

# GUIDED DISCOVERY SELLING



**"You will attract more buyers when you teach them something of value to them than you will ever attract by trying to sell them"**

**- Chet Holmes, author, The Ultimate Selling Machine -**

Over the years, there have been countless attempts to reinvent or re-define selling in an attempt to create more productive selling systems.

Various authors and sales gurus have defined "selling" as everything from "a transference of confidence" to "selling is serving".

Guided Discovery Selling is based upon the definition that "Selling is teaching".

In the academic world, there are basically two accepted teaching models; Deductive or Transmissionist Teaching, and Guided Discovery Learning, an inductive learning model. Transmissionist Teaching is based upon information and knowledge being transmitted from teacher to student through telling, books or lecturing.

Business-to-consumer sales training models are very much in this Transmissionist mode, with the salesperson doing all of the talking about their products' benefits and the prospect is expected to listen.

The newer inductive or Guided Discovery Learning model, is an inquiry-based method that takes place in problem-solving situations where the student draws on their own past experience and existing knowledge to discover facts, relationships and new truths.

Guided Discovery Selling takes the "telling" out of selling, and helps prospects and customers collaborate and construct a shared consensual understanding of the seller's benefits, a model proven to be much more effective in the business to business selling environment.

## **Look what one station owner said about our system!**

*"Thank you for helping us increase our sales by almost 80% during the course of your consulting. Your impact on our firm can only be described as transformational.*

*Your training in management and sales best-practices has been equally valuable to our salespeople and our management team. You've really helped us totally re-engineer our entire sales department.*

*We now have stronger sales performance and better relationships with our accounts."*

*- Doug Bingley President, GM, Central Ontario Broadcasting, (705) 725-7304*

## **Give your Sales Team Competitive Immunity!**

Guided Discovery Selling creates a huge "eureka!" with buyers who discover for themselves through a guided process, why your station is the best solution to their problems.

Advertisers take ownership of the conclusions they construct themselves and become committed to your campaign success rather than 'testing' your station.

Guided Discovery Selling is a collaborative effort, being less combative, more fun and selling cycles become condensed.

Like the Guided Discovery Learning model, Guided Discovery Selling is highly customizable, participants absorb information via active participation and retention is high.

In Guided Discovery Selling, broadcast account executives position themselves as marketing teachers, with a preplanned number of questions, experiments, discussions, and evidence to guide advertisers toward understanding the benefits they offer.

**Some of the highlights of your training and consulting will include learning:**

- 1.) How to develop a strategic account management plan to earn competitive immunity
- 2.) How to turn cold calls into warm calls
- 3.) How to get the power of psychological reciprocity on your side
- 4.) How to build customer-focused presentations using the Empathy Index
- 5.) New tools to encourage 52-week advertising
- 6.) How to build your brand as a marketing partner.
- 7.) How to sell against competitive media

**Your Guided Discovery consulting and training includes:**

- Market exclusivity, only one media company per market can have this proven revenue-generating approach to selling
- A market audit to custom tailor a Guided Discovery Selling program to fit your situation and needs.
- An introductory two-day Guided Discovery Selling workshop to introduce the Guided Discovery methods and systems.
- A full twelve-month consulting and training program with live market visits once per month.
- 24/7 email mentoring and coaching with Rick Fink
- A 52-week valid business contact system proven to build trust with your prospects and clients
- Live in-market advertiser seminars and sales calls with Rick Fink

For more information contact [rick@ensmediausa.com](mailto:rick@ensmediausa.com) for a no-obligation initial consultation.