

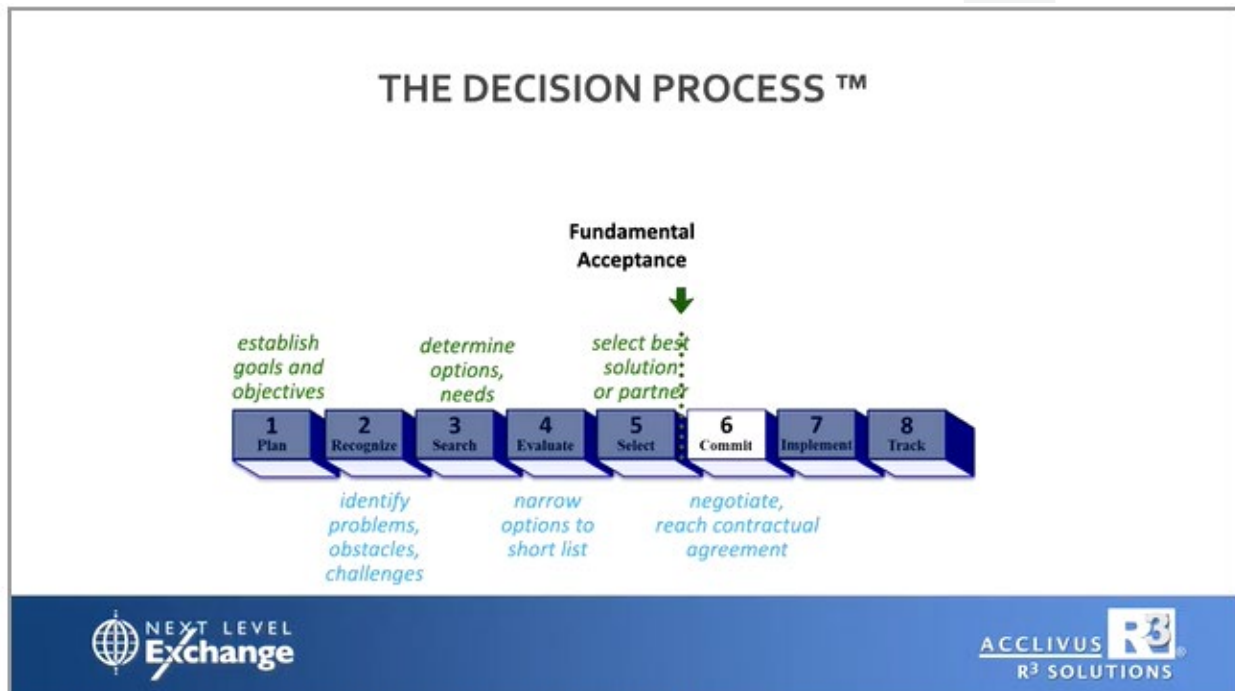
NLE Quick Tip: Get Inside Your Client's Head

**Presenter: Rob Mosley, Senior Trainer, and Managing Partner
with Next Level Exchange**

Your prospects and clients are very busy people. Their jobs require them to make many decisions daily and frequently with a sense of urgency. From the moment you connect by email, voice mail, or in a live conversation, the clock is running, and your prospect is judging...judging whether you act professionally and competently; judging whether or not you open the conversation with confidence and knowledge of this person's role and of the work being done, and judging as to whether they want to invest time with you in a conversation or move on the tasks and people they deem as more worthy of their time. Here's the bottom line: You have many opportunities to guide suggestions for direction early and often in the relationship, but that is an extremely challenging task if you don't know where the client or prospect is in their decision process. If you don't know where your client is in their decision process, there is no way that you can know where you are in your sales process.

In this NLE Quick Tip, Rob Mosley discusses how you are perceived, whether it be a trusted advisor, vendor, or order taker. That perception is tied to your ability to engage at each stage of the client decision process and better align your solution early and often.

Meeting: "Get Inside Your Client's Head" by Rob Mosley





All of our clients think alike. Regardless of the size, type, or location, all of our clients think the same way when making important decisions – including the hiring process! For these statements to be completely true, two variables must exist: The decision must be one of risk or perceived risk and must be a decision of great value or perceived value.

Let's take a real-life scenario. Think of a current client you are working with, and let's apply the first few steps in the decision process to your business:

Client Name: _____

PLAN: What are the established goals and objectives for their organization?

If you are unsure of their goals, list three-goal questions, beyond the obvious, that you could ask this client next time you have a conversation:

1. _____

2. _____

3. _____

RECOGNIZE: List the problems, obstacles, and challenges they are currently facing:



If you are unsure of the organization's challenges, what are three questions you could ask to uncover their problems or obstacles?

1. _____

2. _____

3. _____

SEARCH: What are their options or needs? This is an ideal opportunity for you to share what similar companies are doing in their space as a comparison.

If you are unsure of the organization's exact needs, write three needs questions (beyond the obvious) that will help you determine their greatest needs.

1. _____

2. _____

3. _____
