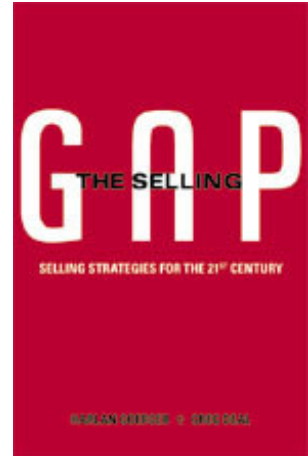


Promotional Package
The Selling Gap
By Harlan Goerger & Greg Deal



Thank you for viewing our new book and material.

Include in this 26 page package is.....

1. Contact information
2. Interview Topics
3. A biography of each author
 - a. Greg Deal
 - b. Harlan Goerger (Grr-Grr)
4. Suggested interview questions for your review
5. A summary of the book for your review

To contact ...

Greg Deal, PO Box 5161, Fargo, ND 58105
Direct Cell: 701-429-4233
Email: Greg@TheSellingGap.com

Harlan Goerger, 5057 171 Ave SE, Horace, ND 58047
Direct Cell: 701-799-1972
Email: Harlan@TheSellingGap.com
Fax: 1-866-519-1279

Both authors will make every attempt to be available on short notice.

Topics....

Take your pick of frequently discussed issues your listeners are asking for...

- Control the conversation and direct it the way you want.
- Quick tips on how to persuade others quickly
- How to get others to do what you want, employees, customers, kids
- Improve your image as a communicator instantly
- Ways to view a situation and get a different result
- Become a great conversationalist with one quick tip
- Take on difficult people and have them like you
- Turn a conflict into a positive win-win for both of you
- Sales and business people can get more done in a day

Biographies:

Greg Deal

With a quick wit, intelligent contemplation and a good sense of humor gives you the core of Greg Deal.



Put a challenge in front of Greg and things happen quickly. With a combination of his BA in Marketing, MBA and common sense approach, Greg talks straight and gives you tangible tools and ideas.

Having invested the majority of his business career in selling new products and ideas, he knows how to get others to listen and understand. His no “BS” approach builds credibility and trust very quickly, even with new people.

He is the first to admit his errors and uses his past challenges and success as tools to teach others how to achieve their objectives. This is one of his greatest motivations, to impact the lives of others in a positive way.

This up front approach and insights from owning several businesses is Greg’s contribution to the book “The Selling Gap”. How does he continually be the top producing salesperson in highly competitive industries? Ask him when you interview him!

Greg lives in Fargo, ND with his “Energizer Bunny” wife Joan, two adult daughters and their bull dog Dozer. He is President of Business Architects and active in his community through the Shriners.

Biographies:

Harlan Goerger (Grr-Grr)

Take a country boy from a family of 9 siblings and put him into the selling game to see what happens.

That's a brief explanation of how a 25 year veteran of selling and training got started. Having been involved in Agriculture, Building Sales, Advertising, Commodities, Training and other business ventures over the years, Harlan brings a broad view of how Selling and Communications skills apply to the real world.



Ready and willing to try the new and improved, take on challenges and make a difference in others lives best describes how Harlan sees the world and business.

In order to accelerate and help others get the core understanding of what makes selling work, Harlan developed, applied and tested several new approaches. These new approaches to getting others to think and understand differently produce quick measurable results!

That is where the new book, The Selling Gap evolved from. The actual training experiences of real salespeople taking different ideas, applying them in real situations and getting results!

Today Harlan is President of H. Goerger & Associates, Inc. and National Director of Training for Business Architects. Both companies are headquartered in the Fargo, ND region.

On a personal note, he invested the past 20 years as a single father raising three children and now has the privilege of seven grandchildren. He also enjoys specialty automobiles, hotrods and anything that goes really fast!

Suggested Interview Questions:

Relationships:

- Give us one simple tool I could use when meeting a new person?
- So and so is always controlling the conversation and never listening, how can these tools help?
- In social gatherings I get nervous and do not know what to say. What can I do?
- So I'm on a date, how can I use what's in this book?
- I want to have my spouse do something different, how can I apply these methods?
- One quick tip on how to persuade someone quickly?

