

MANAGER'S MEETING GUIDE

CREATING VALUE BY STACKING BENEFITS

BEFORE YOUR TRAINING MEETING

1. At least a week in advance, select a person to lead the training meeting on this topic. Send an e-mail, voice mail, or memo inviting your team to the meeting, and inform them who the leader will be. Also, remind them to complete the week's listening assignment.

Date of training meeting: _____

Time of training meeting: _____

Leader's Name: _____

I have invited my team.

2. Listen to this week's audio lesson.

I have listened to "Creating Value by Stacking Benefits."

3. Key Coaching Points for this week's training meeting:

- Applicants object to the commitment when they believe the value they would receive is less than what they have to give up to receive the benefits.
- Prevent the commitment from becoming an issue by focusing on the benefits, not the commitment.
- Use the Benefits-Stacking Formula to build value and reduce the perception of commitment.
 - Benefit
 - Benefit
 - Benefit
 - Commitment
 - Benefit
 - Benefit
 - Benefit

4. Follow up with the guest leader.

Several days in advance of the scheduled meeting, check in with the individual whom you have chosen to lead the training meeting on "Creating Value by Stacking Benefits." Ensure that he/she has the support needed (materials, supplies, etc.) and that he/she has a solid understanding of the content to be presented. Share the Topics for Discussion/Action on the next page with the individual.

5. Get ready for the training meeting the day before it's going to be held:

- Make sure the meeting room seating is arranged for group discussion.
- Be sure to have at least one large whiteboard and/or flip chart with markers.
- Send an e-mail, voice mail, or memo reminder to your team.

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Topics for Discussion/Action at Your Training Meeting on “Creating Value by Stacking Benefits”

- Before learning about the Benefits-Stacking Formula, how did you present the benefits and the commitment?
- On the average, how many problems, issues, or needs (stars) do you try to uncover from each applicant?
- How comfortable are you with using the Benefits-Stacking Formula? If you are not comfortable, why do you think you feel that way?
- Which of the six tips for preventing the commitment from becoming a major issue do you already use?
- What mistakes do you think you sometimes make when presenting the commitment?
- Role play presenting the commitment and use the Benefits-Stacking Formula.

SALES SUCCESS WORKSHEET

CREATING VALUE BY STACKING BENEFITS

I listened to “*Creating Value by Stacking Benefits.*”

- Before learning about the Benefits-Stacking Formula, how did you present the benefits and commitment to your applicants?

- Which of the six tips for preventing the commitment from becoming a major issue do you already use with your applicants?

- Which of the six tips that you haven’t been using do you think you will start using? How do you think it will help you?

- What’s the biggest challenge you have when it comes time to present the commitment?

- Bring this worksheet to the next training meeting and be prepared to discuss your answers.