

Selling vs. Hoping to Get Bought

E-Course Outline

Section One: “Buying & Selling, A Tale of Two Processes”

Lesson One	-	-	-	Some Truths About Selling
Lesson Two	-	-	-	Buying – <i>That Other Process</i>
Lesson Three	-	-	-	Steps in the Buying Process
Lesson Four	-	-	-	Sources of Revenue - <i>Two “Targets”</i>
Lesson Five	-	-	-	Relationship Building, <i>A Result, Not an Objective</i>
Lesson Six	-	-	-	Influence vs. Illusion
Lesson Seven	-	-	-	Buyers’ Definitions of Value <i>Their “What(s)”</i>
Lesson Eight	-	-	-	Buyers’ Definitions of Value <i>Their “Why(s)”</i>
Lesson Nine	-	-	-	SECTION ONE SUMMARY

Section Two: “Our Selling Process – *The Mechanics*”

Lesson Ten	-	-	-	Process Overview – Key Steps
Lesson Eleven	-	-	-	Step One – <i>Positioning</i>
Lesson Twelve	-	-	-	Inquiry – <i>Where Sales are Made</i>
Lesson Thirteen	-	-	-	Inquiry – <i>Buyer’s Status Quo & Decision-Making Process</i>
Lesson Fourteen	-	-	-	Inquiry – <i>Buyer’s Criteria for Making Purchase Decisions</i>
Lesson Fifteen	-	-	-	Crucial Transition – <i>From Inquiry to Advocacy</i>

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Lesson Sixteen	-	-	-	Compelling Business Cases – <i>What(s) and How(s)</i>
Lesson Seventeen	-	-	-	Asking for Action – <i>Opportunities & Options</i>
Lesson Eighteen	-	-	-	SECTION TWO SUMMARY

Section Three: “How Successful Salespeople Become Successful Salespeople – *In the Real World*”

Lesson Nineteen	-	-	-	A Little Theory and <i>A Lot of Effort</i>
Lesson Twenty	-	-	-	Happily Ever After(s) <i>Don’t Just Happen</i>
Lesson Twenty-One	-	-	-	Some Success and <i>Some Failure</i>
Lesson Twenty-Two	-	-	-	From the Inside-Out
Lesson Twenty-Three	-	-	-	More Accountability and <i>Less Victimhood</i>
Lesson Twenty-Four	-	-	-	SECTION THREE SUMMARY

Section Four: “Specific Selling Situation – *Active Waiting*”

Lesson Twenty-Five	-	-	-	Two Ways to Wait – <i>Actively or Invisibly</i>
Lesson Twenty-Six	-	-	-	Staying on Their “Radar” <i>Without Getting on Their Nerves</i>