

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

Score your coachee on how well you feel he/she 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 |

In the space below, capture your observations that conveyed the ‘right’ presence and a couple of presence spoilers. What did you notice about the following? Be specific.

Facial expression

Eye contact

Managed stress and tension

Stillness (no fidgeting or pacing)

Vocal variety (pace, monotone, upspeak)

Body Language (used appropriate gestures)

