



# The Selling Fundamentals Series: Selling Big Picture

W Sales and Business Marketing Program  
WESTERN MICHIGAN UNIVERSITY

The Selling Fundamentals Series  
**Selling Big Picture**

**Module #1**

The Sales Faculty  
Western Michigan University

---

---

---

---

---

---

---

---

Selling in Modern Times

**Selling is...**

- Professional
- Solutions Focused
- Process Focused

**Selling Isn't...**

- Manipulative
- All about Talking
- A Bag of Tricks

Salespeople are ethical, prepared, and organized communicators who match capability-based solutions with the challenges, needs and wants of customers in order to create customer action with the intent of building long-term, mutually profitable relationships

© 2018 The Sales Faculty © Western Michigan University

---

---

---

---

---

---

---

---

The Basic Selling Process

- Initiating engagement between parties
- Understanding challenges, needs, & wants
- Creating and connecting solutions
- Working thru barriers, concerns, and issues
- Gaining commitment to move forward
- Growing transactions to achieve **RELATIONSHIPS**

**It is both SIMPLE and VERY DIFFICULT**

© 2018 The Sales Faculty © Western Michigan University

---

---

---

---

---

---

---

---



# The Selling Fundamentals Series: Selling Big Picture

**The Big Myth: Born to Sell** 



**BORN TO SELL**

Buying into this myth makes us lazy assuming that our selling competence is fixed

**Great Salespeople DEVELOP**

Selling requires many different elements that no one person will naturally be good at all of them, you must develop your skills, not just rely on a small set of natural strengths. Thus...

Sometimes you get to be yourself, and sometimes you have to be ...

**BETTER THAN YOURSELF!**

© 2018 The Sales Faculty © Western Michigan University

---

---

---

---

---

---

---

---

**Three Rules to Learn**  
(in-order to learn to sell!) 

- **Focus on Right - Awkward will go away**
  - Smooth is overrated, and smooth & wrong is dangerous! Learning always requires an awkward transition.
- **Whoever Prepares Best, Wins!**
  - Great salespeople out prepare their competition and create their wins before they even arrive at the customer's location.
- **Moments of Truth Rule**
  - In any interaction the success will often hinge on small moments where things can go well or poorly. These are your selling moments of truth.
  - Great sales people win these moments just slightly more than the mid-level salespeople do. But those small wins add up!

© 2018 The Sales Faculty © Western Michigan University

---

---

---


---

---

---

---

---

**Three Selling Fundamentals** 

<p><b>Value</b></p> <p>The Basis of all Buying</p> <p>People buy when the bundle of benefits outweigh the bundle of costs.</p> <p>It's complicatedly simple!</p>	<p><b>Adaptive</b></p> <p>The New Golden Rule</p> <p>Altering your selling behaviors to best fit the selling situation.</p> <p>You must be adaptive to be great!</p>	<p><b>Relationship</b></p> <p>Where the Real Money is</p> <p>Transactions won't make you successful, relationships will.</p> <p>Establish, grow and cherish relationships and real success will follow!</p>
--	--	---

© 2018 The Sales Faculty © Western Michigan University

---

---

---

---

---

---

---

---



# The Selling Fundamentals Series: Selling Big Picture

## BIG Picture Conclusion



- You must be willing to get awkward in order to learn to sell in a **structured**, yet **adaptive** way.
  - You must dismiss the myths and buy into the goal of **DEVELOPMENT!**
- Everything in this course will be based on making you a **Value Focused, Adaptive, and Relationship Driven** seller.

© 2018 The Sales Faculty © Western Michigan University

---

---

---

---

---

---

---

---