

NAHAD 2023

**39TH ANNUAL MEETING
& CONVENTION**

April 29 – May 3

ATLANTIS PARADISE ISLAND

Paradise Island, Bahamas

PLEASE WELCOME

Patrick Finnegan

Market Director & Senior Trainer

Dale Carnegie, North Central US

5 Keys to Selling and Influencing



Why is it hard to
influence people?



Selling Requirements

- Attention
- Time
- Interest
- Engagement
- Urgency

Elevating the Dialogue

As a group, discuss and move these topic areas into the **rank order** that your group believes a business owner or executive would see as **most strategic down to most tactical**.

These are the words you will see on your whiteboards (in alphabetical order):

Challenges
Goals
Industry
Needs
Position
Strategy
Wants



Elevating the Dialogue



**First Way to
Get Attention:**

**Help Them
See the Forest
for the Trees**



**Second Way
to Get
Attention:

Stronger
Relationships**





Time & Attention

1. Give honest, sincere appreciation.
2. Become genuinely interested in other people.
3. Begin in a friendly way.
4. Try honestly to see things from the other person's point of view.
5. Let the other person do a great deal of the talking.
6. Show respect for the other person's opinion. Never say, "You're wrong."
7. If you're wrong, admit it quickly and emphatically.
8. Make the other person feel important and do it sincerely



FIRST GEAR

MACK



Batteries Included



Working Lights



Realistic Sounds

FORCE
America INC.

Ages
3+

Mack Granite Dump Truck

WARNING:
CHOKING HAZARD - Small parts.
Not for children under 3 years.

1st
FIRST GEAR



FORCE
America

Ages 3+

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A dimly lit bar scene where a group of people are socializing. In the foreground, a wooden table is set with several glasses of beer, a bottle of beer, and a small potted plant. In the background, a man in a brown jacket and a woman in a light-colored blazer are talking. To their right, two more men are engaged in conversation, one in a grey blazer and another in a dark leather jacket. The overall atmosphere is warm and professional.

Connecting & Networking



Influence

1. Give honest, sincere appreciation.
2. Become genuinely interested in other people.
3. Show respect for the other person's opinion. Never say, "You're wrong."
4. If you're wrong, admit it quickly and emphatically.
5. Begin in a friendly way.
6. Let the other person do a great deal of the talking.
7. Try honestly to see things from the other person's point of view.
8. Ask questions instead of giving direct orders.
9. Make the other person feel important and do it sincerely



Action

Which principle could you demonstrate more of?

