



# How To Get Anyone To WANT to Work With You

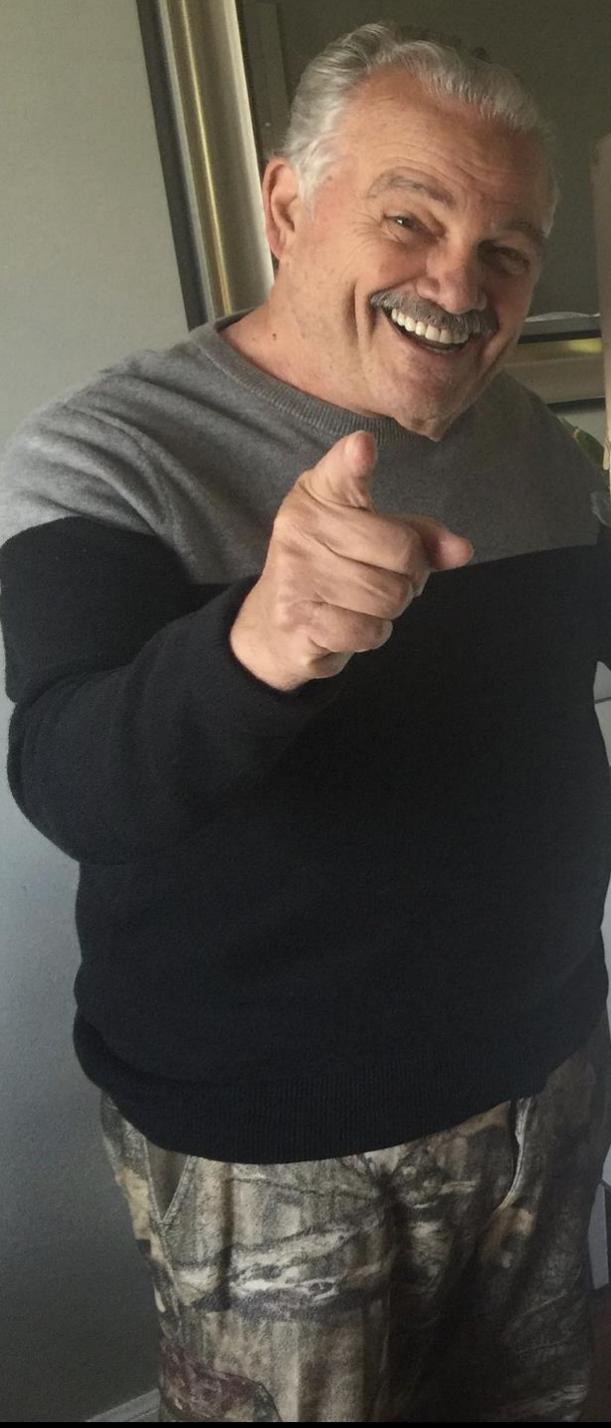
by Tony Leone

[www.TheConstanceGroup.com](http://www.TheConstanceGroup.com)

# ELEVATE

## *TMSA* CONFERENCE

June 11-13, 2023 | Savannah



## EXHIBIT-A

STEP	PURPOSE	APPLICATION	
WARM-UP	RELAX PROSPECT - GAIN KNOWLEDGE OF HIM	CASUAL - FRIENDLY	
YARD CHECK	BLD. YOUR CREDIBILITY, INCREASE KNOWLEDGE OF PROSPECT, YARD COND.	BUSINESSLIKE PROFESSIONAL	
POINT OUT POTENTIAL PROBLEMS IN YARD	SET TRAP FOR COMPETITION	CONCERNED	
FRONT TALK - QUALIFY	BLD. CO. CREDIBILITY - DETERMINE WHAT TO EMPHASIZE STARTLE!	SLIGHTLY EXCITED, HUMOROUS	
EXHIBIT B			
SMALL CO. VS. LARGE CO.	BASIC YARD LAYOUT ON PAPER	BLD. SUSPENSE IN PROSPECT - INCREASE YOUR CREDIBILITY	CASUAL
	CONST. TECHNIQUES IN GENERAL	SET-UP PROSPECT MENTALLY	FACTUAL
SCREENING ANALYSIS	CONS. TECHNIQUES OF YOUR CO.	FOCUS: NARROWING OF	EXCITED ENTHUSIASTIC
	FILTERS IN GENERAL	SET-UP PROSPECT MENTALLY	FACTUAL
	FILTERS, OF YOUR CO.	FOCUS, NARROWING OF	EXCITED, ENTHUSIASTIC
ALL OBJECTIONS SATISFIED	CONTRACT	RID FEAR OF, ELIMINATE OBJECTIONS	EXCITED, PROUD JOYING
	POOL LAYOUT	BLD. EXCITEMENT - NAR. FOCUS	FLAMBOYANT
	CLOSE	GET PAID	ASK SHUT-UP

