



The Power of Sales Execution

Sales Execution

An open book with a red cover is shown from a top-down perspective. The pages are filled with dense, small text, likely a dictionary or encyclopedia. The book is open to two pages, and the text is centered on both. The book is set against a plain white background.

Sales:

The department of a company that organizes and does the selling of the company's product or service.

Sales Execution

A black and white photograph of a man in a kilt with swords in his hair and a woman in a black dress with a sword on her head, set in a rustic interior. The man is on the left, with his arms outstretched. The woman is on the right, holding a sword above her head. The background shows a rustic interior with a window and a table.

Execution:
The legal
punishment of
killing someone!

Have you got one of these?



Or any of these?



“
Unfortunately

Logic
is not
persuasive
”

“
Unfortunately

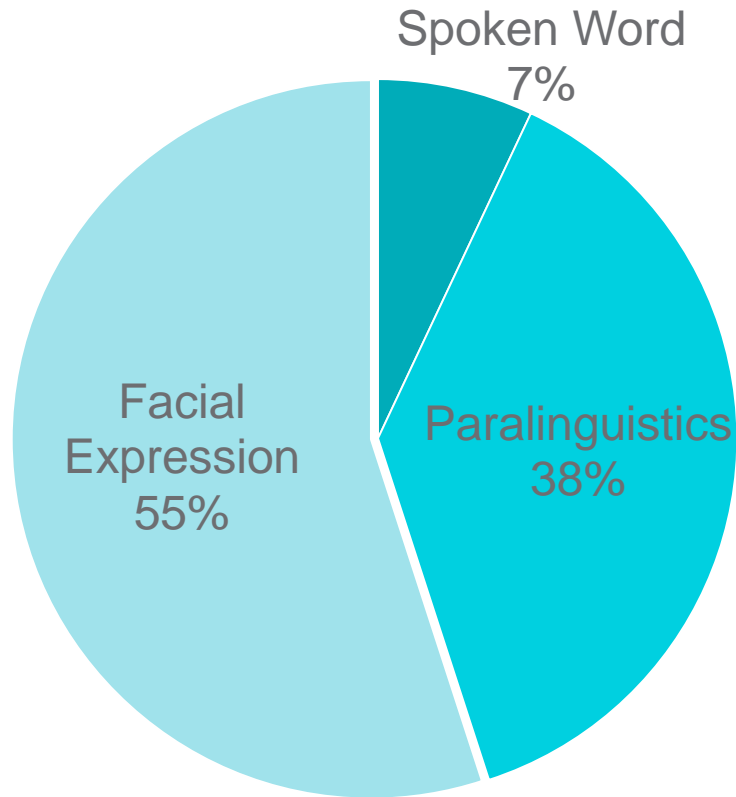
Being right
is not
persuasive
”

People sometimes see things differently to you!

Value, like beauty,
is in the eye of the beholder



The Act of Communication



7% of meaning is in the words that are spoken

38% of meaning is paralinguistic (the way the words are said)

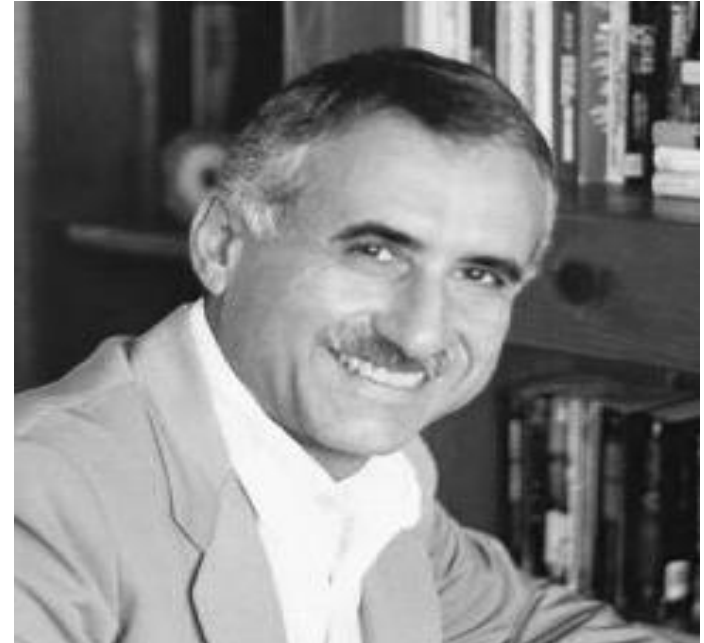
55% of meaning is in the facial expression

The Act of Communication

- 7% of meaning is in the words that are spoken
- 38% of meaning is paralinguistic (the way the words are said)
- 55% of meaning is in the facial expression

Statement in 2006

Please note that this and other equations regarding relative importance of verbal and nonverbal messages were derived from experiments dealing with communications of feelings and attitudes (i.e, like – dislike). **Unless communicator is talking about their feelings or attitudes these equations are not applicable.**

