

A photograph of three people in a meeting is located on the left side of the image. A man with short dark hair and a beard, wearing a tan blazer, is looking towards the camera. He is sitting at a wooden table with a laptop. To his left, a woman with curly brown hair is seen from the back, and another man with glasses is partially visible. In the background, there is a corkboard with several sticky notes. A large, thick orange diagonal line runs from the top right towards the bottom left, crossing the entire image.

Pillar 1: **Teach** for differentiation

What to expect from today

1

Develop a commercial teaching pitch that leads to your unique solution

2

Refine the 6 steps of the commercial teaching pitch

3

Develop the capability to develop bold insights

“

***It's not
about
you***

”

The Inception Effect



01

**‘Lead to’ with the
commercial teach**



How to successfully plant a new idea



Deconstruction of the commercial teaching pitch

1. Warmer
2. The Reframe
3. Rational Drowning
4. Emotional Impact
5. A New Way
6. Your Solution

“I understand what you’re going through”

“The problem behind your problem”

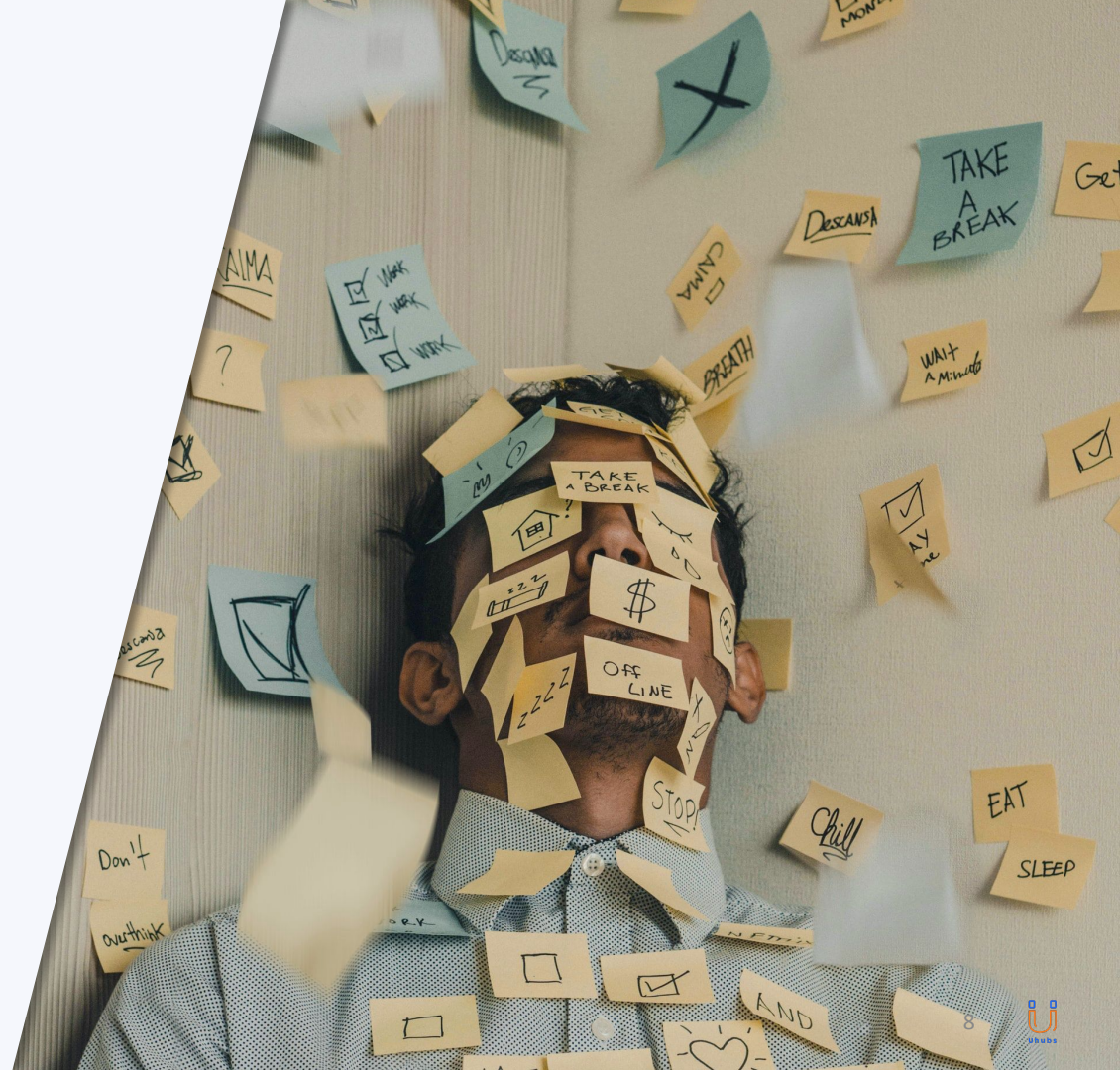
“Not just shocking. Also true.”