NEGATIVE CLOSE EXHIBIT C

NO DECISION LAST IN

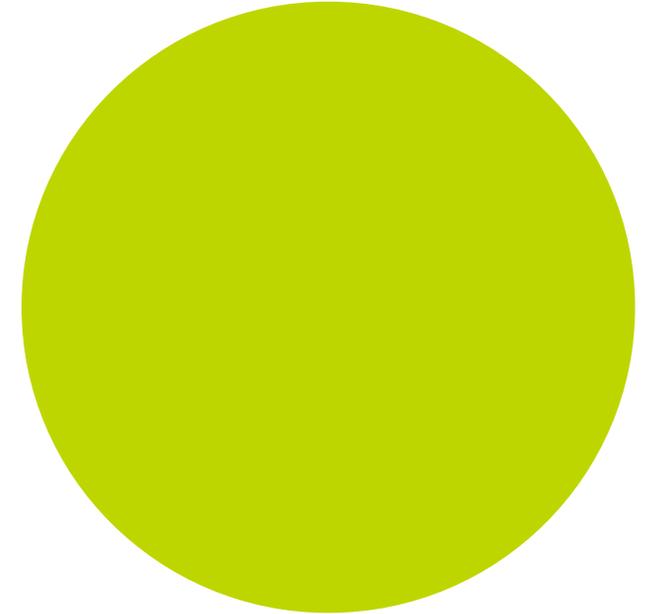
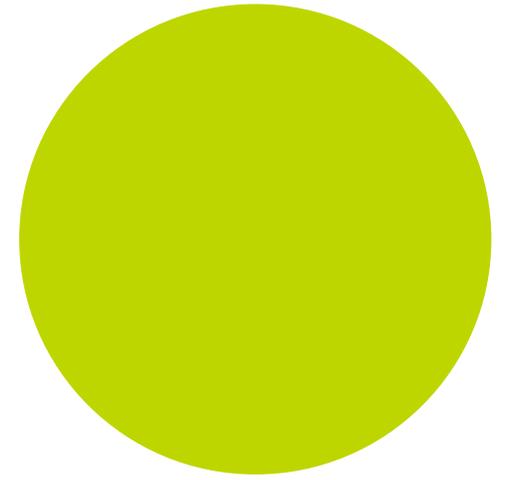
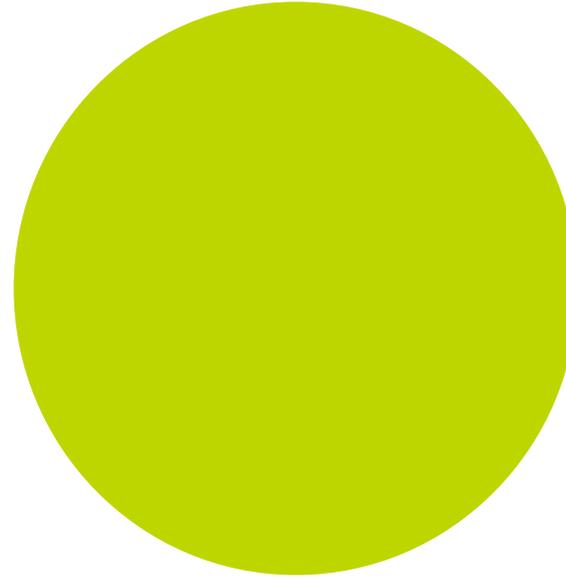
\$\$\$\$\$  
ASK FOR REFERRALS

HAVE TO SEE ANOTHER COMPANY EXHIBIT B

# The Sales Funnel <sup>®</sup>

# How to close a sale in 5 questions

1. What is your pain/need/problem?
2. What criteria are you going to use to choose your provider?
3. What is your definition of those criteria?
4. Why are those criteria so important to you?
5. If I can provide a solution that satisfies that criteria better than anyone else, will I be your provider?



