s)



Call to Action

What is the risk of not providing concrete time windows when trying to schedule time with a prospect? C _____ O _____.

What is the Maestro Group approach to providing times to meet?

How can it help you follow up with a prospect?

Leaving the time window open creates an infinite number of choices, which makes it difficult for the brain to make any choice.



What Stands Out So Far?

What are 2–3 key takeaways from what we've discussed today? (Include insights from others.)

1. _____

2. _____

3. _____

Additional takeaways



Gifting

What are some examples of gifts?

It may have little or no monetary value, but it is *valuable to your prospect*.



Speed and Executive Touch

How can you condition your prospect to move quickly?

What is an executive touch?

How could an executive touch help you if your deal has slowed down or stalled?



Standing Out as a Sales Professional



The Pillars

Maestro's Sales Pillars are:



Control What
You Can Control



Mitigate
Risk

What are some things you can control in sales?

What risks are you trying to mitigate in sales?



40/20 Rule

The **40/20 Rule** states that for every
40 hours of _____
you should spend
20 hours _____

What are some examples of how you can spend your 20 hours?
Try to collect at least *three new ideas* in the training. Be sure to
share your own tips with others, too!

Later this week, plan how you will spend your personal and professional development time.



Session Recap

Session objectives:

1. Identify common buyer and seller biases that can stall deals and evaluate approaches to avoid them.
2. Explain strategies that create better relationships and move deals forward.
3. Identify what differentiates a salesperson from a sales professional.

What is your biggest takeaway from today?