“Objects in the mirror appear different now”

“What they’ve all been waiting for”

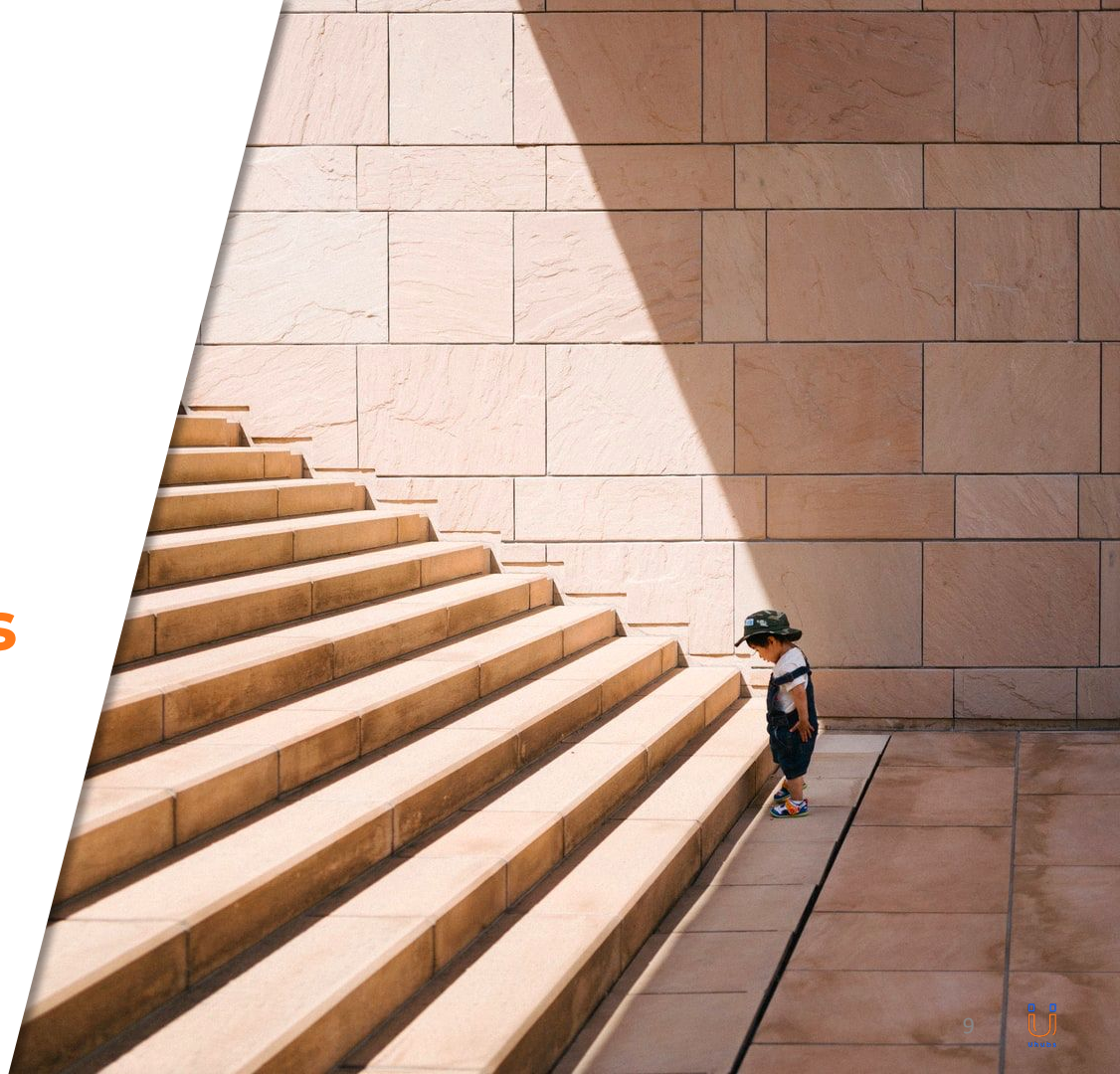
“We have the tools you need to solve your problem”

Engage the *rational* and the *emotional*



02

Refine the 6 steps



The Warmer

Build Credibility by demonstrating empathy

- Establish relevance
- Demonstrate expertise
- Create curiosity
- Use Interactivity



Exercise

“How do our customers think about their business?”

