

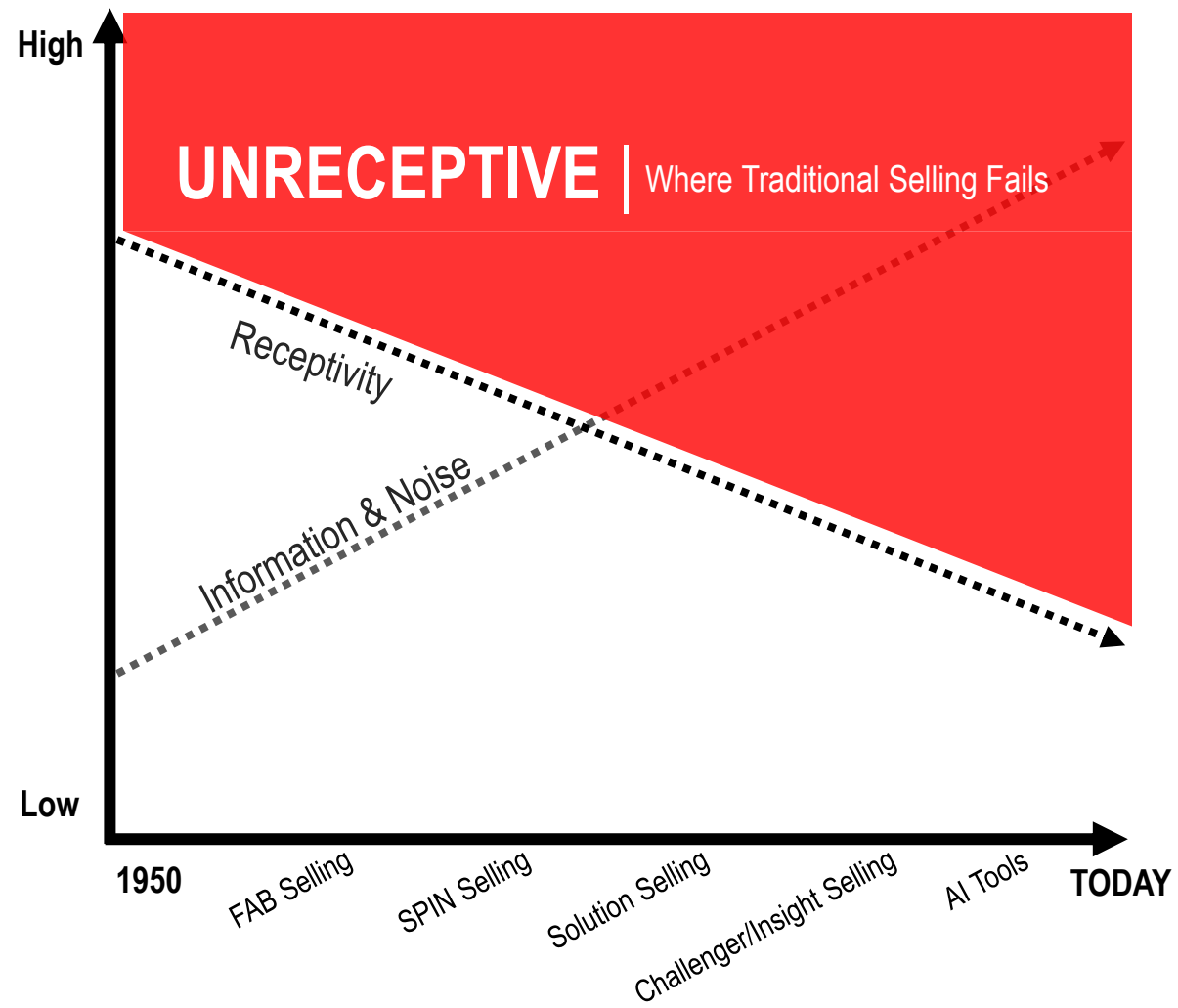
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# Strategies to Convert the **Unreceptive**

Presented by Tom Stanfill



# THE PROBLEM



Solution: shift from value prop to receptivity & rethink...