Parenting:

- How can a parent make use of these ideas?
- I have a 6 year old and a 16 year old, apply these ideas?
- How does painting a picture with questions apply to children?

Persuasion:

- What is your definition of persuasion?
- So how does manipulation come into this?
- What is the one key idea in persuading anyone?
- How can I avoid coming on too strong with people?
- Help me understand the difference between "selling" and helping someone "choose"?
- What are the "Alpha" strategies versus the "Omega" strategies?

The Book:

- Why another book on Sales?
- What makes The Selling Gap different from other books?
- What are these new concepts?
- Explain the 5 Levels for us?
- Give us some insight to the Socratic Methods?
- What does the title The Selling Gap signify?
- How did these concepts come about?
- You've indicated two thirds of the book is on questioning, why?

Non Salespeople:

- Who is it that can benefit from these ideas?
- I'm not in sales, so what does this have to do with me?
- Who should be reading this book?
- What do these ideas have to do with everyday communication?
- Ok, what are the barriers or obstacles people experience when applying questioning?

- I'm not a salesperson, I hate selling, how can I overcome this and apply these ideas?

Managers/Business:

- How would these ideas change outcomes for a manager?
- What do these ideas have to do with Leadership?
- Give an example of how a manager might "lead" someone versus direct with these tools?

Different Thinking:

- What do you mean by different thinking?
- What can one do to force or cause them to think or view a situation differently?
- How does the Reverse Engineering concept come in to play?
- How did you come up with this concept?
- So how do top performers/persuaders think differently than other people?
- How does this fit into persuasion and selling?

GAP

THE SELLING

SELLING STRATEGIES FOR THE 21ST CENTURY

HARLAN GOERGER ♣ **GREG DEAL**

Summary of
The Selling Gap, Selling Strategies for The 21st Century

Each chapter has been condensed to a one page summary for your quick review.

Introduction: Part 1 Strategies:

Opening with an example from ancient Scotland sets the stage for understanding what is meant by a strategy. The main point being that having a strategy is better than having none, yet others may have strategies that can overcome and defeat yours.

The key concepts that should be included in a strategy are:

- Plan of action
- Carrying out a plan
- Science or art
- Adoption
- Broad approach
- Multi-dimensional
- Flexible

Too many people and business are “reactionary” to issues, rather than taking a longer range view.

People need to work “on” their business rather than “in” their business.

The example of the young man and his fiancé demonstrates how a strategy can change how one views and acts in a situation, thus creating a different outcome.

The Ronald Regan example also demonstrates how many situations that have been present for a long period are finally changed when a new or different strategy is applied.

The examples of consultants and banks applying different strategies to a common market, yet both are successful. This demonstrates that having a strategy is the key, and no one strategy is necessarily better than another.

1. A *strategy* is developed based on research, understanding and questioning the outcomes.
2. An *action plan* is put together to carry out the *strategy*.
3. The *tools* needed are brought into the *plan*.
4. The *plan* is carried out and measured for effectiveness.
5. The *plan* is successful or is altered on the go to make it successful.

Strategy is an central part of the selling and persuasion process.

Introduction: Part II

What is Sales

The opening example of three sales people in the same business and area, all earning very different incomes, provides the point that selling performance is not about the product or the territory.

The example of a man buying a new TV illustrates the thinking and decision process a buyer goes through. The salesperson's job is to take the buyer through this process.

Sales is discovering needs, wants and desires of the customer. Then taking actions to provide or fill those needs, wants and desires.

What's in it for me

Customers buy a product for what it does for them. Not the product itself. Buyers want and expect a certain result, that is what they buy.

The strategies in this book are designed to separate you from the order taker type salesperson. The "Reverse Engineering" and "Buying Gap" are two such strategies.

Determining the customer's needs is the central theme to The Selling gap.

Too many times the emphasis from the company and the salesperson is on the product, not the customer results.

