

Refresher Podcasts

Selling Beyond the Product™

Selling Beyond the Product™ Refresher Podcasts will help your sales teams transition from knowing to doing.

These short podcasts have been built to enable a sales person in the field to quickly refresh their understanding and recharge their application of the skills and strategies they learned in the Selling Beyond the Product™ Workshop.

It is not what you know about your sales process that will make you more credible, more compelling, more influential and more successful.

It is what you do with the process in front of real customers on a daily basis that makes the difference.

The purpose of these Refresher Podcasts is to provide easy, in-the-field access to a fast cycle overview of the content of each of the modules in the Selling Beyond the Product™ workshop.

Each module is designed to provide a quick review and reminder of the key considerations within each step of the customer decision process and the corresponding skills and strategies in the Selling Beyond the Product process.

The Refresher Podcast Series design assumes that the person listening has participated in the workshop and is interested in thinking more about the particular skills and strategies. The Podcasts reinforce the application of the Selling Beyond the Product process without introducing new content.



A sales organization that reinforces the skills, concepts and language of Selling Beyond the Product with these Refresher Podcasts will:

Enjoy a common language and process that can be leveraged and managed.

Continually improve on the understanding, application, and adoption of the program skills.

Stay focused on the real-world application of the skills, processes and concepts of the program.

Enjoy a greater return on the investment in training, due to an on-going and focused improvement effort.

Create a more team-oriented developmental focus.

REFRESHER PODCAST SERIES™ CONTENT

LISTEN TO ME FIRST!: (6:05) In this Introduction to the Refresher Podcasts series, Jack Keenan, Founder of JBK and developer of the Selling Beyond the Product™ program shares some ideas about how you might use the podcasts to refresh your understanding and re-charge your application of the skills and strategies you learned in the workshop. Jack talks about why new and perhaps different selling skills are particularly challenging to learn and apply in the “real world”, and how this learning can be accelerated.

THE VALUE-ADDED STANCE: (9:00) In this podcast, Jack Keenan discusses what “value” really means to a sales person and where value is to be found in the sales process. In particular, Jack speaks to the concept of ‘product value’ and how the notion that value is to be found “in” the product leads the customer conversation in a direction that is not advantageous to the sales person. Lastly, Jack discusses the “Stance” of adding value as a specific, personalized career decision.

ENGAGING: (9:55) This podcasts is focused on the issue of establishing trust and credibility. Jack discusses the impact of a good Due Diligence effort and the importance of differentiating yourself from the ‘typical’ salesperson early in the process by the way you do business. The 4 Step Start and Key Questions and Concerns are reviewed from their impact on your credibility early in the engagement. Lastly, Jack talks about the “rush to the pitch” and why the time invested in the Engaging process reduces the customer’s decision cycle and increases your efficiency.

LISTEN & LEARN DISCOVERY: (14:40) The focus of this podcast is on the criticality of questioning and listening skills to what your customers think of you and also to your understanding of them, their perceptions, and their various perspectives. While the ‘typical’ sales person thinks of questioning as qualification, Jack reminds you of three major points about your Listen & Learn Discovery – (1) that your Discovery process has an impact on the customer’s perceptions of who you are and how you do business, (2) that the best Discovery process is a mutual one – for both you and for the customer, and (3) that most sales people are simply not conscious of the patterns in their own questioning and listening. Several suggestions are offered to help you become more conscious of your Discovery patterns.

GUIDED DISCOVERY: (14:05) Guided Discovery is one of the things that differentiate true ‘expert’ sales people from the rest, and is the focus of this podcast. Here, Jack talks about the importance of having a clear, objective view of the relative strengths and weaknesses of your solution when compared with the customer’s competitive alternatives – to include, in many situations, the status quo. Jack walks through the process of using Guided Discovery questions to raise the visibility and explore the potential value to the customer of the relative strengths of your offering.

CONFIRMING: (12:45) The Discovery Summary is the “hinge-pin” of the consultative, demand creation process, and the subject of this podcast. Here, Jack reminds you of the importance of developing a mutually agreed upon Discovery Summary throughout the sales process, and how that Discovery Summary can then be used to differentiate yourself inside the customer company, and to inform other team members within your own organization. Jack walks through the structure of a good Discovery Summary and reminds you of when to use the Discovery Summary to best effect during the process.

RECOMMENDING: (9:45) In this podcast, Jack focuses on the importance of maintaining the role of the Trusted Advisor while making recommendations in a reasoned fashion, tied to the Discovery Summary. Jack reminds you of the difference between Recommending and educating, and reviews the P-A-S process in detail.

COMMITTING: (11:55) In this podcast, Jack discusses the handling of objections and gaining the customer’s commitment to move forward with a decision that favors your solution. Positioning the ‘close’ as the natural next step in the process, Jack reminds you of the do’s and don’ts of managing yourself and maintaining the Trusted Advisor role at this crucial stage in the decision process.

PARTICIPANT MATERIALS

Eight, approximately 10-12 minute MP3 or MP4 files



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