



Identifying

→ The *Sticking* Point

How to Transform Customer Resistance into Customer Engagement

The true nature of the business we are in is not about closing sales; it's about opening relationships: engaged relationships that support many closed sales.

Welcome to the feelings economy, where customers make buying decisions based on emotional criteria. In this new economy, customers aren't really buying products or services – they're buying freedom, peace of mind, and power. Meeting your customers' core emotional needs is very good for business: they accommodate you, go out of their way to create opportunities and even make sacrifices for you. There's a term for this type of relationship – it's called **Customer Engagement**.

The challenge is, how do you identify which emotional needs are important for each of your customers and what is their *sticking point*?

What is The Sticking Point?

Every customer provides signals about their “Sticking Point” that lead you directly to their core emotional needs. The Sticking Point is a place where your customer digs in and begins to resist your approach either visibly or invisibly. It can be a cognitive Sticking Point (“This doesn't make sense”) or an emotional Sticking Point (“This doesn't feel right”). What happens when your salespeople encounter a Sticking Point? Do they begin to push, use persuasive logic or spew out convincing data?

Our research shows that over 60% of North America's sales reps take a push approach when faced with a Sticking Point. This is bad for business. You win the argument but lose the sale. That's because **people will tolerate your conclusions but act on their own**.

Salespeople act out on one of three orientations when they run into a sticking point: they **push, give in, or pull**.

- Those who **push** their agenda on others trigger defensiveness. The result? Their customers dig in and shut down.
- Those who **give in** fear what will happen if they speak their truth. They believe they are gaining the customer's respect by giving in. In fact, they are forfeiting that respect and leaving business on the table.
- Those who **pull** out their customer's reality generate the kind of understanding that creates trust, respect, and good will. Customers love working with salespeople who **listen hard and talk straight**.



➔ The *Sticking* Point Program for Sales

APPLICATIONS: SALES, INFLUENCE, CUSTOMER SERVICE

The Sticking Point for Sales uses **Pull Conversation** methodology. Participants utilize the skills they learn to resolve real-world sales issues.

Benefit to You

This program is a customized blend of experiential training and practice simulators designed to help salespeople:

- Sustain strong customer relationships in order to maintain healthy pipelines
- Increase their understanding of the core emotional needs that drive every sale
- Equip them with more skill, emotional intelligence and professionalism
- Increase their productivity and improve sales results
- Build trust and cohesiveness
- Use powerful invitational language to make themselves understood to the customer
- Maintain personal energy levels to achieve sales targets

"This is the type of stuff that will help our team over-achieve our sales numbers."

- Regional Sales Manager, Nestle Ice Cream Division

The typical sales executive spends 50 to 95 per cent of his or her time in conversation - either face-to-face, in meetings, on the telephone or through email. If engaging in conversation is the activity your sales people do most, think about the return on investing in those skills. **The Sticking Point** program is designed for any sales professional who needs to produce better results and get more from their time.

What Participants Will Learn:

- How to increase trust and decrease tension in the customer relationship
- How to gain a clear picture of the customer's definition of value
- How to get a fast, accurate read on what is causing the customer to dig in
- The skills of attraction that draw the customer's richest data out
- How to overcome emotional resistance through emotionally intelligent conversation
- How to frame a message in a way that appeals to the customer's interest
- How to identify the common ground that resolves cognitive or emotional tension
- How to solve real-world, real-time customer issues using Pull Conversation

Learn more about The Sticking Point:

Please contact us at Juice for complete details. We will work with you to select the most effective blend of services designed to ensure you achieve targeted and sustainable results.

www.JuiceInc.com

Tel: 519.822.5479

Email: Info@juiceinc.com