1. *Sales* is a higher level of communication.
2. The customer buys for his or her reasons, not the salesperson's.
3. Many salespeople let their product get in the way of solving the customer's needs.

Section 2: Prospecting Strategies

Part 1: Target Market

The open example of the Fly helps readers relate to the wasted time and frustration that can occur when prospecting.

The two sales people example brings out the point that a planned strategy can reduce the “buzzing” most salespeople get caught up in.

The purpose of this chapter is to create a productive prospecting target and eliminate the “buzzing”.

The questions help the salesperson to question their own view of how they look at their prospects.

The ABC example gives a real life example of what type of outcome a well planned strategy can do.

The car salesman example demonstrates how quickly a strategy can make a difference.

The example profile gives the salesperson a starting point to develop their target profile of their customer base.

Section 2: Prospecting Strategies

Getting to the customer

The initial example of the company with 70% of the market still emphasizing 40% of the salespersons time be invested in prospecting, is to demonstrate the importance of continuous prospecting for everyone.

No one answer to your prospecting strategy, rather you need multiple approaches being utilized at the same time.

Listing of tools:

1. Referrals: Strongest and most effective tool. Demonstrations and examples of verbiage to use are presented.
2. Newspapers & magazines: Erl example demonstrates how under utilized this tool is.
3. Vendors and suppliers: Examples of how these key players have been utilized to the benefit of all.
4. Informational meetings: How to set these up, tools and ideas to use in applying this tool.
5. Trade shows: Several tips on how to maximize this tool.
6. Networking: Ideas and strategies on how to work network events.
7. Annual reports & prospectus: What to look for and how to use the information.
8. Lists: Utilizing information for various sources.
9. Current Customers: Have we utilized all the potential sales with our current customers.

Summary:

1. Have a well-defined description of your target customer.
2. Focus will save you time and increase your production.
3. There are many ways to find and qualify customers.
4. A good marketing strategy uses many methods at the same time.

Section 3: Engagement Strategies

Part 1: The Buying Process

The opening conversation on psychology utilizing and verifying process as being core to people's behavior is the basis for the buying process.

The steps to the buying process:

1. Engagement
2. Discovery
3. Recommendation
4. Motivation
5. Agreement
6. Follow-up

The reference back to the TV purchase in the introduction Part II helps to apply the process to a purchase.

There is a brief discussion on manipulation and how it applies to the buying process.

To create the understanding of how important emotion is in the buying process, the example of a favorite song is utilized.

Another example of selling high dollar software demonstrates that virtually all choices and decisions are emotion based.

Every aspect and strategy in this book will in some way interact with the emotions of the buyer.

Section 3: Engagement Strategies

Part 2: The Reverse Engineering Strategy

The opening example of the Mig in Korea demonstrates the importance and value of analyzing and understanding your product.

A discussion on how the Reverse Engineering concept was developed and why.

Selling the idea and effort the initial application of Reverse Engineering will take.

The process of Reverse Engineering:

1. Break the product down to its facts, functions, features and elements
2. Determine the multiple potential benefits of the facts, functions, features and elements.
3. Determine the potential final results of the benefits for the customer.
4. Create open type questions to uncover and determine what results are most important to the customer.

There are multiple examples of the four steps on various products to help the reader gain a deep understanding of the process and its results. This includes multiple examples of open questions to uncover the results the customer wants.

Here is one example of Reverse Engineering the Weather Report on TV.

<u>Fact</u>	<u>Function/Benefit(What It Provides)</u>	<u>Results</u>
Daily Weather Report	Planning Information	Helps me plan my weekend
Warns of bad weather	Gives me a secure Feeling	Helps me protect my family

Now take the results and design questions to bring out the information from the customer's viewpoint:

- *“How important is the weather report to you and why?”*
- *“What type of impact does the weather report have on your planning?”*
- *“Of all the information reports available, how does weather reporting rank?”*

How does this type of questioning differ from what you might use? Would you ask, *“Do you watch the weather?”* What is your next question? Will it be difficult to engage this prospect in a conversation?