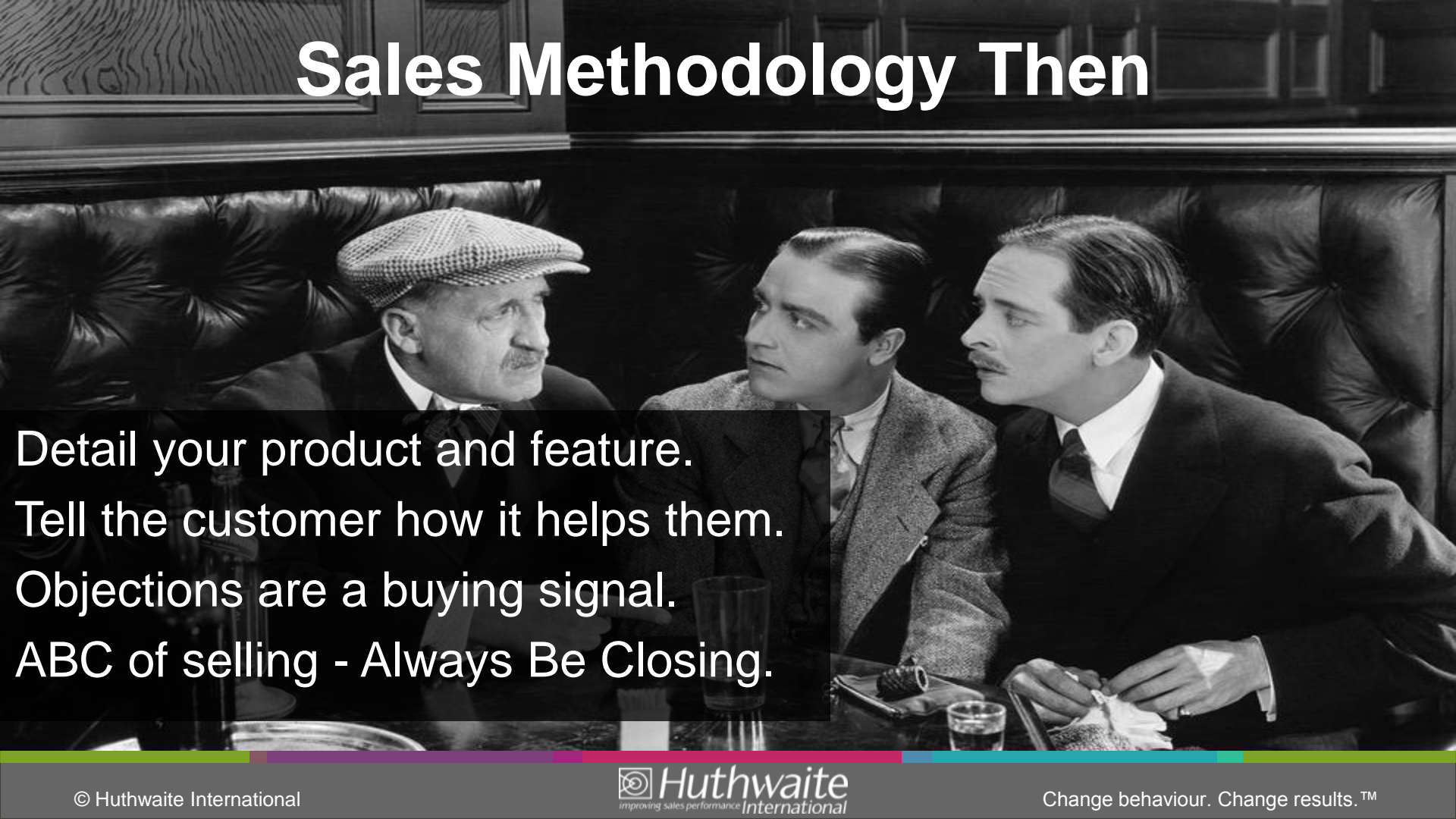


*Albert Mehrabian PhD, Emeritus
Professor of Psychology, UCLA*

Neil Rackham



Sales Methodology Then



Detail your product and feature.
Tell the customer how it helps them.
Objections are a buying signal.
ABC of selling - Always Be Closing.

What the Lunatics said!



When successful:

Buyers talk more than sellers.

Sellers ask more questions.

There is no statistical difference between open and closed questions.

There are less objections.

Sellers only close once.



Sales Execution

Execution:

The act of performing something, especially in a planned way.

Behaviour of the Skilled Negotiator

Behaviours used:

- Seeking Information

- Testing Understanding & Summarising

- Giving Feelings

- Behaviour Labelling

Behaviours avoided:

- Labelled Disagreements

- Counterproposals

- Irritators

- Defend/Attack spirals

- Argument Dilution

Skilled v Average

Behaviours used by skilled:

- Seeking Information

21.3

9.6

- Testing Understanding & Summarising

17.2

8.3

- Giving Feelings

12.1

7.8

- Behaviour Labelling

6.4

1.2



Great Execution = Great Communication

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