

Behavioral Sales Workshop

The Behavioral Sales Workshop will prepare you to hit the road with two brand new sales tactics that will enhance your sales outcomes. The techniques have been thoroughly tested in the field and leverage some marvelous insights from neuroscience, psychology, and behavioral economics. We'll have some fun and do hard work, so you will be prepared to put these techniques to use upon leaving the workshop.

In this 4-5 hour Behavioral Sales Workshop, we will develop the tactical element of your sales pitch by focusing on two powerful, new sales methodologies. They are based primarily on the impact of the Counterfactual Hypothetical, and the power of the Peak/End Rule. A properly configured Counterfactual Hypothetical question can have a profound rational and emotional impact in getting your message accepted by your prospect. The Peak/End question has an almost magical power to build a strong relationship between you and the prospect.

One person who used them successfully has described them as 'worth their weight in gold'. We will also introduce a handful of other smaller tactics that derive from behavioral economics, which will improve your probability of selling successfully.

The workshop is targeted at your leadership team and one or two other people in the organization who are solid stakeholders in the sales effort. We want the leadership team in the room because they bring a broad spectrum of personality types and knowledge of the business, which elevate the level of creative contribution.

Agenda:

- The brain, and its quirks
- The missteps of telling and talking
- Whose brain is it anyway?
- Buying: Logic follows Emotion
- Methodology #1.
 - Introducing the science behind the Counterfactual Hypothetical
 - Exercise: Finding the value proposition.
 - Exercise: Avoiding Risk, Being a Hero.
 - Exercise: Finding the story.
 - Workshop: Story Development using *Made To Stick* and *PIXAR*-based methods. (This takes the bulk of the time, as we must develop at least two great stories that set up the Counterfactual Hypothetical.)
 - Structuring the Counterfactual Hypothetical question for maximum impact.
- Methodology #2.
 - Nobel Prize-winning science for winning sales

- Peaks have obstacles
- The solution: The magical question
- Other behavioral economics discoveries useful to boost sales
- Conclude.

This tried-and-true sales strategy is designed to augment your current sales practice. It has been thoroughly proven in one of the most demanding sales environments by hundreds of salespeople, including the highly experienced, as well as the rank amateurs.

Cost:

Workshop: \$3,500 for up to 7 participants, \$500 for each additional person.

Lunch-and-Learn: \$1,000 for up to 10 participants.

Lunch-and-Learn + Workshop: \$3,500 for up to 7 participants, \$500 for each additional person.

Every workshop participant also gets a copy of the monograph, *Outsell: The Guaranteed Competitive Advantage For Your Sales Team*.

BIO

Bill Burnett is an experienced international executive (he ran global operations for Diners Club International) who has worked with local teams in over 65 countries. He is an avid student of human nature, neuroscience, and behavioral economics and has written four books that apply these insights to improve business outcomes. In addition to delivering this fun sales workshop, he has developed and is currently implementing a business operating methodology that leverages behavioral economics' insights for manufacturing companies. Manufacturers operate in a more complex environment that demands high coordination, where skills in problem solving, innovation, and people management play a deciding role. Bill's *Manufacturing P.A.R. Excellence* methodology improves a company's ability to succeed and grow more quickly.

Contact Bill at (847)219-2285 or bill@manuparx.com

Behavioral Sales Lunch-and-Learn

Moving from scientific discovery to practical methodology almost always involves overcoming obstacles and combining knowledge from various fields. People work on these methodologies because they provide valuable solutions. This is as true in physics, chemistry and biology as it is in neuroscience.

By combining a set of findings from behavioral economics, neuroscience, and psychology, we've developed two methodologies that greatly improve your odds of completing a sale. These two methodologies have been out in the marketplace for a handful of years now, proving their effectiveness. Let's take a closer look at each of them:

Methodology #1. We've combined insights around priming, anchoring, psychology of pleasant surprise, and the affect of a specific Counterfactual Hypothetical question, to enable a prospect to emotionally absorb and rationally endorse the benefits of your product or service. This method works on the two levels:

First, it boosts the emotional component of the sale which is what motivates the decision. Second, it delivers the logical reason, which informs the buyer's rationale. If you have something valuable to sell, this honest approach will significantly increase the likelihood of your prospect embracing your solution. It takes a little work to construct, but is amazingly effective.

Methodology #2. We add icing by employing a powerful driver of relationship building. In most sales situations, a good personal relationship is crucial to success. This methodology combines a discovery by a Nobel Laureate in Economics with an insight from a well-known newswoman to ask a question of our prospect that has an almost magical effect of forging a personal relationship.

Beginning seven years ago, we wanted to test these methodologies in environments where the sale was very important to the salesperson, where the prospect was in complete control of the sales call, and where the purchase would be consequential to the seller, the buyer, and the buyer's organization.

In the *Behavioral Sales Lunch-and-Learn* we will reveal how hundreds of sellers have found success using these two new methodologies over the past seven years. We've shown that the methodologies work for both highly experienced sales people and novices.

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