

# Other-Centered<sup>®</sup> Selling Overview

Solve the #1 problem  
sales reps face – receptivity.

The number of reps hitting their number continues to decline. Not because of a lack of skill – but because buyers are less receptive. ASLAN’s Other-Centered Selling workshop is a radically different approach to sales, where receptivity is the focal point.

The process starts with shifting mindset from a seller-centric model to one that is Other-Centered – this helps reps see why it is in their best interest to change.

The result → a service-driven sales team that removes barriers and makes it easier for customers to buy.





# Module 1: Becoming a Trusted Partner

If our objective is to sell a product/service, manage the account, and/or reactively respond to customers' needs, usually little change is required. But if our role is to leverage our expertise and solutions to influence the decision-making process and change beliefs, then much more is required. *This is where the program starts: Elevating the seller's role.*

## Big Ideas

Understanding the role and the value they bring to the business.

Enhancing receptivity and becoming a Trusted Partner isn't about your value prop.

You are most successful and fulfilled when you put the customer's needs first.

## Core Elements

**Assess** their current approach

**Level 3: Trusted Partner** – leads, shapes strategy, and has earned a seat at the decision-makers table

**Level 2: Sales Rep** – communicates features/benefits of products or services

**Level 1: Relationship Manager** – responds to needs, takes orders

**Embrace** the characteristics of a Trusted Partner

- 1. Own** – By understanding the decision makers' whiteboard and specific challenges, they develop the expertise and desire to own the customer's problem.
- 2. Challenge** – When needed, challenge the decision-making process and strategy.
- 3. Represent** – They are the customer's advocate and they ensure the customer's needs are represented and met

**Ensure** receptivity

Removing the tension from every conversation by **Dropping the Rope™**

Developing the characteristics of an **Other-Centered®** sales professional and meeting the three levels of customer needs

- Stated needs
- Unstated business needs
- Unstated emotional needs

## Reference Tools and Job Aids

Self-assessment questionnaire to determine sales level

Role-specific responsibilities and challenges for customers

# Module 2: Engage

Develop the four core competencies to selling a solution: Engage, Discover, Build Value, and Advance. In this module, sellers learn the importance of the consultative process and how to engage an unreceptive decision-maker.

## Big Ideas

By leading with a problem on the decision-maker's whiteboard, sellers can cut through the noise and improve response rates.

How you initially engage the customer will determine how effectively you can lead them through the consultative process when trust and receptivity are low.

## Core Elements

### *Develop* an Other-Centered Position

- Create a Pre-Call Plan
- Align with the decision-makers point of view

### *Lead* the Conversation

- Learn how to Drop the Rope® to quickly remove the tension
- Overcome false objections
- Shift from passively responding to guiding the discussion to ensure all needs are met

### *Improve* Engagement

- How to use the 10-30-3 introduction
- Ensuring commitment to the next step
- Create effective emails and voicemails

## Reference Tools and Job Aids

Framework and examples for positioning a meeting

Customized introductions and conversational frameworks for each role on the buyer roadmap

Email and voicemail templates

# Module 3: Discover

We begin the consulting process – the most crucial step in selling a solution.

In this module, participants learn to discover the customer’s objectives, pain points, and decision drivers. Success here will ultimately determine the seller’s ability to determine a relevant recommendation, establish the payoff, and differentiate the solution.

## Big Ideas

Prospects will remain unreceptive until you demonstrate that you understand and validate their unique point of view.

Successfully leading the Discovery process hinges on clearly defining the information needed to recommend the optimum solution.

Motive is transparent and the questions you ask directly impact receptivity.

## Core Elements

### Developing *LEADership Skills*

- Regain your position when a customer changes direction during the conversation
- Ensure decision maker’s receptivity and that the truth is revealed

### Following a *Discovery Roadmap*

- Develop effective questioning skills, to ensure the customer is motivated to answer
- How to use GAP<sup>2</sup> questions to expose the hidden needs and discover what is most valuable to the customer.

## Reference Tools and Job Aids

Customized Discovery Roadmaps

Customized questions for each category of the Discovery Roadmap

Blueprint to identify and pursue all opportunities and players within an account

# Module 4: Build Value

Influencing a decision maker to change their beliefs or move away from an existing relationship takes an advanced skill set. To succeed, the customer not only has to believe in the value of the recommended solution, but they also must care.

## Big Ideas

Emotions, not logic, determine whether a person will make a significant shift in beliefs or behaviors.

If the customer is free to consider all options – without pressure – they are more likely to choose the best solution.

How a message is delivered has more impact than the content of the message

## Core Elements

### *The 3 C's* of Building Value

Create **Contrast** by answering two questions

1. Why you versus the competition?
2. Why you versus the status quo?

**Connect** by communicating the Other-Centered benefits that are specific to the unique needs and decision drivers of the customer.

**Convince** by validating your recommended solution through:

1. Word pictures
2. Success stories
3. Definitive statements

### *Remove Barriers*

- Identify unstated concerns and remove barriers to commitment.
- Develop the strategies for responding to the three types of objections
  - Gap in service/product,
  - Skepticism
  - Gap in perceived value
- Learn steps to transition the customer from focusing on price to the payoff of the recommended solution.

## Reference Tools and Job Aids

Tool to diagram and quantify how your solution compares to the competition and determine competitive advantages

Customized questions to identify barriers & responses to the most common objections

# Module 5: Advance

Facilitating a decision requires alignment. The mission is to recognize where the other party is in their decision-making process and recommend the next, best step.

## Big Ideas

The probability of gaining a commitment to the next step in the sales process greatly diminishes after disengaging.

It is much easier to sell your process than your solution.

## Core Elements

### *Identify*

- Every call should have a predetermined objective
- Understand how objective change based on the where the buyer is at in the buying process

### *Develop and Present*

- Put forward an offer that minimizes risk
- Move the prospect to the next logical phase of the buying process

### *Learn*

- Define the customer's six-step buying process
- Link the appropriate strategy with the prospects commitment level

### *Implement*

- Focus on a value add follow-up strategy

## Reference Tools and Job Aids

Customized account development process

Events defined for each stage of the account development process



# Master the Art of Selling with Other-Centered® Selling Sales Training

## The results speak for themselves

**22x**

Increase in number of meetings

**365%**

Higher response and click-through rates

**44%**

Average increase in rep performance

**1.5**

Months saved per year

**ASLAN's Other-Centered Selling workshop is a radically different approach to sales, where receptivity is the focal point.**

### **Module 1: Becoming a Trusted Partner**

This is where the program starts: Elevating the seller's role.

### **Module 2: Engage**

Learn how to engage an unreceptive decision-maker.

### **Module 3: Discover**

Learn to discover the customer's objectives, pain points, and decision drivers.

## Trusted by **Top Organizations**



Get in touch with the ASLAN Team to unlock a proven, tailored approach that turns your sales reps into revenue-driving partners.

**SCHEDULE A CONSULTATION**