

DECISION INTELLIGENCE SELLING – 10 talking points for media

1. Media angle: **A new look at sales for CEOs, managers and business leaders (entire book, especially chapters 1 and 3)**

- **An eye-opener** for CEOs, company management and business leaders to consider what can be possible in business, the book focuses on the context of selling itself, as the engine driving **a sales-led transformation for the whole business**.
- Over nine chapters, the book lays out a roadmap for an alternative way of approaching sales, **equipping senior leaders with the background** to take a 360-degree view of their business, ultimately guiding them to make a call for sales as a leading force for positive change.
- With an **out-of-the box look at sales** through applying transformational thinking to the subject of sales and the changing of the people who do it, the book lays out a template for an innovative way for companies to sell, **tapping into the genuine desire of many senior business leaders** these days for changing the direction across their entire business to focusing on the wellbeing of all.

2. Media angle: **A new sales approach that ensures profitability and people's wellbeing at the same time (Chapter 2)**

- Sales people and clients alike are in need of a radically different approach to sales and sales training, as echoed by the 181 CEOs at last summer's CEO Business Roundtable and many social entrepreneurs.
- In the past few years, businesses have started to increasingly respond to a **market calling for more enlightened operations** that support the wellbeing of everyone involved in addition to generating profit for stakeholders.
- In that context, the book offers **a new possibility for leaders**: a blueprint a new relationship between profitability and the wellbeing of all, in which misconceptions and out-dated ways of doing sales no longer apply.
- These required changes can come about by **focusing on the greatest engine of business growth—sales**—and applying the insight and practical skills of transformational science.

3. Media angle: **A framework for transformation in sales (Chapter 2)**

- The term **“transformation”** has become increasingly popular in business circles. But what does transformation mean in this context? **What is sales transformation?**
- The authors have a **longstanding experience** with transformation: starting in the 1960s with the Human Potential Movement, to one of the co-author's **PhD in Transformative Learning and Change**, and the many mental coaching concepts developed since.
- For the authors **transformation is two-fold**: firstly, there's the transformation of the way sales people sell; secondly, sales managers learn to transform their sales people by creating conditions that both require and empower them to sell in this way.

- The **transformational formula** developed by the authors– explained in detail throughout the book’s chapters – under which transformations can occur is: $R \text{ (results)} = A \text{ (attitude)} + C \text{ (competence)} + E \text{ (execution)}$
- Throughout the book the authors make an appeal for a transformation of sales, laying out a framework for **transformative sales and leadership practices** that involve a real shift in the way people think about selling. On a practical level the authors uniquely draw on the science of transformative learning to bring about positive change.

4. Media angle: Offering a new paradigm for sales for sales people, managers and clients (Chapter 3)

- Tired of the old way of selling—*pitching, persuading, and pressuring clients to buy?*
- Most sales happen in **inefficient, dysfunctional, high-stress environments** with poor selling practices that are costing companies. Yet **rarely is this selling system put into question**, neither by sales people nor by clients.
- The book offers a progressive solution, with the help of transformational science, **opening the eyes to a new paradigm for sales**. By firstly drawing the attention to the “prison,” the selling paradigm in which everyone is operating in:
- **Sales people** are often expected to make propositions **before they or their clients actually understand what’s really needed**, and hence pitching products and services early in the sales conversation.
- **Sales managers** have to **convince their salespeople to keep focusing on pitching, pursuing, and persuading** their clients to buy, with detrimental effects on the entire sales teams.
- **Clients** are driven to **be cautious of the “silver-tongued salesperson”** and pushed to develop procurement processes that limit critical conversation between sellers and decision-makers.
- When understanding the fundamental conviction that was driving the **old paradigm**, that **selling is persuading people to buy stuff**, salespeople are ready and open to a new paradigm: one in which sales results are created by raising a client's Decision Intelligence (DQ) instead of pitching, pursuing and persuading.

5. Media angle: The art of the sales discovery: helping to raise your clients Decision Intelligence (Chapter 4)

- DQ Sales® explained: The salesperson’s full focus is on **helping the customer make the best possible buying decision**, raising their **Decision Quotient (DQ)**.
- In this process, the **seller leads the buyer through a series of steps**, which deepen the understanding of two fundamental things: the *problem* the seller is trying to solve and the *solution* that will best solve that problem.
- Raising the Decision Quotient is the single most critical component in the selling process, leading the client to discover their problem and cost of leaving it unresolved, plus the solution with its value.
- Complex sales are particularly suited to this new approach.

