

PRINCIPLES OF NAVIGATING THE SALE

Win Without Pitching



“You’re not in the business of convincing.”

-Blair Enns



“Vulnerability is not weakness. I define vulnerability as emotional risk, exposure, uncertainty. It fuels our daily lives.”

-Brene Brown

POWER RESIDES IN POSITIONING

- ◎ Foundation
- ◎ Reduce or eliminate competition
- ◎ Win while charging more
- ◎ Lower cost of sale
- ◎ Lead in the sale
- ◎ Lead generation
- ◎ Stronger personal balance sheet

THE FOUR CONVERSATIONS

- Four conversations, each with its own objective and framework
- You simply ask:
 - What conversation is this?
 - What is my objective?
 - What framework do I use?
- Today's focus is on principles



THE PRINCIPLES

Principles of Navigating the Sale

MINDSET FIRST

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THE JEDI MINDSET & MANTRA

- ◉ I am the expert, I am the prize.
(focus)
 - ◉ I am on a mission to help...
(purpose)
 - ◉ I can only do that if you let me lead. (leadership)
 - ◉ All will not follow, and that's okay.
(detachment)
- ◉ I am the expert on...
 - ◉ I am on a mission to help...
 - ◉ I can only do that if you let me...
 - ◉ I will detach from my need for...

SELLING IS LEADING

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THE FOUR PRIORITIES

1. Win Without Pitching
2. Derail the pitch
3. Gain the advantage
4. Walk away

SAY WHAT YOU'RE THINKING

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II

{ T H E S E C O N D P R O C L A M A T I O N }

*We Will Replace Presentations
With Conversations*



WIN THE RACE TO OBJECT

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EMBRACE SILENCE

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“IT’S OKAY TO SAY NO”

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Subject: Closing the Loop

Hi (insert name),

I haven't heard back from you on (Project) so I'm going to assume you've gone in a different direction or your priorities have changed.

Let me know if we can ever be of assistance in the future.

Best,
(You)

MINDSET FIRST
SELLING IS LEADING
SAY WHAT YOU'RE THINKING
WIN THE RACE TO OBJECT
EMBRACE SILENCE
"IT'S OKAY TO SAY NO"

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WHEN YOU LEAVE HERE TODAY

- ◎ Be yourself, just have a conversation
- ◎ Choose one idea to try
 - Stop Talking
 - Win The Race To Object
 - Say What You're Thinking

WANT TO LEARN MORE?

- ◎ The Win Without Pitching Manifesto
- ◎ Pricing Creativity, A Guide To Profit Beyond The Billable Hour
 - aafspokane19
 - Total package for the price of the manual + ebook, \$199 plus shipping
 - www.winwithoutpitching.com/pricingcreativity
- ◎ Subscribe to our thought leadership
- ◎ Listen to <https://2bobs.com/>
- ◎ Seattle training workshop September 4-6



You are the Expert, You are the Prize
Be a leader, create a movement.

FINAL Q&A