This includes a sample worksheet utilizing an everyday simple object, a coffee cup.

1. Focus on the **potential results** of the product.
2. Create **open questions** to determine the customer's desired results.
3. By following the above, **greater insight** into new and different applications of the product will be gained more quickly.

Section 3: Engagement Strategies

Part 3: Engagement

The initial example of you answering the phone to a telemarketer demonstrates that talking or pushing product generally creates resistance rather than acceptance.

To engage an executive in a positive way one needs to do more than talk a product, they need to have a high value to offer that fits the results they want.

We introduce the Value-Problem Statement. Example:

A recent study of your industry has indicated a (1) severe turn-down in the future due to new technologies. I assume you are aware of this and are looking for possible solutions. We have (2) several new ideas on how to capitalize on these new technologies and maintain your market share. (3) We will need to meet to discuss these ideas in full. Next Tuesday is open for me.

Another tool is the Problem or Results Oriented Question.

These come directly from our Reverse Engineering questions.

“Suppose you could prevent your sales people from leaving thousands of dollars on the table. How would it affect your company?”

The Engagement step is further examined and additional tools are added.

Bridge Statement: Moves from the Engagement step to the Discovery step.

Credibility Statement: Provides a very brief idea of who you and your company are.

Section 4: Discovery Step

Part 1: The Buying Gap Strategy

The opening example of Dan illustrates the power of the Buying Gap Strategy.

The purpose of the Discovery step is to uncover the needs, wants and desires of the customer. Also to understand the emotional keys, values and beliefs of the customer.

We introduce the concept of visualization and how creating a mental picture of the customer's situation assists the customer and the salesperson. This also brings in the emotional aspects of the customer.

This picture of the present and the future cause a "gap" to be created that is visible to both the customer and salesperson.

The steps to creating the gap are:

1. Current Situation
2. Future View
3. Hurdles
4. Rewards

Three key elements the salesperson is look for:

- Criteria
- Emotional Buttons
- Expected Results

Money is not an emotion, rather what the money does for the customer is the emotion.

An emphasis is put on the need for the salesperson to listen 4 x more than they talk.

An example of the dialog that might take place and the questions used to develop the four steps and create the picture in the customers mind.

Section 4: Discovery Step

Part 2: Socratic Questioning Strategies

The introduction of a personal encounter with Socrates leads to the understanding of why he is known as the father of questioning. The explanation goes on to explain his view of life and his purpose and method of teaching.

Socrates purpose in his questioning and teaching methods was to help each person find their “truth”, which only they could find. Thus questioning was used to lead the person to this “truth”.

The story of Robert and his family exemplifies the reality that most people do not question effectively and do not really know others as well as they think.

The four types of Socratic Questioning are:

1. Answer any question with another question
2. Utilizing open questions to discover values and beliefs
3. Framing questions to direct
4. Framing questions to overcome resistance

Each type is described and examples of how they could be applied are provided.

Section 4: Discovery Step

Part 3: Five Levels of Questioning Strategy

The strategy provides a view of five different types of questions and how they can be used to discover various types of information.

The five levels are:

1. Basic and narrow focused closed questions
2. Basic and narrow focused open questions
3. Product or situation focused open questions
4. Goal, visionary and future oriented open questions
5. Value and motivated oriented open questions

A description and examples of each is given.

The purpose of the various levels is to determine criteria, values, beliefs and motives of the other party.

A significant study of values and how they affect peoples choices.

- How values cause us to have internal conflict between our values.
- How conflicting values can cause buyer remorse or keep someone from making a choice.
- How values control actions.
- How questioning can determine and direct values.
- How based on answers to various levels of questioning can provide significant insight into the decision process of others and how to present ideas based on those insights.

A significant study of motives and how they affect peoples choices and actions.

- How motives and values can clash and cause different choices
- How understanding motives and values can assist in changing others behavior.
- Examples of how questioning in the 5 levels can be used to direct and lead others.

