

**Atypical Selling Behaviors
Get Results!**

Leading Age
Maine and New
Hampshire

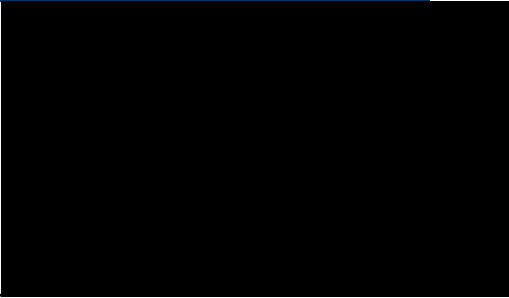
South Portland, ME
March 29, 2017

**Atypical Selling Behaviors
Get Results!**

**THINK
DIFFERENT**

Steve Jobs

**See if you can pick out the guy
from Kentucky?**



**Atypical Selling Behaviors
Get Results!**

Behaviors of
TYPICAL
Salespeople?

**Atypical Selling Behaviors
Get Results!**

“You’re not going to learn it
all overnight, but maybe, just
maybe, you’ll learn enough to
change your life.”
Usher

**Atypical Selling Behaviors
Get Results!**

What are the top 3 reasons
customers choose the
community they choose?

**Atypical Selling Behaviors
Get Results!**

So have we been doing this
all wrong?

ABSOLUTELY!

**Atypical Selling Behaviors
Get Results!**

George Mason Mystery Shopping Study,
September 15, 2014 by Emily Study

21% were offered brochure by mail only
42% offered specific ways to meet needs
38% asked for the name of potential resident
47% asked how caller heard about community

No improvement since 2006 - Andrew Carle

**Atypical Selling Behaviors
Get Results!**

Velocity / Volume
vs
Time / Skills

**Atypical Selling Behaviors
Get Results!**

Sales sells promises
Operations sells blueberry pies!

**Atypical Selling Behaviors
Get Results!**

Marketing - the total of activities involved in the transfer of goods from the producer/seller to the consumer/buyer, including advertising, shipping, storing, and selling. **(INQUIRY)**

Selling - to persuade or induce (someone) to buy something. **(MOVE IN)**

**Atypical Selling Behaviors
Get Results!**

Seek first to understand, then
to be understood.
Stephen Covey

The greatest hunger of the human
soul is to be understood.
St. Francis of Assisi (and Greg)

**Atypical Selling Behaviors
Get Results!**

“There is no greater agony than
bearing an untold story inside you.”

Maya Angelou

**Atypical Selling Behaviors
Get Results!**

So, are you a good listener?

How would your significant
other answer this same question?

**How would your customers
answer this same question?**

Let's see...

**Atypical Selling Behaviors
Get Results!**

Michael Marlow

Marketing and Sales Training Manager
Life Care Services
marlowmike@lcsnet.com

502.386.0005

**Atypical Selling Behaviors
Get Results!**

70/30 Rule

Transmit 30% Obtain/Verify 70%

**Atypical Selling Behaviors
Get Results!**

CUSTOMER

**Atypical Selling Behaviors
Get Results!**

5 Atypical Behaviors

- Listen holistically
- Ask great sequential questions
- Stop counting activity
- Invest time
- Be disciplined / consistent

**Atypical Selling Behaviors
Get Results!**



Bite it 'Til it Bleeds

**Atypical Selling Behaviors
Get Results!**



Seek first to understand,
then to be understood.

Dr. Stephen Covey

**Atypical Selling Behaviors
Get Results!**



Follow up questions



**Atypical Selling Behaviors
Get Results!**

Dixie Sopes

**Atypical Selling Behaviors
Get Results!**

CHANGE YOUR BEHAVIOR – CHANGE YOUR LIFE!

1. Be atypical – no Sea of Sameness for you!
2. Be a holistic listener
3. Be disciplined and consistent
4. Be about results, not activities
5. Be focused on investing Time/Skills vs Velocity/Volume
6. Be a great sequential questioner
7. Be all about the creative follow up
8. Be true to treating every customer/situation as unique
9. Be your customer's best advocate
10. Be proud to be an atypical salesperson!
