

INSIDE SALES®

An approach to selling with a fundamentally different focus: buying

In sales, where you are only ever as good as your last deal, the pressure to perform is constant. With a clear sense of direction and the right tools to hand, sales professionals can learn not just to withstand pressure, but turn it to their advantage.

To help them achieve this, the Gazing Inside Sales System takes a fundamentally different approach. Conventional sales training tends to focus on techniques that salespeople can use to “control” their customers’ behaviour and close the sale. In contrast, our System is based on the simple observation that the decision to buy always takes place inside the customer’s head. In short, our focus is not on how to sell, but on how people buy.

Taking this as its starting-point, Inside Sales maps out the customer’s journey towards making a decision to buy, showing how they pass through an entirely predictable and consistent sequence of psychological states. By understanding where they are on this journey, and what is likely to be going on inside their heads, an effective salesperson can help move them towards the desired destination.

Inside Sales: System Structure

Who is it for?

Anyone involved in sales, from new recruit to seasoned professional.

How many?

Around 12 participants works best - but we’re flexible.

What’s involved?

Every Gazing System is delivered in three main phases:

1. Discovery: working closely with you to define specific objectives, and clarify the key pressure points affecting performance
2. Introductory workshops: introducing the key principles, maps and tools that make up our Sales System; usually based on a 3 day format
3. Implementation: ongoing support, including a programme of 12 customised modules, to develop and consolidate Inside Sales skills

Gazing: Systems for improved performance under pressure

Gazing Performance is an international business currently working with clients in over 60 countries to deliver sustainable improvements in performance. Across the fields of business, sport and education, we help individuals and teams to maximise their potential and achieve better results, whatever the pressures they face. We do it by devising and implementing systems that give people the direction, the insight and the practical tools they need to deliver their best when it really counts.



Gazing Performance Systems International Limited

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In addition to Sales, Gazing Performance Systems cover: Management, Leadership, Customer Service, Sales Management, Strategic Account Management as well as Education and Sport.

Find out more at www.gazing.com

The Gazing Inside Sales System

Like all Gazing Performance improvement Systems, Inside Sales works on three levels to help people optimise their natural talent and acquired skills consistently when the pressure is greatest:

1. Seeing the big picture

Gazing Systems begin with key principles that provide a sense of direction. Here, the “big picture concept” is that the location of the sale is always inside the customer’s head. So the first thing participants learn is to recognise that customers may have different mind-sets in relation to making a purchase; and that only by locating where they are in the decision-making cycle - which can be seen at a glance using the Gazing Inside Sales map - can the seller be sure of using the appropriate strategy.

This may sound straightforward, but the key principles of Inside Sales are in sharp contrast to the standard “one size fits all” approach to sales. Without any insight into the individual customer’s needs and desires, it’s all too easy for salespeople to fall into basic and highly counter-productive errors, such as focusing on irrelevant product or service features rather than specific benefits, and rushing ahead to try and close long before the customer is ready to make a decision.

2. Understanding the framework

On a single page, the Inside Sales map provides a solid and consistent framework that can be applied in any selling situation. It shows the four main stages a customer goes through in reaching a decision to buy, the key obstacles that block progress at each stage, and the most effective strategy for overcoming them.

In addition, the map helps salespeople understand the two main “traps” that can cause customers to fall out of a sale, at any point - and what to do to prevent this happening. Resistance, for example, has three main causes, each of which sellers can learn to identify and counter-act.

Overall, this framework enables salespeople to be far more skilful in all they say and do, responding in real time to the specific dynamics of each sales call. This is of particular value in seemingly complex situations. For example, if a sales call is going well but the customer seems reluctant to make a final commitment, the salesperson will understand why - and will therefore be far better placed to take the appropriate steps to move things forward.

Another benefit of a consistent framework is that it’s understood by all members of a sales team, making it much easier for individuals - and the group as a whole - to share ideas and support each other.

3. Using the right tools

Finally, we introduce participants to the third key component in the Inside Sales System, two practical tools called the Proposal Planner and the Strategic Selling Scorecard. During the introductory workshop, participants are shown how these can help them quickly and effectively analyse a deal to identify the most important next steps and how to take them. But it’s during the implementation phase that, with our ongoing support, salespeople learn to use the system tools with real skill, to ensure continuous improvement in performance.



