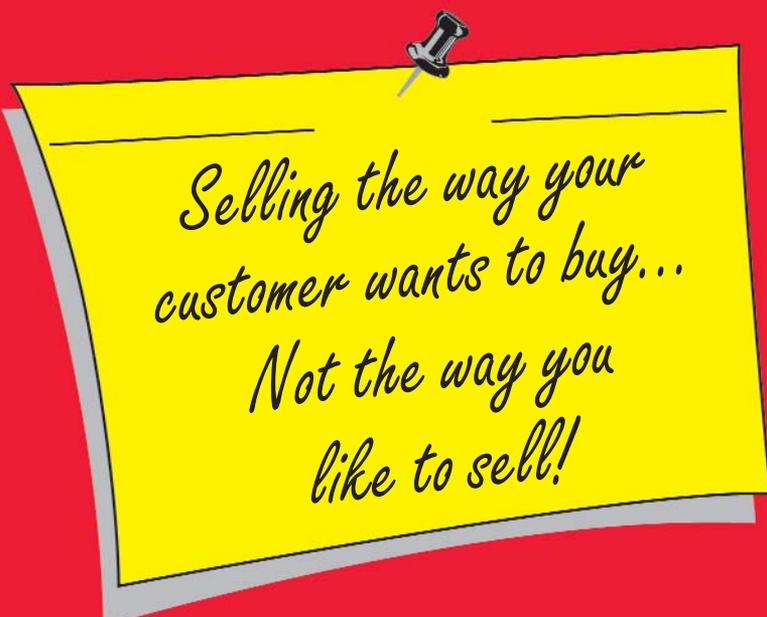


Unleashing the Power of Consultative Selling



*Selling the way your
customer wants to buy...
Not the way you
like to sell!*

RICHARD GREHALVA

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the Power of
Consultative
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BY RICHARD GREHALVA

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Dedication

*This book is dedicated
to the memory of my mother,
Patricia Louise Holmes.
May she rest in peace.*

Acknowledgements

First, I must thank God for giving me the insight of how to be of service to you. This book teaches how you can be of service to your clients in bringing what they need to be of service to their clients. In this way, the gift of service never ends.

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Introduction

“Sell the way you like to buy” is the answer I get in my workshops when I ask the attendees, “What is the best way to sell someone?”

My response is, “Are you saying people should buy the way you buy?”

They answer, “No not really. What we mean is, we should sell to people in ways we would want someone to sell to us.”

I ask, “Does that mean other people are motivated in the same way you are? Do they want to get the same results as you? Are they thinking they have the same problem as you? Do they want to accomplish a goal or avoid a hassle in the same way you want to?”

Then they get the message, and I make my point. “So, buying the way you like to buy works for you, but not for other people. Isn’t that right?”

“Well, if you put it that way, I guess you are right,” is their reply.

I do not know about you, but I do not like being sold. Just hearing the words rubs me the wrong way. If I see the salesperson coming towards me, I want to turn around and go in the other direction.

I like to buy the way I like to buy. But how many salespeople know how to find out how someone wants to buy? Do they know which questions to ask? Do they know that

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