

Presence and the Sales Process Observation – Self

(Use this assessment in conjunction with chapters one and two of Selling with Presence)

Meeting With: _____ Location: _____ Date: _____

2. Exploration/Discovery

During this phase of the meeting it's about putting yourself into the role of curious interviewer, taking the time to formulate and ask a range of questions that will help to uncover as much information as you can related to the client and their particular situation.

This phase is not just about discovering the buyer's needs; it's also about discovering or more aptly *qualifying* whether they are a fit for what you are selling.

The way to get to this decision point is through questioning. You are seeking to uncover your buyers' needs or pain points, against which you can position your product or service as the ideal solution.

Presence Characteristics, Traits, and Behaviors during the Exploration/Discovery Phase	Allows you to
<ul style="list-style-type: none"> ➤ empathy ➤ listening ➤ making good eye contact ➤ awareness of self and others ➤ genuine curiosity to know and understand 	<ul style="list-style-type: none"> ➤ be trusted ➤ facilitate ➤ speak truth to power ➤ collaborate ➤ be creative

Great presence is in the eye of the beholder. However, our internal environment (thoughts, feelings, physiology) create the experience for the other person as well. Deepening your self-awareness is the beginning place for increasing power over your presence. It is useful to become aware of what is working and not working for you on two dimensions: how you represent yourself externally behaviorally, and how you experience your internal environment.

How I showed up externally. Score yourself on how well you did the following:

- | | | | | | | |
|--|--------------------------|---------------|--------------------------|----------|--------------------------|-------------|
| ➤ Created/began to create trusting environment | <input type="checkbox"/> | Not this time | <input type="checkbox"/> | Somewhat | <input type="checkbox"/> | Did it well |
| ➤ Facilitated open, honest dialogue | <input type="checkbox"/> | Not this time | <input type="checkbox"/> | Somewhat | <input type="checkbox"/> | Did it well |
| ➤ Collaborated effectively | <input type="checkbox"/> | Not this time | <input type="checkbox"/> | Somewhat | <input type="checkbox"/> | Did it well |
| ➤ Inspired creative thinking | <input type="checkbox"/> | Not this time | <input type="checkbox"/> | Somewhat | <input type="checkbox"/> | Did it well |



Notes - capture some thought and ideas about things you will do the same and/or differently next time

Things that were happening for me, internally. Notice what was happening in relation to:

- Breathing was relaxed Not this time Somewhat Did it well
- Inner critic was kept at bay Not this time Somewhat Did it well
- Emotions didn't get in my way Not this time Somewhat Did it well

Notes - capture some thought and ideas about things you will do the same and/or differently next time