**Second Way
to Get
Attention:**

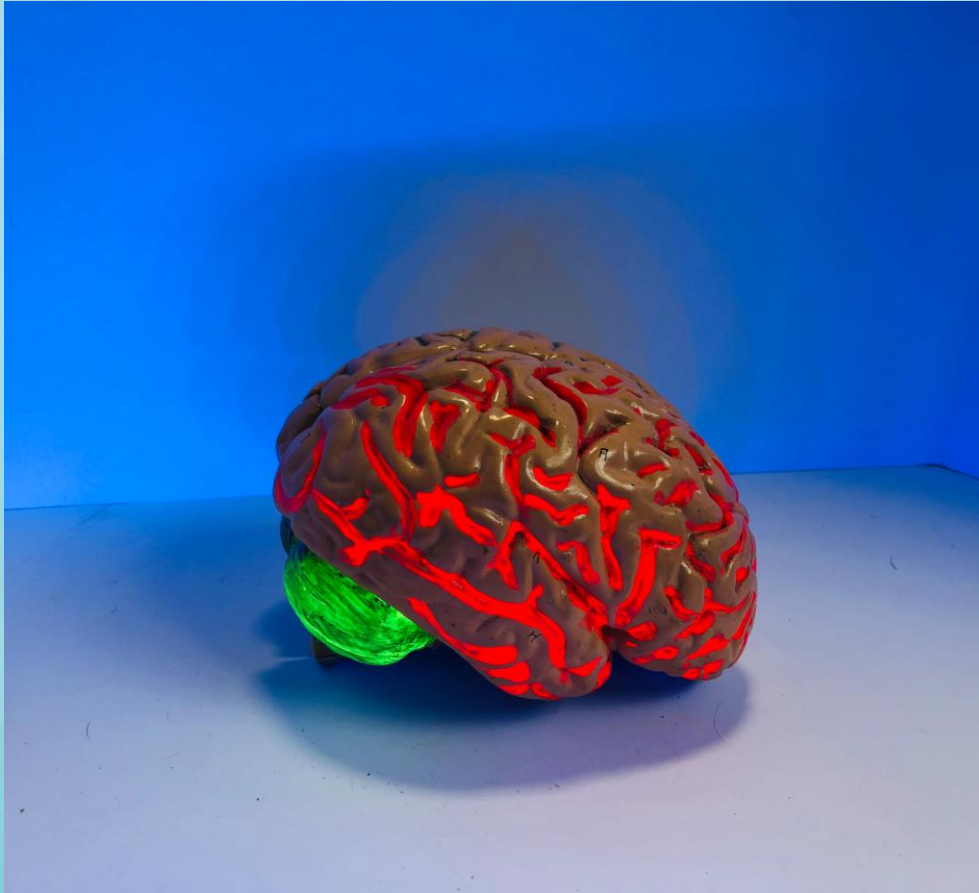
**Stronger
Relationships**





Gaining Interest:

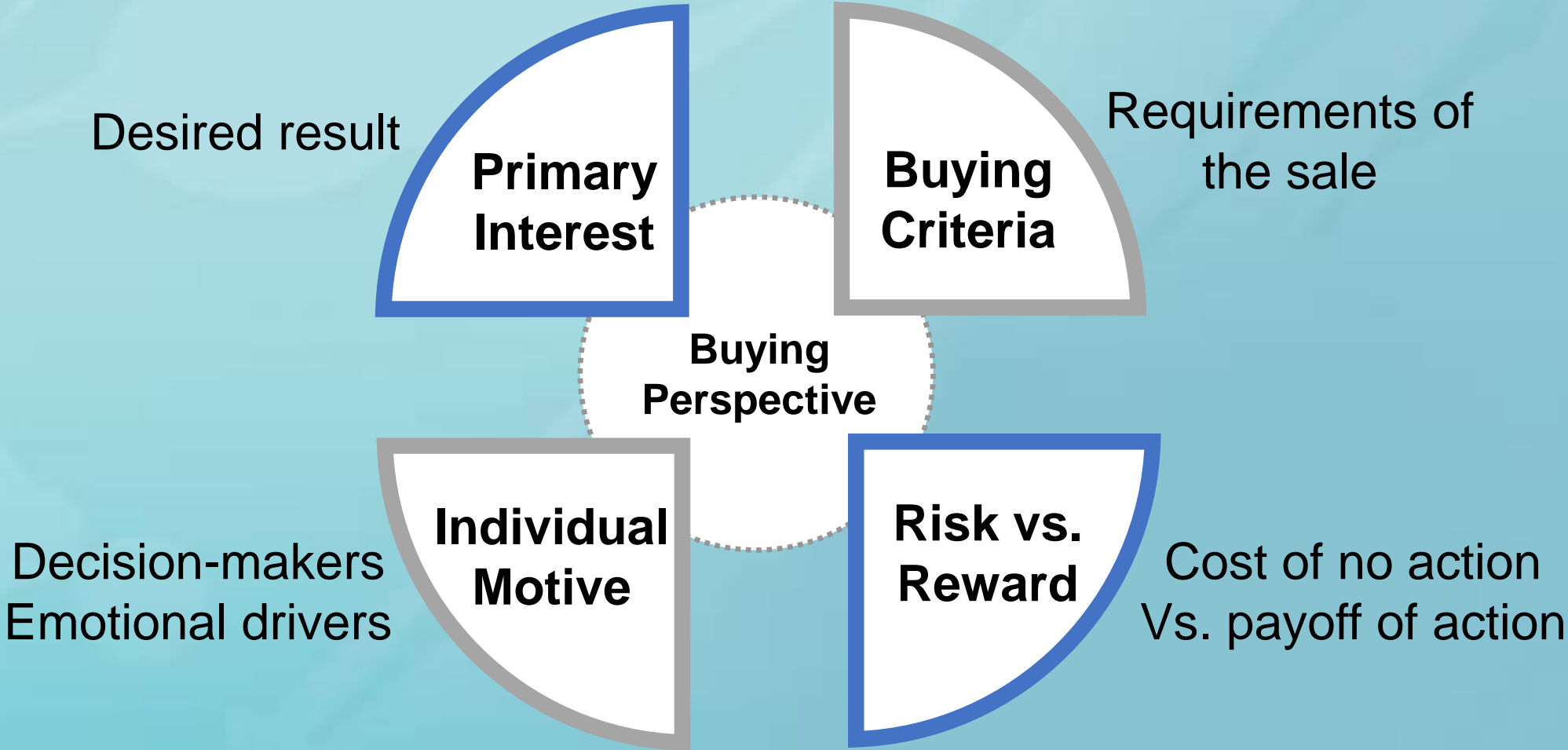
Ask Simple Thought-
Provoking Questions



**Gaining
Interest:**

**Understand the
Back of the
Brain**

Needs Analysis



Connect

1. Rank your ability to ask sales questions between 1-10?
2. Ideally where would like it to be?
3. What needs to change?
4. What would be the value for you if were able to improve in that area?



Elevating the Dialogue

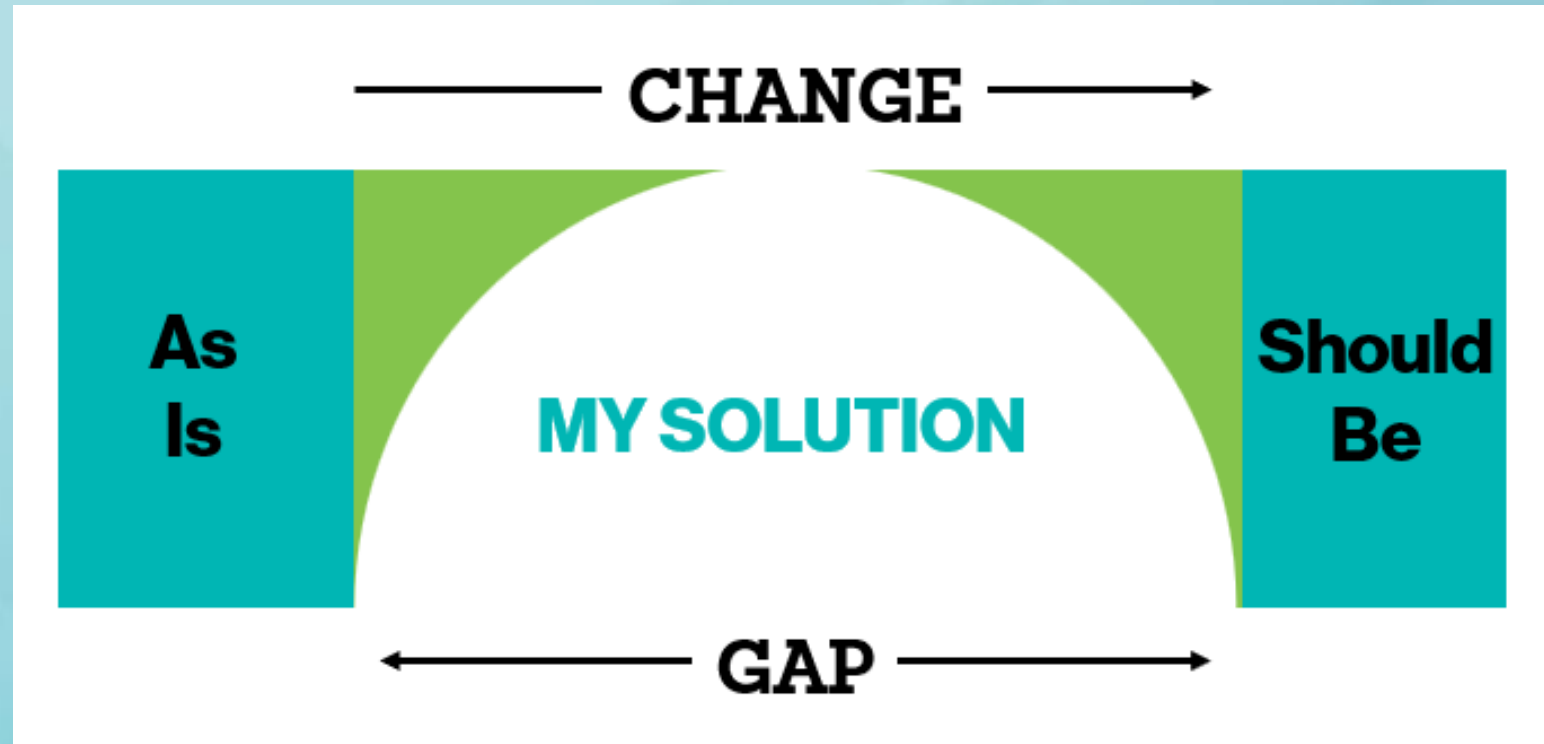


Connect

1. Rank your ability to ask sales questions between 1-10?
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Stakeholder's Gap