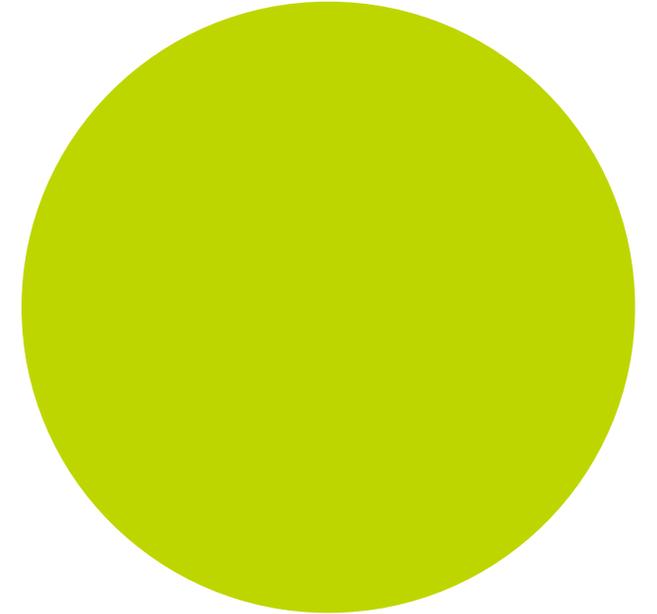
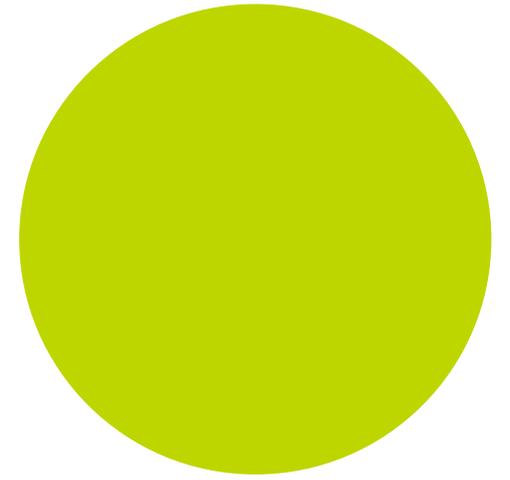
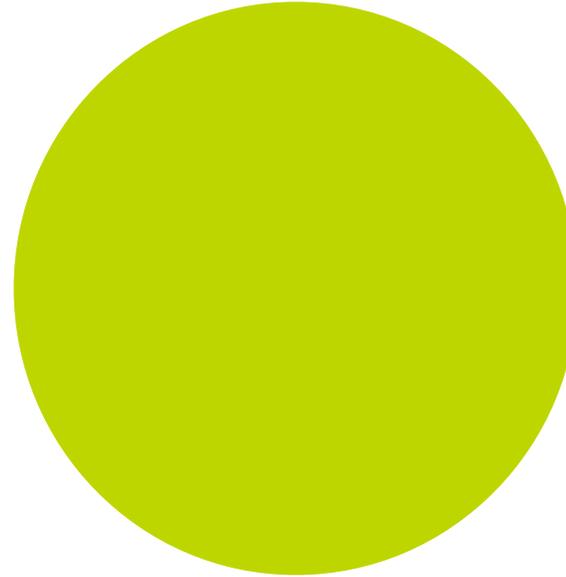
# Relationships

Rapport Likeability Credibility Respect Trust



# Relationships

1. Likeability/Rapport –  
Controlled by human  
behavior
2. Trust, Respect, Credibility –  
Controlled by questions  
and strengthened with  
human behavior
3. ***“You are judged by the  
questions you ask”***





“STOP trying to be  
interesting,  
be INTERESTED”

