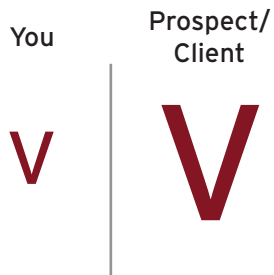


## Understanding Value - Overview

### Exercise: Visualizing our Value

Positioning Ourselves within the Conversation



#### One Down

##### Concept

Selling from weakness—a position of less than, “I’m just happy that someone is talking to me and asking for a bid. Glad to just get a meeting.”

##### Language

“Please call me back.” “What do I need to do to get your business.”

##### Thinking

I’m not worthy. Defaulting to their process. Calling at the lowest levels. Little belief in personal value



#### One Up

##### Concept

Selling from features and benefits. Talk 75% listen 25%.

##### Language

“We know we can really help you.”

##### Thinking

“You’re screwed up and need us.” No genuine empathy for situation or person. It’s all about selling. “I can help everybody.”



#### All Even

##### Concept

Selling from equality, believe in your personal value, company value and fit in the marketplace. Talk 25%, listen 75%.

##### Language

“What I have found works best.” “I need to know more before I can say we are a good fit.”

##### Thinking

We can’t help everybody, only those open to help and exploring new approaches to what they’re currently doing. Position of high intent, looking to solve problems, and not just about closing the deal.