

# How To Achieve Your Sales Objectives

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Sales is a results business. To get results you must learn how to sell strategically.

## The Four Step Process

To sell, you must identify the people who will influence your sales process and win them over.

### 1 Define Your Unique Sales Proposition

- What you are selling?
- What value it provides?
- Why should the client buy it?

### 2 Identify The People Involved in the Sale

**Buyers:** Who decides to buy?

**Advocates:** Who can help you sell?

**Specialists:** Who will evaluate it?

**End Users:** Who will use it?

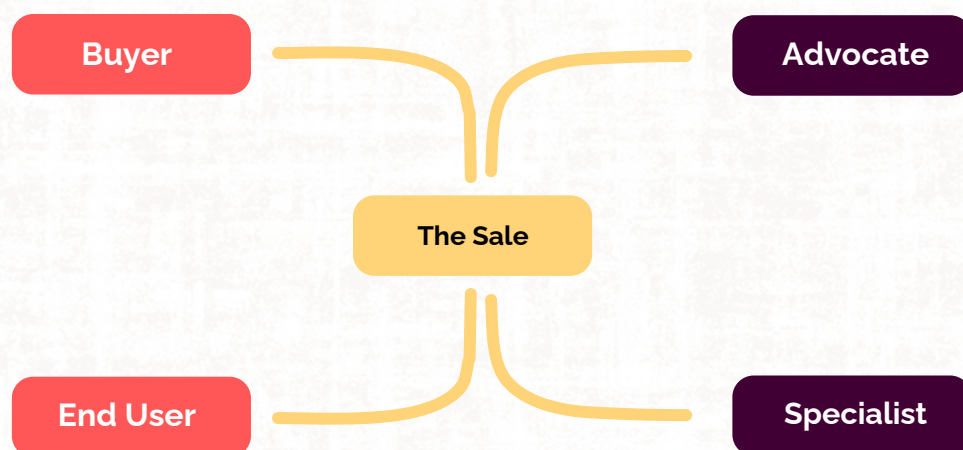
### 3 Understand Each Person's Needs

- What are their goals?
- What information do they need?
- How much support can they provide?

### 4 Understand Each Person's Influence

- Who has the power?
- Who has the trust of others?
- Who is the most resistant to change?

## The Sale Influencers



## The BASE Model

### B Buyers

Buyers have the power to buy what you sell.

#### Goals:

- Spend money wisely
- Pay the least amount possible
- Minimize risk to business and themselves

### A Advocates

Advocates guide you during the sales process.

#### Goals:

- Achieve a specific result
- Bring change to the organization
- Solve painful, long-lasting problems

### S Specialists

Specialist evaluate what you are selling.

#### Goals:

- Ensure it fits the needs
- Raise risks and address risks
- Become an expert in the specialty

### E End Users

End users judge how useful what you sell is.

#### Goals:

- Get work done
- Achieve set objectives
- Do meaningful and impactful work

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