- What are their felt needs?
- What pressure do they feel?
- What are their day-to-day jobs?
- What are the biggest obstacles they're facing?



The Reframe

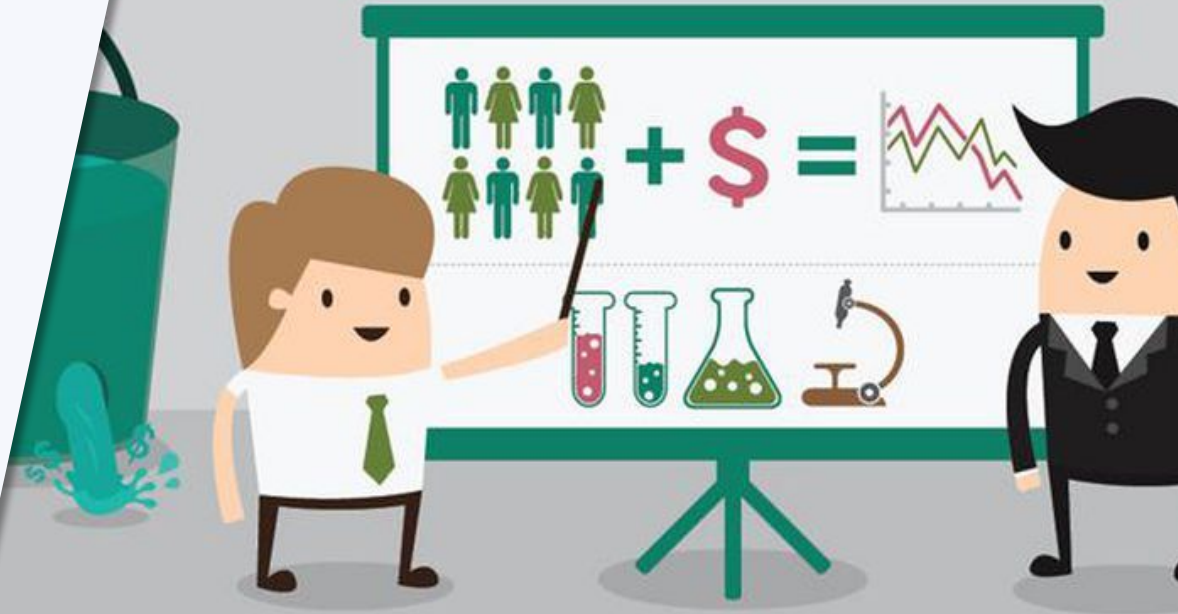
Highlight the unrecognized problem, need, or assumption.

- Stay relevant
- Be surprising
- Show excitement
- Deliver with poise

Rational Drowning

Gradual intensification of the problem both in degree and closeness.

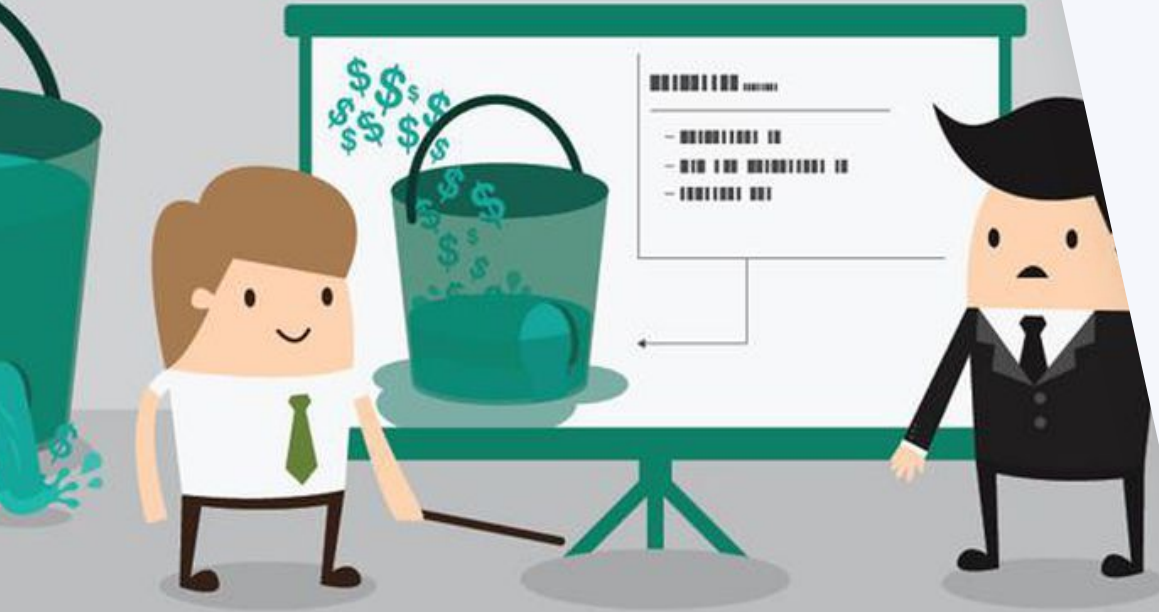
- Make clear connections
- Visualize Data
- Check for understanding
- Keep it rational



