

Let's Get Real or Let's Not Play: Transforming the Buyer/Seller Relationship By Mahan Khalsa That reminds me of that one marriage book For All Eternity that talked about couples celebrating their 50th anniversary but really it was their 1st anniversary being celebrated 50 times because they didn't really know each other. Though some of the objection handling examples felt unnecessary and drawn out.

Let's Get Real Or Let's Not Play explores the buyer/seller relationship in the following ways: 1) consultants and clients want the same thing (a solution that matches the needs of the client) 2) intent is more important than technique (i. you are more successful when you focus on the success of others) 3) solutions have no inherent value (the value of a solution is imbedded in the problems it solves & the results it produces) 4) methodology matters (solution should be presented in the most simplistic manner possible while also addressing every need of the client) 5) inquiry > advocacy (understand EXACTLY what a client needs before presenting a solution by asking great questions. This book shares the unique FranklinCovey Sales Performance Group methodology that will help readers: - Start new business from scratch in a way both salespeople and clients can feel good about - Ask hard questions in a soft way - Close the deal by opening minds Close the deal by opening minds Let's Get Real or Let's Not Play: Transforming the Buyer/Seller Relationship Excellent structured method for sales and consultative selling and early strategy analysis. This book kinda reminded me of First Break All the Rules: What the World's Greatest Managers Do Differently Now on to the notes: As trust goes up speed goes up and cost goes down. Just like what I spoke about in my last few reviews in First Break All the Rules: What the World's Greatest Managers Do Differently and Your Money or Your Life: Transforming Your Relationship with Money and Achieving Financial Independence about Agency Choice and Liberty in relation to Happiness; buying lets people exercise their agency and ability to choose which increases our happiness. Why is that common salesmen have it all backwards and want to sell instead of letting us buy? When people know they have the freedom to make a true choice they are more willing to commit to making a decision. At a high level to be authentic and to stay attuned to what is showing up rather than what you would like to hear you will be able to take away the solution and be thoroughly congruent (68): This applies to more than just business but in everyday relationships, You're more successful when you can concentrate on the success of others: Don't try to come up with a solution without knowing what you're trying to solve, A red light emerging late in the game means one or more yellow lights were ignored early on: The author used the analogy of stoplights when doing business, It made it simple to understand and also applies to dating. IE always make sure you make the important decisions face to face with the other person: People buy what they value - whether that is tangible or intangible, The last CD lost my interest and it had been three days since I had listened to the book. But this book will help you resolve your customers doubt like how a missionary resolves the doubts of an investigator. \*hint\* sometimes the client doesn't even know what they need!) This book would be beneficial for both individual contributors and sales managers alike! I highly suggest it: 9781591842262 This is the book that all of my business relationships are based on, I have a copy at home.

A copy in the office and a copy ready to give away, I refer to what I take away with each read several times each day: 9781591842262 Every sales or decision-making methodology has underlying assumptions and beliefs. Sometimes they are clearly stated and sometimes they are not: Intent counts more than technique (and technique is still important): Corollary: You are more successful when you concentrate on the success of others rather than on your own, Often we wait for rapport before asking the hard question when often asking the hard question (in a soft way) creates rapport (65), If your intent is to get a solution that exactly meets the clients needs.

The new way to transform a sales culture with clarity authenticity and emotional intelligence, Customers are afraid that they will be talked into making a mistake; salespeople dread being unable to close the deal and make their quotas, Salespeople they argue do best when they focus 100

percent on helping clients succeed: It's no longer sufficient to get clients to buy; a salesperson must also help the client reduce costs increase revenues and improve productivity quality and customer satisfaction: I have sort of learned it by heart having received training from the author (Khalsa) himself twice listening to the audio book and training my colleagues in this method: 9781591842262 This book focuses on sales clients and the beep beep customers: I thought it was a pretty good business book even though I haven't had read a ton in this genre but I am a businessman: If you cannot meet people where they are you do not have the right and ability to lead them somewhere else. Optimal decisions happen person to person the content is otherwise very helpful: It is not the goal to turn every yellow light to green, The goal is to win the business only when there is a good fit between what the client needs and what we do well (145), 9781591842262 Great for anyone in sales or customer success. It's about knowing how to qualify validate and win a client, There are a lot of great tips but a bit too much of examples. if there were a bit less of real life examples that tried to explain everything I'd probably give this book a 5, The book is clearly written to promote the authors' business but it does not appear too salesy, While not much information is new and you can find it in many other sales books what made this one clearly better is that they offer ways to address challenges: With suggested actions and scripts you have a clearer idea of what to do and say, They all come in two flavours - what to do to get the sale or how do I best help the customer and myself at the same time, However not many sales people in organisations may be able to follow all of the advice. It's going to a hard sell for a sales person to say to their manager that they didn't proceed with the sale because the product or service wouldn't help the customer, Unless the people at the top begin to think like that much of what is learned here might be discarded. 9781591842262 This book was chosen for a book club discussion. Usually we read a book throughout the month before and then have the chat about it, Since the book is full of detailed practical information it would actually be one that is better to discuss by chapter. I found myself reading slower because I wanted to retain more of the information: It is a great reference to have and definitely a better way to be in sales: I can see the method as one to apply beyond the business-to-business relationship][1]

Everything slows and costs rise. Red lights don't always mean failures. They're failures when you make them more needlessly expensive. Some red lights can turn to green lights. People love to buy.

Not computer to computer. The purpose of a presentation is to enable a decision. Not all people have ten years of experience. Sometimes they will have one year of experience 10 times. 9781591842262 Excellent. Truly the best training I have had for my sales career. 9781591842262 Best book on sales I've ever read. 9781591842262 Great book about solution selling techniques.e. We base our methodology on the following premises: 1. Consultants and clients want the same thing. 2. 3. Solutions have no inherent value. 4. Methodology matters. 5. World-class inquiry precedes world-class advocacy (7). To structure the conversation: Move off the solution. Get out all of the issues. Prioritize the issues. Gather evidence and impact. Explore context and constraints (47). The Five Golden Questions 1. How do you measure it? 2. What is it now? 3. What would you like it to be? 4. What is the value of the difference? 5. What is the value over time? (57). Remember that intent counts more than technique. Too often the sales process is all about fear. No one is happy. Mahan Khalsa and Randy Illig offer a better way. When customers are successful both buyer and seller win. When they aren't both lose. I highly recommend it. As trust decreases they hate to be sold. No needs to be OK. There again like I said above. 9781591842262 One of the better sales books that I've read. It offers lots of great information. I've read lots of sales books. This book is clearly in the latter. 9781591842262

"A powerful, breakthrough book... You will find that you are, indeed, a real estate professional who is being unfairly treated."

—Shannon R. Green,  
author of *The 7 Habits of Highly Effective People*



# LET'S GET REAL OR LET'S NOT PLAY

TRANSFORMING THE  
BUYER/SELLER RELATIONSHIP

Revised and Expanded

MAHAN KHALSA and RANDY ILLIG

Foreword by Shannon R. Green