# Solution selling is puking!



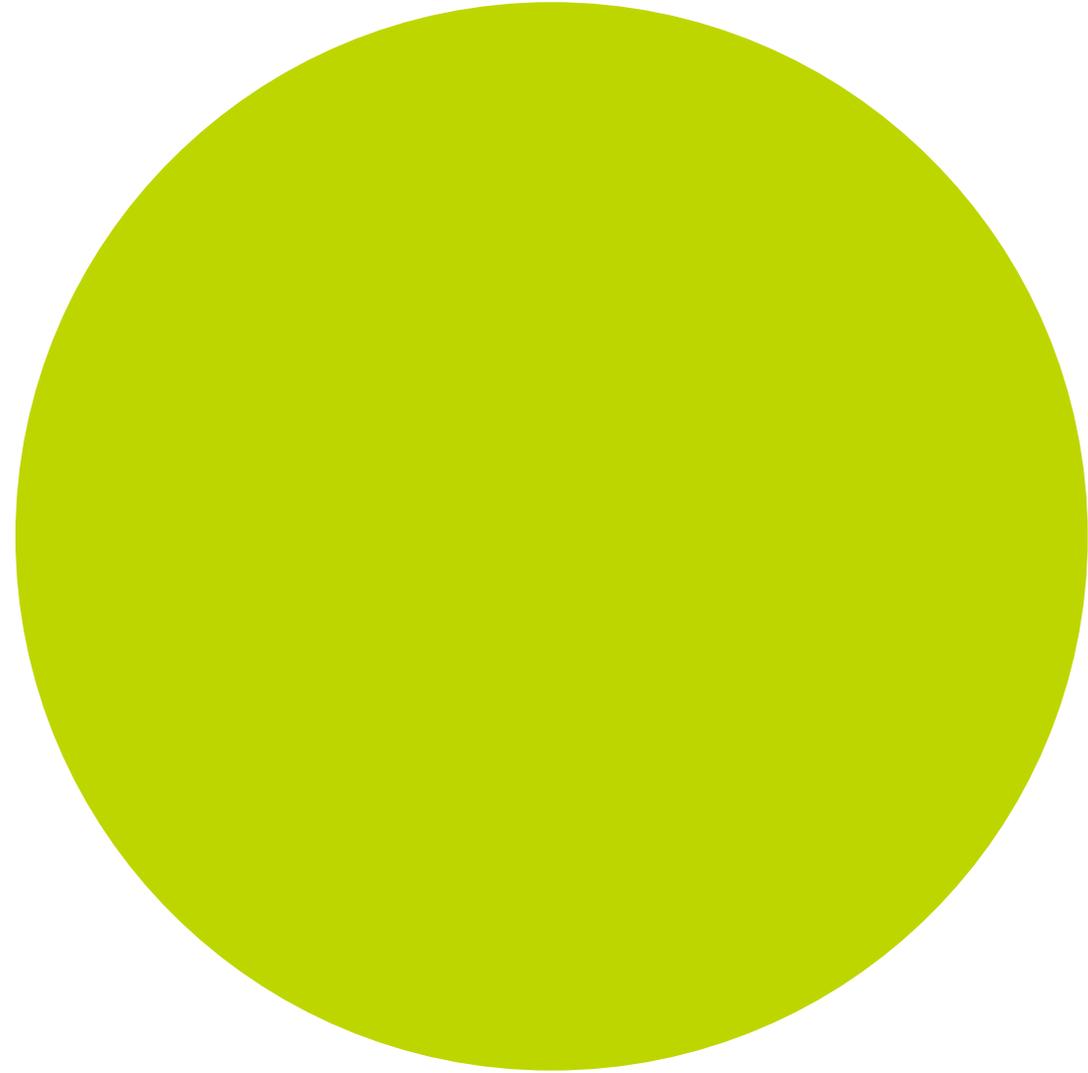
The more the client defines the solution and we respond to that proposed solution, the more we are perceived as a commodity and differentiation is then left to price

**We need a better approach to  
our green/sustainability  
initiative**



## 2 question strategies

1. Respond to redirect
2. Deficit questions





Tell me more about that...

# 3 Level Question

- Fact

- Observation

- Question

- Demand for going green is only going increase. In fact Forbes came out with a recent article stating that 68% of shoppers will base future purchases on who they believe is actively running a sustainable organization
- My experience is there are 3 key areas that go into “green initiatives”. Product sourcing, improving efficiency in warehousing, and reducing emissions from transportation
- Which one of these did you prioritize with your last vendor?

# 5 Steps to Handle Any Objection

1. Listen without interruption
2. Empathize
3. \_\_\_\_\_
4. \_\_\_\_\_
5. Answer



# The Perfect Close

What else \_\_\_\_\_?



**Thank You**