Emotional Impact

Psychological features of the problem or presence in the individual's workflow

- Relate to pain
- Do your homework
- Tell a story
- Use images when possible



Exercise

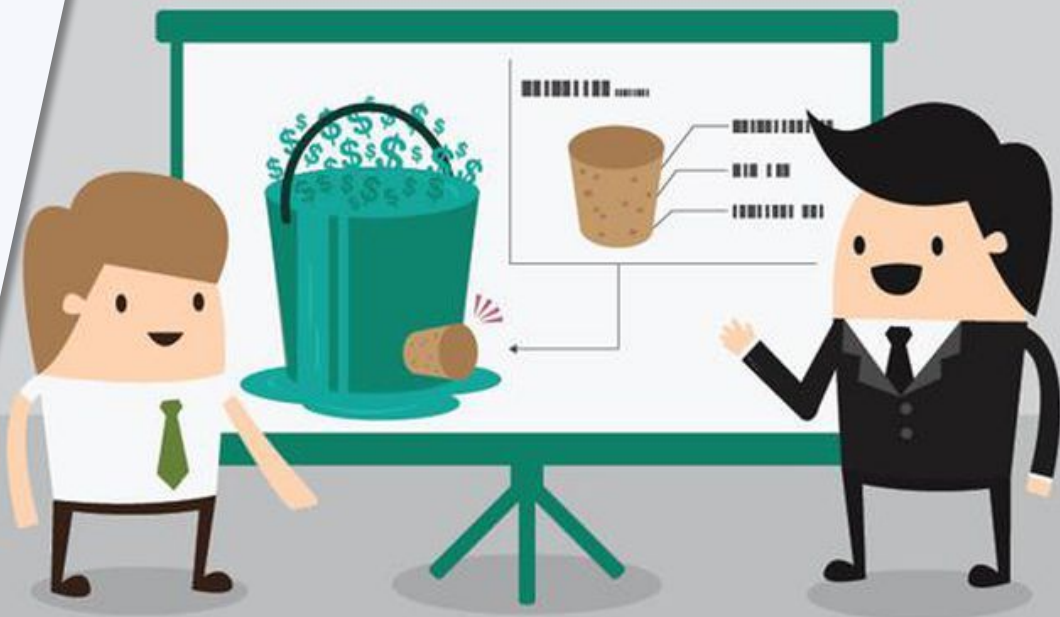
“What are our underlying problems?”

- Partner with one other sales rep
- Discuss at least one problem your customers are mis-diagnosing
- What is the actual problem?
- How does that problem affect them negatively?

A New Way

A new framework for addressing the problem implicitly tied to your value proposition.

- Don't get promotional (yet).
- An alternate ending
- It's still about them.
- Take your time.





Your solution

Map of supplier services linked to key teaching points.

- Highlight the path to implementation
- Build upon key teaching points
- Release the tension
- Create excitement

Discussion

The Buyer Journey

1. What are the key stages of the buyer journey?
2. How would your pitch differ at each stage?
3. How can you build consensus with stakeholders?

03

Develop bold insights



Bold - Safe Framework

Are your insights really going to create that bold teaching moment?

S

Small

1

Scale

10

Big

B

A

Achievable

1

Risk

10

Outperform

O

F

Following

1

Innovativeness

10

Leading-edge

L

E

Easy

1

Difficulty

10

Difficult

D

What you have learned today



Be the expert



Establish and maintain value



Curate the buying experience



Take control and close sales



Make them feel it through
constructive tension

Buyer Enablement Tools



highspot.com



docsend.com



salesreach.io

Additional resources



- The Challenger Sale ([Book Summary](#))



- The Fundamentals of Challenger Selling with Challenger Author, Brent Adamson ([Podcast Episode](#))



Final Q & A