



SALES PILLAR	PURPOSE / FOCUS	KEY SKILLS	TOOLS / EXERCISES	SUCCESS INDICATOR
<b>TELL YOUR STORY</b>	Establish <i>purpose</i> , credibility, and emotional connection	<ul style="list-style-type: none"> <li>• Define personal &amp; company WHY</li> <li>• Authentic storytelling</li> <li>• Confidence &amp; self-awareness</li> <li>• Emotional intelligence</li> </ul>	<ul style="list-style-type: none"> <li>• “Tell Your Story” Exercise / Define Your WHY</li> <li>• Start with Why (Why → How → What)</li> <li>• Wright Brothers WHY</li> </ul>	<ul style="list-style-type: none"> <li>• Trust established early</li> <li>• Clear differentiation</li> <li>• Strong customer trust</li> </ul>
<b>RAPPORT</b>	Earn the <i>green light</i> to proceed	<ul style="list-style-type: none"> <li>• Rapport building</li> <li>• Clarity—making sense of the information for the customer</li> </ul>	<ul style="list-style-type: none"> <li>• Rapport-building exercises</li> <li>• Characteristics of ATTITUDE</li> </ul>	<ul style="list-style-type: none"> <li>• Strong first impression</li> <li>• Real conversations</li> <li>• Fewer stalled deals</li> </ul>
<b>UNDERSTAND</b>	<i>Know</i> your audience. Empathy: understand their perspective	<ul style="list-style-type: none"> <li>• Attunement &amp; empathy</li> <li>• Active listening</li> <li>• Problem finding vs problem solving</li> </ul>	<ul style="list-style-type: none"> <li>• Customer’s internal buying process</li> <li>• Five Rules of Active Listening: “It’s Not About the Nail”</li> </ul>	<ul style="list-style-type: none"> <li>• Higher-quality meetings</li> <li>• Clear customer alignment</li> <li>• Predictable pipeline</li> </ul>
<b>SERVICE / SOLUTION</b>	Solve the <i>right</i> problem with confidence	<ul style="list-style-type: none"> <li>• Objection handling</li> <li>• Features → Benefits → Value</li> <li>• Negotiation discipline</li> </ul>	<ul style="list-style-type: none"> <li>• Industry trend analysis</li> <li>• Five Rules of Active Listening</li> <li>• Seven Negotiation Don’ts review</li> </ul>	<ul style="list-style-type: none"> <li>• Solutions aligned to real needs</li> <li>• Reduced discounting</li> <li>• Stronger deal integrity</li> </ul>
<b>TIME</b>	Move deals <i>forward</i> without pressure tactics	<ul style="list-style-type: none"> <li>• Time management</li> <li>• Decision facilitation</li> <li>• Ethical closing</li> <li>• Leadership mindset</li> </ul>	<ul style="list-style-type: none"> <li>• How to leave with a decision</li> <li>• Understand current market conditions</li> <li>• Is coffee for closers?</li> </ul>	<ul style="list-style-type: none"> <li>• Clear yes/no outcomes</li> <li>• Shorter sales cycles</li> <li>• Sustainable long-term results</li> </ul>