A study of the DISC behavior profile and how to utilize it

A study of time reference and its effect on choices and decisions

Taking values, motives, DISC and time orientation and studying the effects and how to present ideas to various combinations.

The importance of listening and ideas on how to enhance ones listening ability.

The usage of follow-up questions and why we call them the million dollar questions.

Section 5: Recommendation and agreement

Part 1: Conceptual Agreement Strategies

The initial example of Lori applying the strategy set the stage for a different way of thinking about selling.

The concept is getting the customer to say yes to a concept or idea that will address or solve their “buying gap”. Once this is accepted the sale is over, they have been moved to a decision to take action.

From here the salesperson now provides their solution that fits the concept and collects the money.

The challenge is that many salespeople will get to this point and then dump their product on the customer and wonder why they do not buy, but the competition gets the business.

The conceptual close is one of the most powerful concepts next to the questioning strategies, yet the least used by salespeople.

Section 5: Recommendation and agreement

Part II: Recommendation Strategies

The opening dialog sets the stage for the section. Most buyers today do know or can acquire more information on a product than the salespeople can. What the buyer wants is assurance that the choice they are making is right.

Several challenges emerge when salespeople move into this phase of the buying process.

1. They forget what has been uncovered in the Discovery and create a recommendation around what they know, not what they heard.
2. Because they have discarded the information from the Discovery they become vague in the recommendation and often confuse rather than reinforce their proposal.
3. They become too logical and product focused and forgets the emotional aspects that motivate people to action.

A bridge statement can provide a very specific recommendation to the customer based on the information from the Discovery.

The balance of the recommendation needs to be very specific in its content and how it ties into the emotional aspects of the buyer.

If a fact or element of the product does not directly apply to the results and emotions of the buyer, it should not be included!

The system of presenting specific relevant information to create credibility, trust and buy in is...

1. A specific fact about the solution
2. A specific benefit from that fact that fits the buyer
3. A specific end result from this benefit that fits the buyers needs and emotions
4. Specific evidence if needed to build credibility and believability
5. A clarifying question that verifies the results are on target with the customer

If one has Reverse Engineered the product, they already have the facts/features/benefits/results prepared.

The buyer only needs enough facts/benefits/results to feel comfortable with their decision. This can be one set or several.

Section 5: Recommendation and agreement

Part III: Trial Questions

The example of Morris provides insight into the power of the Trial Question.

Trial questions are opinion asking questions that provide an insight in to how the buyer is seeing and feeling about the proposal. Are they Hot and ready to go ahead, Warm with some reservation or information that is needed, or Cold and not engaged.

The product or solution is not brought into the Trial Question, they are about the buyers feeling or thoughts on the results presented.

Trial Questions should give the salesperson a guide as to what step the buyer is in and what strategies would be best employed next.

Section 5: Recommendation and agreement

Part II: Recommendation Strategies

This section provides three different strategies that could be employed when the buyer should be saying yes, yet seems to stall or hesitate.

A key point is these strategies are summaries of the buying process and should include the factual as well as the emotional elements discovered thus far.

The use of the Word Picture fits with the picture forming concept from the questioning section. Most people respond to positive pictures and emotions can easily be reactivated.

The Ben Franklin summary is from Poor Richards Almanac and works when someone seems to be confused or not very clear about the pros and cons of the choice.

The Summary Close is a method of isolating that issue or concern that may be holding the buyer back.

If the Discovery Step is utilized effectively these strategies will rarely be needed.

Section 5: Recommendation and agreement

Part V: Agreement Strategies

The Agreement should be a smooth flowing conclusion to the process. It is not some mysterious magic words or phrases that suddenly close the deal.

Three types of questions to gain agreement are presented.

1. The minor point. A single piece of information that is needed to complete the order such as name, shipping date, number of products to order etc.
2. The multiple choice. Two minor points are presented which causes the buyer to pick one. By choosing either they have said yes to the proposal.
3. The next step. This implies they are ready to make a decision and need to determine the next step to get the order into action.

When an agreement question is asked the salesperson needs to shut up and allow the buyer to answer. If they jump back in the chances are the buyers will back away.

