

Presence and the Sales Process Observation – Self

(Use this assessment in conjunction with chapter two and four of Selling with Presence)

Meeting With: _____ Location: _____ Date: _____

4. Manage Resistance Phase

This phase of the sales process is associated with managing the client’s resistance to the insight or recommendation you have made. Resistance can come in many forms. It may be related to any number of things, including misunderstanding or confusion, dissatisfaction with the terms, timing, or perceived value of the offering. Whatever the reason or motivation, managing the buyer’s resistance relates to facilitating a conversation with the intention of navigating a way toward a successful outcome for both parties. In this phase the tasks include

- signaling a clear intention to understand the source of the conflict
- conveying a desire to work toward a resolution
- avoiding becoming defensive, going on the attack, or withdrawing mentally
engages the four Cs of successfully navigating conflict – Curiosity, Courage, Carefulness, Contribution

Presence Characteristics, Traits, and Behaviors during the Manage Resistance Phase	Allows you to
<ul style="list-style-type: none"> ➤ breathing ➤ empathy ➤ listening ➤ awareness of self and others ➤ curiosity to know and understand 	<ul style="list-style-type: none"> ➤ read the audience and adjust ➤ be flexible ➤ recover more quickly

Score your coachee on how well you feel he/she did the following:

- | | | | |
|---|--|-----------------------------------|--------------------------------------|
| ➤ Read the audience and adjusted behavior appropriately | <input type="checkbox"/> Not this time | <input type="checkbox"/> Somewhat | <input type="checkbox"/> Did it well |
| ➤ Demonstrated empathy (carefulness) | <input type="checkbox"/> Not this time | <input type="checkbox"/> Somewhat | <input type="checkbox"/> Did it well |
| ➤ Was genuinely Curious to know and understand | <input type="checkbox"/> Not this time | <input type="checkbox"/> Somewhat | <input type="checkbox"/> Did it well |
| ➤ Maintained focused listening (Courage) | <input type="checkbox"/> Not this time | <input type="checkbox"/> Somewhat | <input type="checkbox"/> Did it well |
| ➤ Offered Contribution | <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)