6. Media angle: Turning off Autopilot (Chapter 5)

- A **primary cause of ineffectiveness** in salespeople and their managers is their very human tendency to slip into autopilot and not know it's happening. That's what keeps them running around in circles and finding it difficult to change. In fact, it's **the 'problem-under-the-other problems'** that **most sales trainings don't deal with**.
- The vast majority of salespeople are **stuck in autopilot mode**: trapped in repetitive ways of thinking and behaving with many unwanted negative outcomes.
- The autopilot kicks in around the age of 5 when our brain begins to develop a self-reflexivity.
- The good news is: people can **learn to turn off their autopilot!**
- In the book the authors outline their unique mindfulness technique to turn off autopilot and create a calm centre. Based on concepts of neuroplasticity, the technique can be done while at work (unlike meditation).
- Further guiding through the concept, useful **real-life examples of a salesperson and a sales manager operating on autopilot**, illustrate the benefits to responding with fresh eyes and ears to the world around.

7. Media angle: Sales execution – aiming the brain for success (Chapter 6)

- To transform the sales execution process, salespeople need to learn how to **aim the brain for sales success**; learn how to consciously and consistently aim one's mental resources.
- Put simply, they need to learn to aim the brain, instead of it aiming itself (into many different, unrelated directions every day).
- This **Aim process** starts with the authors' **process called Deep Desire**, which is uncovering the "wants-under-the-wants".
- The power of aiming: The discovery of deepest desires—and using them to achieve professional goals—gives salespeople the ability to turn off autopilot. Ultimately, Aiming opens the door to peak performance.
- Moreover, it's also important to **know what to aim at**. The book also lays out **a template for this process that salespeople can follow**, step-by-step, client-by-client, to meet and even exceed their sales targets

8. Media angle: Managing attitude – becoming aware of it, learning to shift and control it! (Chapter 7)

- The book explains how mental **attitude is not just critical to sales performance** but that it IS the key success factor.
- Most training schemes are just scraping the surface of this, merely concentrating on the problem, but not the solution.
- Readers will learn how to be **aware of their attitude**, and, most importantly, **how to shift and control it** using the authors' unique and unconventional **present-moment-awareness techniques**, such as **Split/Attention™**, to produce greater results.
- The concept of two mental states **Above-the-line and Below-the-Line**: people are either above or below the line.
- The concept of **the Attitude Spectrum**: Attitude is not positive or negative; it's complex and covers many different qualities. To quantify this phenomenon, the authors have developed an insightful tool called the

Attitude Spectrum (ranging from Possibility, Responsibility to Compulsion, Obligation, Survival and Impossibility).

9. Media angle: Ditching the “itch to pitch” – moving to compelling sales conversations (Chapter 8)

- To most outsiders, **salespeople are known for talking too much** and listening too little, also finding the **“itch to pitch” difficult to overcome**.
- Using the advice on managing attitude plus the framework for having **CLEAR conversations** with clients (CLEAR stands for: connect, learn, educate, ask, resolve) helps to calm automatic behavior.
- Using CLEAR conversations, salespeople connect personally and professionally, learn about clients’ situations (via Precision Listening), educate clients appropriately, ask for actions (for example the very next step) and resolve and block any clients’ concerns.
- **Precision Listening** is one of the new key skills to learn to listen to clients (the chapter contains exact steps for how to prepare and execute). Put simply, it means less pitching and more listening; so no more lengthy demonstrations, slide decks and proofs of concept for when it is clear what’s actually needed to solve the problem.

10. Media angle: Helping Sales Managers to empower their people (Chapter 9)

- The book outlines the importance of **management skills for sales managers**.
- Unfortunately, it is a widespread problem that sales managers lack key management skills, often due to having been appointed based on their past sales record alone.
- First and foremost, to “build your people” sales managers have to **help their staff to turn off autopilot** so they can learn and integrate something new.
- **Helping sales managers to empower their people** and letting them access their natural ability, the book offers some practical insights into the execution cycle, **a week in the life of a sales manager** and **key practices** around sales team meetings, team conversations and useful next step planning.
- Sales managers will also find the key practice categories useful: staying Above-the-Line, a sales meeting that really works, three types of one-on-one management conversations, and tracking the right data.