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Results and benefits

The Gazing Inside Sales System will permanently change the way your salespeople think, feel and behave in their daily working lives. As a direct result of these changes, you will see a measurable and sustainable improvement in sales performance. (Just ask if you want to see the evidence to support that claim.)

More specifically, at the end of the introductory workshop, every participant will have:

- A clear understanding of the key principles involved in customer-focused selling
- A working knowledge of the Inside Sales map and the two main tools, the Proposal Planner and the Strategic Selling Scorecard
- A new awareness of the major “traps” to avoid in selling and how to deal with them when they do arise
- A clear diagnosis of the state of their current lead deals, identifying the most important next steps towards a final discussion
- A platform for developing optimum individual and team sales performance.

And there’s another valuable long term benefit. Conventional sales techniques can often seem calculating or manipulative. In contrast, the Inside Sales approach is open and transparent, based as it is on understanding and responding to customer needs. The result may be harder to measure than short term sales uplift, but our clients tell us that our system enables them to build better, more enduring customer relationships.

Why maps are the way to go

Maps are the single most distinctive and innovative feature of the Gazing approach. We believe they are, quite simply, the most powerful and practical form of communication available. There is nothing theoretical about a map; it shows where you are, where you want to be, and how to get there. It helps get you moving in the right direction. And, best of all, you don’t need to be taught how to use a map; from the moment it’s in your hands, you can start using it.

Unlike maps of physical terrain, ours represent a mental landscape; and since the broad principles of how the human mind works don’t change, a Gazing map will never become out of date. This universal quality also explains why many participants find that our maps can be useful in all kinds of situations, not just professionally but also within their personal lives.



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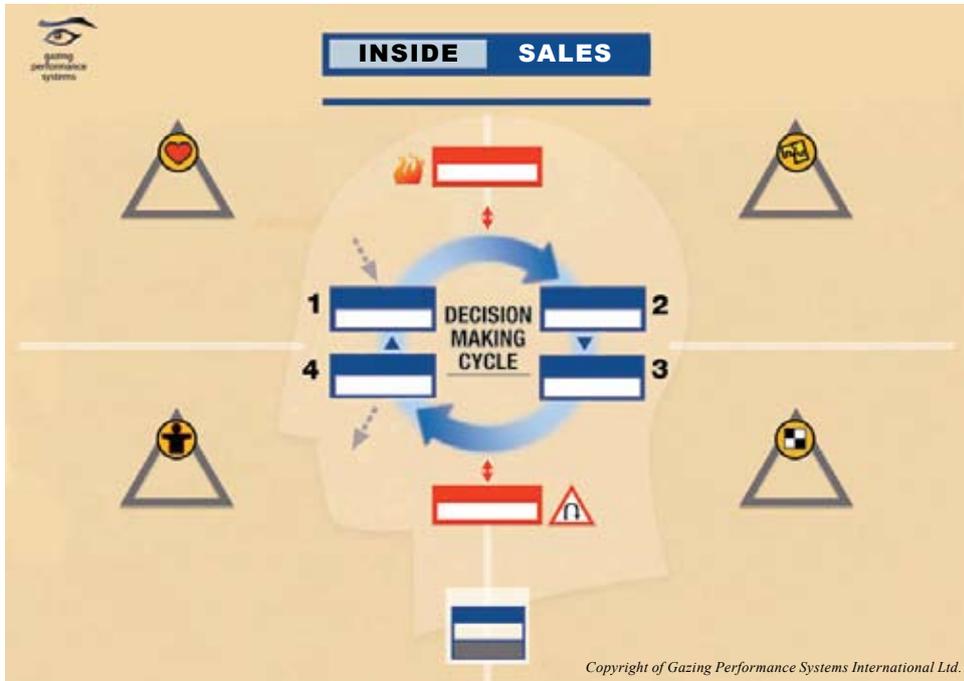
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“**Before going into this year my average deal size was \$25k, it is now up around \$400k!**”

Xerox UK

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“The techniques that we learnt in the Gazing Performance System form the backbone of our department. The team believe in them and use them everyday. It has significant impact on the performance of the team, not only in terms of sales, where the numbers have gone up, but the team feels less stressed too.”

Avis



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