



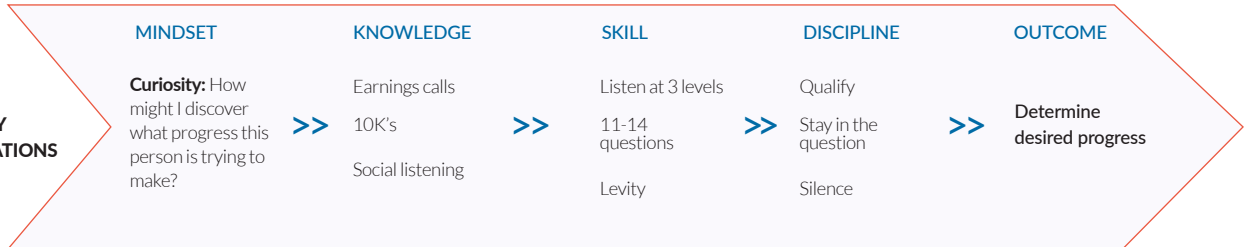
# 10 SALES CONVERSATIONS

## The 10 Sales Conversations

The best of the best salespeople lead sparkling conversations that get the job done. What makes them the best of the best is the recognition that there is not just one type of conversation. Just as an elite athlete knows that a certain “play” may unfold a number of different ways, elite salespeople are great at executing 10 different types of sales conversations. Each of the different types of conversations requires a different mindset, a different set of knowledge, skill and discipline in order to execute it well, and drives toward a different outcome. Which conversation will you be in today? Tomorrow?



