

## Presence and the Sales Process Observation – Coach

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

### 1. Opening

During the beginning moments of a sales interaction, the focus is on making personal connections by getting to know or reconnecting with the people at the meeting. It’s also about creating the parameters and objectives of the meeting: the agenda and time, and the individual and collective desired outcomes. It includes:

- Creating a space for casual conversation to occur*
- Itemizing the agenda*
- Introducing the people*
- Giving the people on the buyer’s side the opportunity to introduce themselves*
- Stating or reiterating the time contract*

<b>Presence Characteristics, Traits, and Behaviors during the Opening Phase</b>	<b>Allows you to</b>
<ul style="list-style-type: none"> <li>➤ comfort in your own skin</li> <li>➤ awareness of self and others</li> <li>➤ projection of a sense of ease, poise, or self-assurance,</li> <li>➤ relaxed alertness</li> <li>➤ communication of values and beliefs</li> </ul>	<ul style="list-style-type: none"> <li>➤ show vulnerability</li> <li>➤ connect</li> <li>➤ engage</li> <li>➤ build meaningful relationships</li> <li>➤ establish credibility</li> </ul>

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

- Engaged with and connected well with meeting attendees Not this time Somewhat Did it well
- Established credibility through my presence Not this time Somewhat Did it well
- Showed vulnerability Not this time Somewhat Did it well

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

#### Facial expression

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#### Eye contact

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**Managed stress and tension**

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**Stillness** (no fidgeting or pacing)

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**Vocal variety** (pace, monotone, upspeak)

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**Body Language** (used appropriate gestures)

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