Section 6: Resistance and Objections

Part I: 6 Step Strategy for Objections

Fear is one of the main factors in people resisting new products or offerings. It is assisting people in overcoming this fear that is the main purpose of this section.

Most people are more motivated by fear of loss of what they have than by promise of gain in the future.

Resistance can occur anytime during the buying process.

A well executed Discovery step and Conceptual close can eliminate 99% of potential objections.

The 6 steps of responding to an objection/resistance are:

1. Listen for the real meaning behind what is being said. The words being said may not be the real reason or issue.
2. Question for clarification. This requires us to prop the resistance to be sure both the buyer and the salesperson understand what the resistance is and why it is there.
3. Uncover hidden objections. Psychologically it has been proven that people do not always present the real issues up front. Many times they have a hidden motive or reason that must be brought out before the process can move ahead.
4. Empathy means to acknowledge that we have heard and understand the other person and their situation. It does not mean we agree with them.
5. Respond in an appropriate way using one of three strategies.
 - a. Educate
 - b. Resume Selling
 - c. Lead to a different conclusion/belief through questioning
6. Trial question to verify the resistance has been addressed.

The balance of the section is full of examples and dialog demonstrating the 6 steps and the 3 methods of responding.

The questioning strategies of Section 4: Parts 2-3-4 are invaluable in this segment.

Section 7: Personal Power

Part I: Self-Perception Strategy

The initial story of the old man sets the stage for the concept that the world is different any given person depending upon how they see it. Our perception of the world makes our world.

Most books on motivation, sales and personal development deal with the ideas of setting goals. The challenge is dealing with the daily influences that keep us from obtaining those goals.

Self-perception is the foundation for our self-image, self-confidence and attitude.

Section 7: Personal Power

Part II: Self-Perception Makeup

A discussion on the meaning of “perception” starts the segment. This sets the stage for the elements that make up our self-perception.

The story of the woman that left a damaging relationship and how she now sees life and herself very differently sets the stage for the elements that can change one's view.

1. Choice, our lives are directed by our choices. There are several examples how choosing one choice or another can significantly change one's outcome.
2. Self-Confidence, this discussion separates self-confidence from self-perception so one can understand the difference. The discussion distinguishes between the two, yet emphasizes that both are necessary for continued growth and success.
3. Performance is determined by one's self-perception. Utilizing a graph type approach, if one sees themselves as a 5 then their performance is a 5 and will not move until the self-perception changes. Once the self-perception has moved to a 6 or 7 then the performance moves as well.
4. Getting past the past studies the effect that past experiences have on our self-perception. It is acknowledging these experiences for what they were and moving on that creates a stronger self-perception.
5. Fear comes in many forms and holds most people back from their peak performance. The discussion focuses on why some fears might exist and how to move past them.

Section 7: Personal Power

Part III: Strategies in Creating a New Self-Perception

To create a real change in ones life starts with a “vision” of whom or what one wants to become. Several specific steps are discussed to create a vision.

Once this vision is created and clear how do we maintain this vision and our self-perception. Several concepts are discussed that can help to maintain this self-perception.

1. Affirmations, what we tell our mind is what our mind believes and makes happen
2. Just be happy, this is simplistic, yet happiness is internal, not external
3. Use “choose” in your self talk and in your conversations
4. Utilize presuppositions in correcting yourself to create a positive expectant picture.
5. Goals, setting and reviewing goals keeps us focused. We need to also include relationships as one of our goal areas. Most do not.

A key to setting goals is to set the goal even if all the information and materials are not there. Even if there is not plan, set the goal. Once set the goal will provide the focus for you to discover the needed resources to complete the goal.

Summary:

1. Self-perception is the foundation of our attitude.
2. Self-perception can propel us forward or act as a lid.
3. Self-perception can be challenging to change.
4. For us to change, our self-perception has to change.
5. Self-talk and visualization are two of the most powerful ways to change.
6. Forgiveness is necessary to get rid of the garbage.