- 1 Prospecting
- 2 Influence
- 3 Process

# THE CHALLENGE

Your Point of View



Their Point of View

Receptivity starts with:

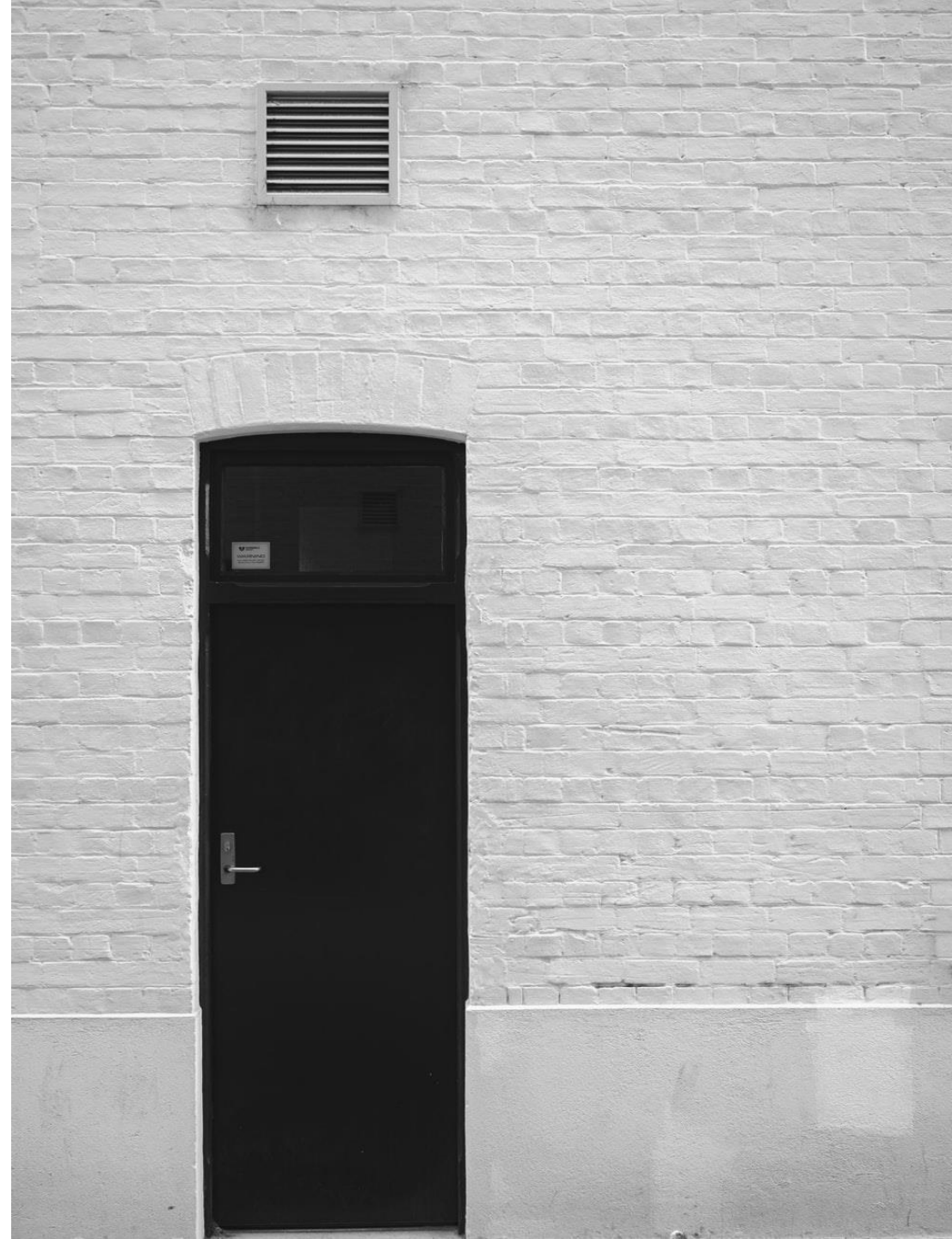
- 1 An invitation
- 2 Validating their Point of View

# INVITATION

Three requirements:

1 Attention

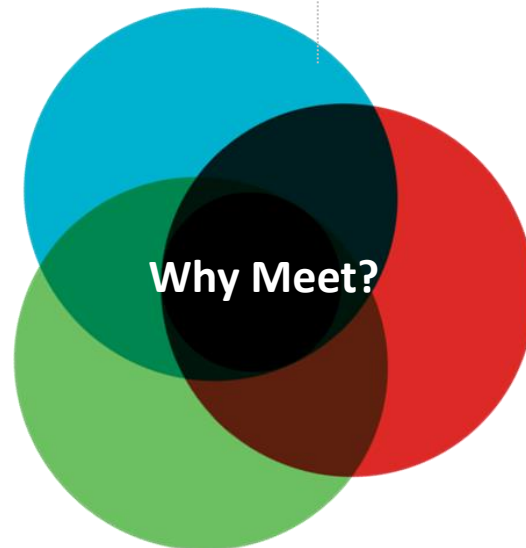
2 Why you?



