

THE FASTER APPROACH

An
organized look
through your complex
sales cycle.

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Plenty of sales tactic and methodology books are available to us, filled with layers of advice on the best way to treat your sales cycle. But translating dated scripts and generic concepts about customer motivations can be difficult. Even experienced salespeople with all of the above knowledge can meet snags and delays through a complex sales cycle. Sometimes we just need a strategy for one specific customer. While market and customer intelligence is important, if we get on the phone without a plan, or worse, conduct a meeting without a plan, we can easily get lost in the process.

Rather than hordes of tips, tactics and general ideas about sales, The F.A.S.T.E.R. Approach provides a step-by-step guide through one individual sales cycle, from the first point of contact with a prospect to a signed contract. The thoughtful and self-guiding nature of The F.A.S.T.E.R. Approach can help you handle any variant of obstacles that might appear without losing sight of the end goal. Throughout the book, real life experiences from my career and others are used as points of reference for learning and customer examples. This tried and true methodology will teach you how to handle each sale carefully and skillfully.

**With a focus on efficient activity and mutually-beneficial relationships,
The F.A.S.T.E.R. Approach will help you gain
confidence in your craft, along with a growth in your
paycheck!**



What to expect from this book...



Real Life Experiences

... give a true to life representation of how these skills can be utilized.

- Learn from client experiences within my own career that benefited from a smart efficient use of this methodology.
- Learn from industry thought leaders, such as Tim Ferriss, Mark Suster, Jon Burgstone, Dave Stein, along with a number of studies, leading sales management writers, and business intelligence experts.
- Apply the wealth of research and vetted advice to your client relations with profitable and positive results.

Flexible Execution

...works within any business model, both individually and at a team level.

- Develop an organized sales plan that adapts to your product, customer base, and sales cycle.
- Hone techniques that are specifically valuable to your industry, by efficiently learning more about your customer and their needs.
- Establish tools for training that can be implemented company wide.

Empowering, Positive Support

...highlights that a successful sales career is possible for anyone.

- Develop an organized sales plan that adapts to your product, customer base, and sales cycle.
- Hone techniques that are specifically valuable to your industry, by efficiently learning more about your customer and their needs.
- Help sales beginners with little to no experience build a solid sales plan to carry throughout their career.

Questions Answered... *Throughout The FASTER Approach*

Find The Need

How do I know what my customer wants?

How do I help my customer discover their problem?

How do I start a relationship with my potential customer?

Articulate the Solution

How do I teach the customer about my company's solution?

How do I beat my competition?

How do I create a relevant and enticing demo?

Spark A Fire

How do I move through a delay?

How do I keep the customer interested?

How do I display my products immediate value?

Tag Your Advocate

Who is my champion?

How can I educate them to help me?

How do I find other external advocates?

Enter The Fray

How can I better understand my customer's process?

What should I know about my competitors?

How do I handle resistance from other sources?

Regulate The Sale

How much time should I dedicate to each potential deal?

How do I juggle so many prospects at once?

How do I learn from the deal I just made?

The F.A.S.T.E.R. Approach is easy to consume, relevant to any industry, and based in real experiences. This e-book is designed to answer all of the questions above to provide you with the tools to quickly make gains in your career and your profits.