

# Strengths-Based Selling

## Concepts and coaching questions

(Worksheet content inspired by CliftonStrengths (Gallup) and Strengths-Based Selling by Tony Rutigliano and Brian Brim.)

### Seller's Style - Top 3 Questions

#### Influencing

- How might you use your 'stage presence' to wow a prospect? (Woo, Communication, Command)
- What compelling storytelling might you use to enhance the sales relationship? (Communication, Woo)
- How can you create momentum (Activator) and improvement ideas (Maximiser) to solve your client's most important problem?

#### Strategic Thinking

- How will you leverage your expertise and product/service knowledge to impress your prospect?
- What level of detail might be appreciated from your client?
- How will you think through your customer/prospect's greatest problem or vision of the future, and how your service/product will help them find the right solution for them?

#### Relationship Building

- How will you use these themes to understand your client/prospect intimately?
- How will they know you care deeply about their success?
- What talents do you admire most in your client/prospect, and how will you let them know?

#### Executing

- What promise can you make and keep with your prospect that will build some loyalty between you?
- How hard are you willing to work, and what resources will you orchestrate to help solve your customer's greatest challenge?
- What ethical principles will you proactively use to build your integrity in the eyes of the prospect?

## Customer/Prospect's Strengths:

### Influencing

- How will your product or service boost their reputation (ego)?
- How might your product or service lift your prospect's ability to influence others?
- Why is your product or service the perfect incremental improvement to their life or business right now? (Maximiser)

### Strategic Thinking

- What information does your prospect value and need in order to make a purchasing decision?
- How will your product or service make your prospect more of an expert than they already are?
- What problem or challenge does your product or service help anticipate or solve?

### Relationship Building

- Who does your prospect trust and need to consult before making their purchasing decision?
- Who else might be included in the buying process?
- How will you make the decision to buy easy in light of your prospect's natural talents? (Individualisation, Developer)

### Executing

- How do they perceive kept or broken promises?
- How will your product/service make them more efficient?
- Why is Trust and Values so important in the selling process?

## Domain Grid for Strengths-Based Selling

	Buyer's Executing	Buyer's Influencing	Buyer's Relationship Building	Buyer's Strategic Thinking
Seller's Executing	Mutual Achievement & Efficiency	Promise to Promote	Loyalty Based on Hard Work	Work Hard to Gather Data
Seller's Influencing	Momentum to Achieve More	High Energy Exchange	Energetic Trusted Friendship	Dazzling Evidence-Based Storytelling
Seller's Relationship Building	Cheerleading Achievements	Enhancing Talent & Energy	Best Friend Success	Building Expertise
Seller's Strategic Thinking	Information to Achieve More	Information to Persuade	Information to Connect	Expert Exchange

## 34 Strengths-Based Selling Questions: (Seller's Talent Perspective)

### Influencing

1. Activator - What new momentum might this product/service bring to your prospect's life/business?
2. Communication - How will the eloquence of your sales conversation positively influence the buying decision?
3. Command - How will your position as an informed authority about your product/service impress your prospect?
4. Competition - How can you turn Sales into a game that only you can win?
5. Maximiser - What can you do specifically in your sales conversation to improve the life/business of your prospect? / How will your product/service create excellence in the life/business of your prospect?
6. Self-Assurance - How will your confidence in your product/service raise the potential for your prospect to buy from you?
7. Significance - How will your sales legacy be remembered?
8. Woo - What rapport-building skills can you use to really get to know your prospect quickly?

### Strategic Thinking

1. Analytical - What data/evidence will you use to sell your product/service?
2. Context - What historical stories can you tell about the effectiveness of your product/service? Why is the development history relevant to your prospect?
3. Futuristic - What vision does the prospect have for their life/business and how does your product/service help them realise their vision?
4. Ideation - What creativity and 'spark' can you bring to your sales conversations?
5. Input - What information can you research about your prospect before the sales conversation? How will you make them aware of your efforts to get to know them/their business?
6. Intellection - When do you schedule thinking time before you engage in each sales conversation?
7. Learner - How can you use your Learner to better understand your prospect's key needs, and align these to the benefits of your product/service?
8. Strategic - What options does your prospect have in their buying decision, and why is yours the ONLY option?

## 34 Strengths-Based Selling Questions: (Seller's Talent Perspective)

### Relationship Building

1. Adaptability - How might your 'go with the flow' allow you to react to the random information requests from prospects (and deal with rejection)?
2. Connectedness - If everything happens for a reason, how are you meant to serve each an every prospect that you meet?
3. Developer - What is your Greatest Strengths that deserves developing to accelerate your sales performance?
4. Empathy - How will you assess how your prospect is feeling on the day of the sales conversation, and how will you adapt your approach accordingly?
5. Harmony - How will you build consensus with your prospect, and win agreement at every stage of the sales conversation?
6. Includer - Who else might be involved in the buying decision, and how will you secure an audience with each of them?
7. Individualisation - What natural talent do you spot in your prospect, and how might your product/service further enhance that talent?
8. Positivity - How will you lift the spirit of your prospect and make buying from you the most positive and uplifting experience?
9. Relator - How can you become your prospects trusted advisor?

### Executing

1. Achiever - How will your tenacity and work ethic influence your sales funnel energy?
2. Arranger - How might you use this theme to juggle all of your prospect opportunities and consistently advance each one?
3. Belief - Why might your Principles/Values be relevant to your sales relationships? How could you make this a Dramatic Point of Difference?
4. Consistency - How will you ensure that your prospect offers are fair and equitable across all situations and time?
5. Deliberative - Why will your care and caution in making great decisions help you anticipate the needs of each prospect?
6. Discipline - How will you use your Discipline to schedule your sales conversation for maximum impact?
7. Focus - How will you know when a sale is 'closed', and delivery of product or service has been scheduled and executed?
8. Responsibility - Why will 'keeping your promises' be a powerful approach to building and maintaining prospect/client relationships?
9. Restorative - What prospect problem can you identify that your product/service is ideally suited to solve?