Questioning Model

QUESTIONS

Payout

Change

Should Be

As Is



Connect

1. Rank your ability to ask sales questions between 1-10? **AS IS**
2. Ideally where would like it to be? **SHOULD BE**
3. What needs to change? **CHANGE**
4. What would be the value for you if were able to improve in that area? **PAYOUT**



As-Is Questions

Implications

Payout

Change

Should Be

As Is

As-Is Questions

How has (pre-approach info) impacted your operation?

Who are your current providers? How to did you select them?

Why did you start to (pre-approach)?

What would you change about your current providers?



Should Be Questions

Implications

Payout

Change

Should Be

As Is

Should Be Questions

How will those impact you?

Where would you like to be six months from now? A year?

What changes would you like to see?

What other factors are important to you?



Change Questions

Implications

Payout

Change

Should Be

As Is

Change Questions

What is preventing you from moving forward with your initiatives?

What constraints are you under right now?

What else would be important to consider?

Who needs to support this, in addition to you?



Payout Questions

Implications

Payout

Change

Should Be

As Is

Payout Questions

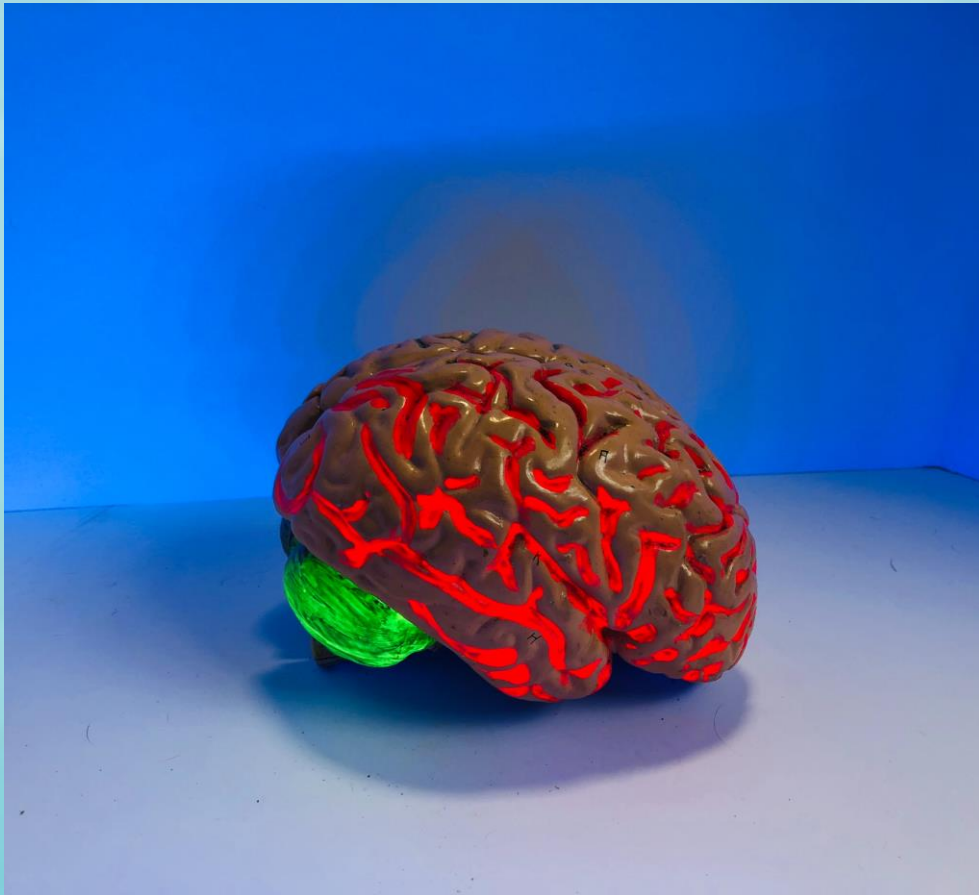
If you're able to (Should Be), what impact will that have on your company/team?

What could happen when you're able to (Should Be)?

What would you do with the additional time/revenue/resources saved?

What would achieving the outcome allow you to do?





**First Way to
Get Interest:**

**Understand the
Back of the
Brain**



Group Exercise

Share 2-3 provocative questions that might generate a strong response related to this conference.



