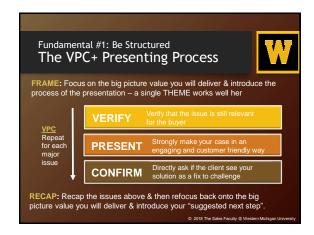


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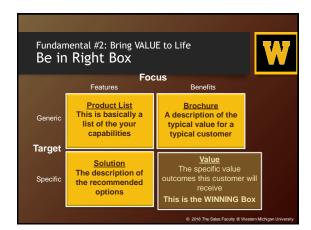






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VPC+ Model: A Difference Ma Start with the FRAM	W				
The FRAME is critical to set the big picture before getting into the specific issues. It has two components					
Solution + Value Begin by offering the specific solution you are suggesting and review the BIG PICTURE value that the solution brings.	Process Preview Preview the process you will use during the presentation so that the buyer is on the same page as you from the beginning.				
These two together represent the "Tell them what your are going to say" part of the underlying communication model.					
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	7.3		
Fundamental #1: Be Structured (again) Finish with RECAP	Y		
The FRAME was the big picture set-up, and the RECAP is the big picture finish. Focus on VALUE TO CLIENT! Also sets up the next step (questions or close). EXAMPLE: "So once again hosting your meeting at Crystal Mountain Resort will give you the distraction free, high focus environment you want, come across as a nice perk for your employees, and be simple and easy for you To REMOVING BARRIERS: "what is your first question?" To CLOSE: "So can we bring you on board as a CMR client?"			
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Presenting: Final Thoughts			W	
USE STRUCTURE	BRING TO LIFE	FOCUS (
CONNECTING When you keep this in mind, presenting is easy!				