# YOUR POSITION

## 1 <sup>Their</sup> Point of View

Objective: **Captivate** by leading with what's on their whiteboard



“How AI can save business owners time & money.”

Or

“How AI can help a sales training business know what pharma companies are looking to outsource sales training...”

# YOUR POSITION

## 1 <sup>Their</sup> Point of View

Objective: **Captivate** by leading with what's on their whiteboard



Why Meet?

## 3 <sup>Your</sup> Proprietary Benefit

Objective: **Separate** yourself from the competition by communicating how you uniquely solve their problem – could be a who, what, or how.

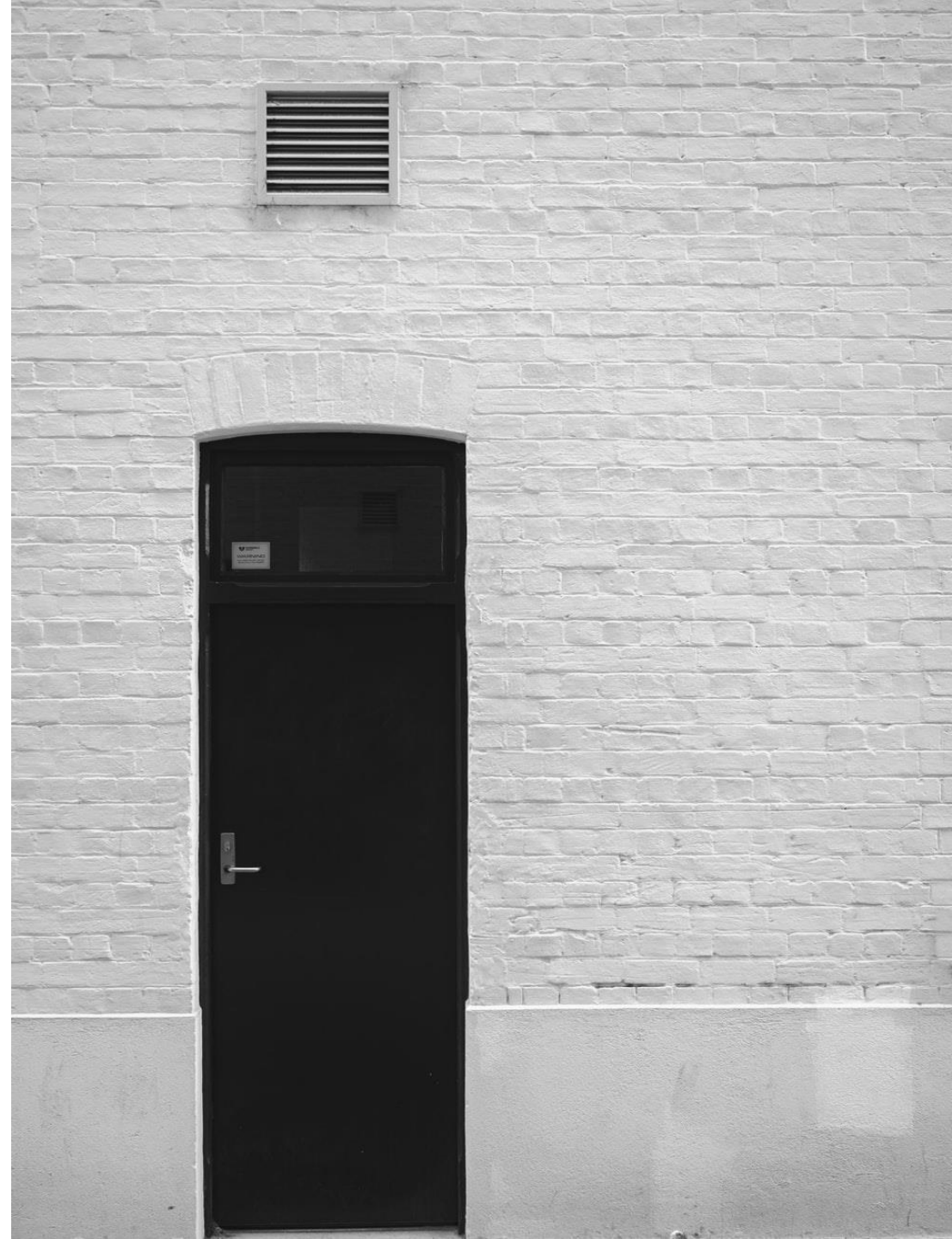