Selling Requirements

- **Attention**
- **Interest**
- **Engagement**
- **Urgency**

**First Way to
Get
Engagement:
Be Relevant**



**Second Way
to Get
Engagement:
Be Concise**



**First Way to
Get Urgency:**

**Invite
Resistance**



Common Customer Objections



Cushions

Cushions do...

- Allow time to think
- Show you listened
- Empathize

Cushions don't...

- Agree
- Disagree
- Answer

Respond to Objections

1. Cushion
2. Clarify
3. Cross-check
4. Reply
5. Trial close



When would this work/not work?



Second Way
to Get
Urgency:

Always. Get.
Commitments.





Selling Requirements

- Attention
- Time
- Interest
- Engagement
- Urgency



Recommended Reading

- Never Split the Difference, Chris Voss
- Flawless Consulting, Peter Block
- How to Win Friends and selling People, Dale Carnegie
- To Sell Is Human, Daniel Pink



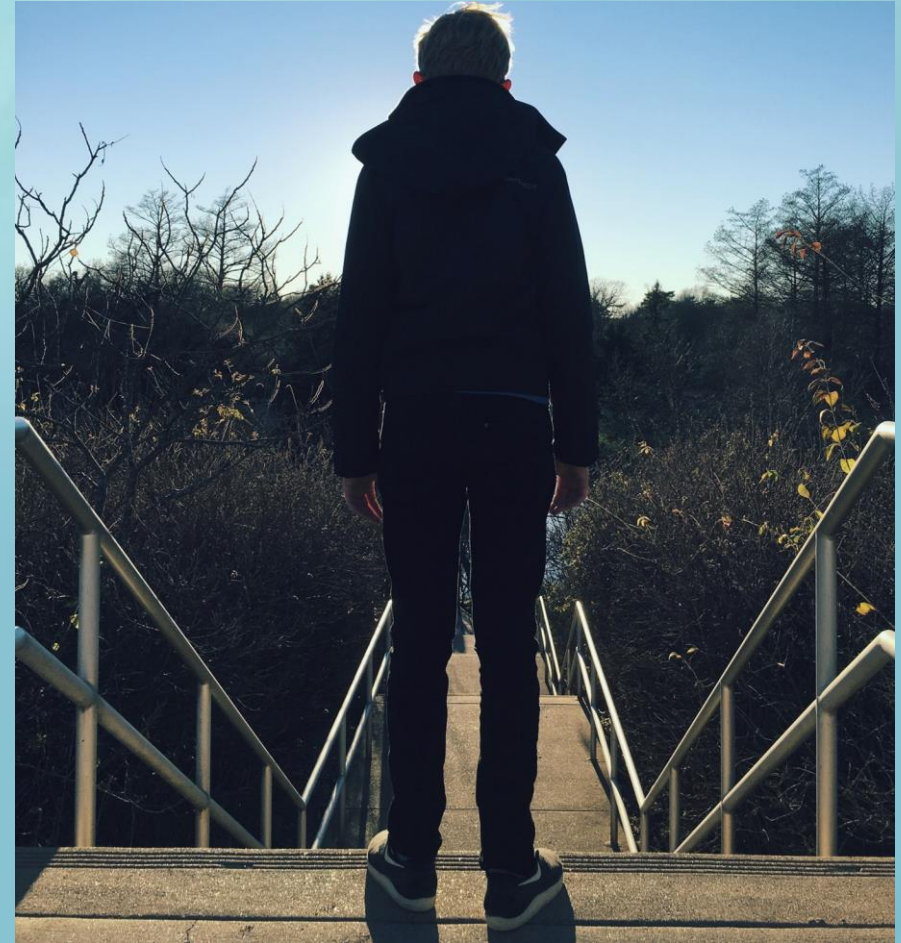
“Knowledge isn’t power until it’s applied”

- Dale Carnegie



Growth Area

- Let's assume you have undiscovered greatness...
- How could you apply one of the selling requirements as you guide your customers/stakeholders?





Action



Tim Ferriss @tferriss

“Inaction breeds doubt and fear. Action breeds confidence and courage. If you want to conquer the negative elements in your life, don’t sit at home and think about it. Go out and get busy!”

— *Dale Carnegie*

CONTACT INFO

Patrick Finnegan

Patrick.Finnegan@dalecarnegie.com

LinkedIn: Patrick Finnegan

