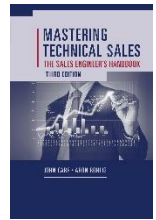


THE TRUSTED SALES ENGINEER

The Mental Checklist



Before every customer conversation, quickly go over this mental checklist.

Remember that you need to be acting in the customer’s best interest and attempting to put yourself in his/her position. (That doesn’t mean that you go “native” and turn on your own company however!)

A	<p>“And Then” – Ask One More Question. Especially the difficult one. “And what happened next?” “And how did that make you/him/her feel?”</p>
C	<p>Confidence – You have value. You do not explicitly have to prove it every minute of every meeting.</p>
O	<p>Observe and Listen – Don’t Talk So Much Patience – “Shut Up And Listen” Because you cannot learn very much about your customer when you are talking.</p>
R	<p>Responsibility – Fix the problem (when appropriate). However, do not fix the blame on anyone else.</p>
N	<p>No Fear. When you do not know the answer then it is an opportunity to learn something. (See point #1). Customers love to teach you something about which they are knowledgeable.</p>
S	<p>Speech -Win/Lose. T/A’s have Discussions and Conversations, Not Arguments and Not Presentations.</p>



$$T = \left[\frac{C+R+I}{S} \right] P$$