## 2 <sup>The</sup> Disruptive Truth

Objective: **Elevate** the customer's perception of you by communicating an unknown & surprising insight about a better way to solve their problem

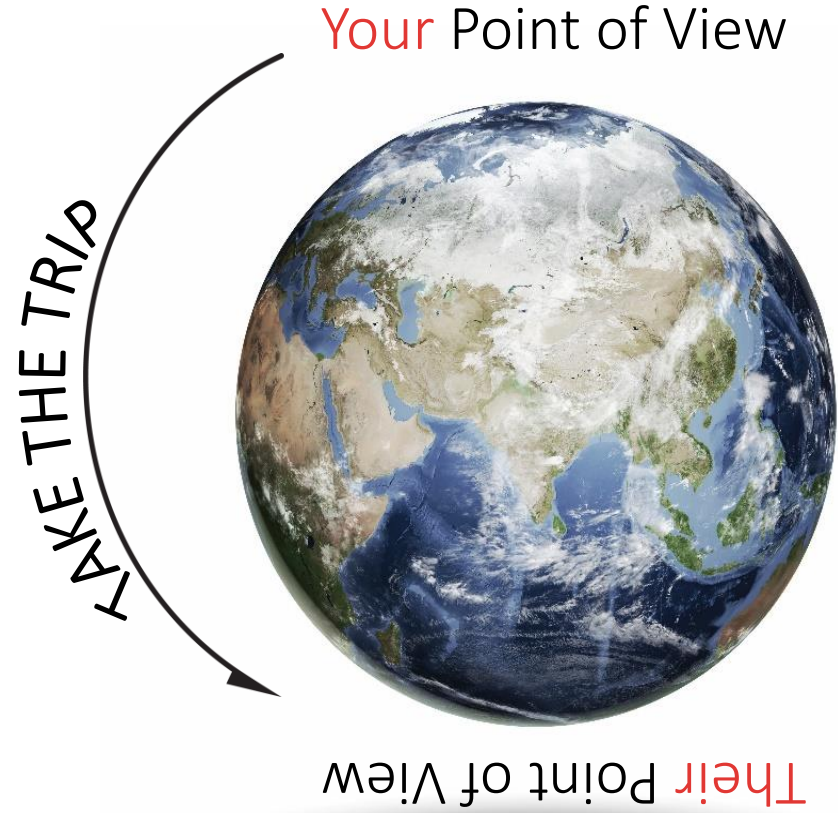
# INVITATION

Three requirements:

- 1 Attention
- 2 Why you?
- 3 What will happen if I let you in?



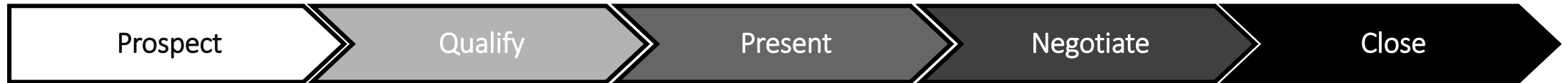
# INFLUENCE





# PROCESS

## “SALES” PROCESS



Why it matters? **#1 Reason Opportunities Stall**

**#2 Reveals Your Intent**

# PROCESS

## BUYER JOURNEY



VALUE

Who Can Help Them?

Best Practices?

What are they missing?

Select a Partner?

Improve?

THANK YOU



<https://more.aslantraining.com/5-reasons-reps-missing-quota>

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[WWW.UNRECEPTIVEBOOK.COM](http://WWW.UNRECEPTIVEBOOK.COM)