### DISCOVERY CONVERSATIONS



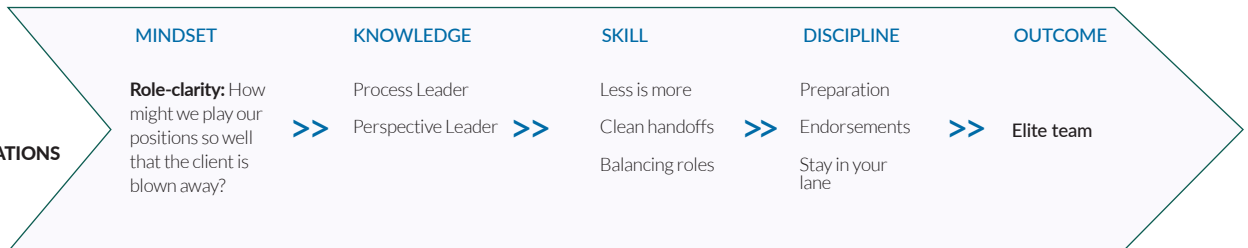
### BIG CONVERSATIONS



### PRESENTING CONVERSATIONS



### TEAM CONVERSATIONS



### TEACHING CONVERSATIONS



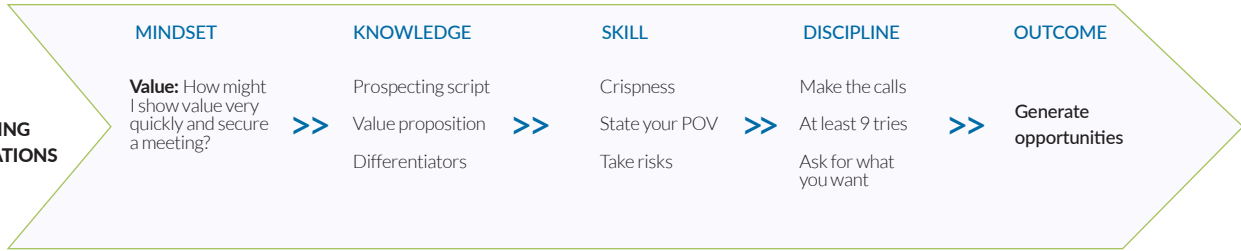
BE MAGNETIC



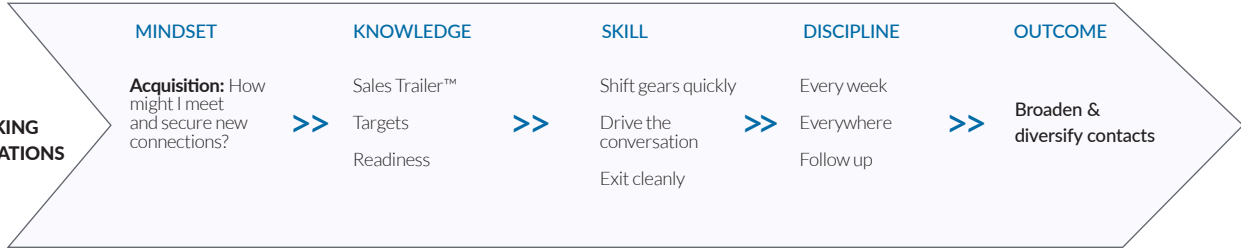
# 10 SALES CONVERSATIONS



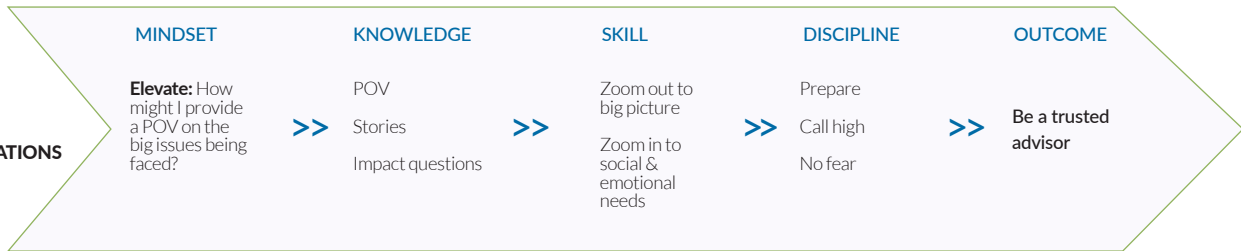
## PROSPECTING CONVERSATIONS



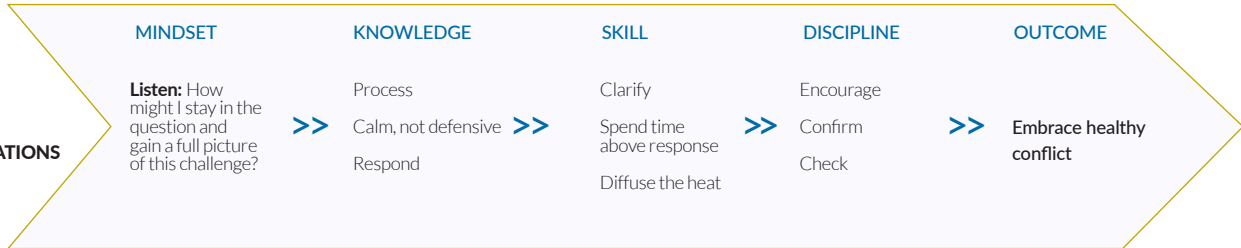
## NETWORKING CONVERSATIONS



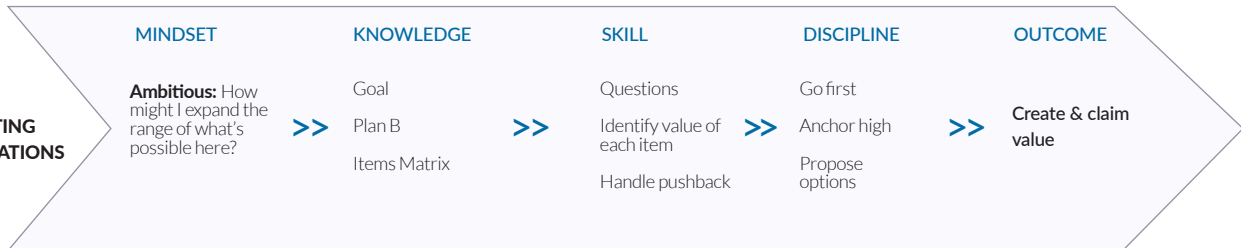
## C-SUITE CONVERSATIONS



## DIFFICULT CONVERSATIONS



## NEGOTIATING CONVERSATIONS



BE UNSTOPPABLE