



# THE ART & SCIENCE OF A BUYER CONVERSATION

The Sales Education Channel on BrightTALK

## THE BUYER CONVERSATION

---

Conducting a real conversation instead of a “pitchy” one requires inserting some strategy into your preparation.

A small percentage of us can do this naturally – but the rest of us may need a roadmap to develop a conversation that is memorable and truly buyer-focused.



# TABLE OF CONTENTS

---



01

Components of a great conversation

02

Map the stream of conversations to the buyer's journey

03

Embedding questions that move the conversation forward

04

The DOs and DON'Ts to refine your conversational style



*The only reason why we ask  
other people how their  
weekend was is so we can tell  
them about our own weekend.*

— CHUCK PALAHNIUK

---



# COMPONENTS OF A GREAT CONVERSATION

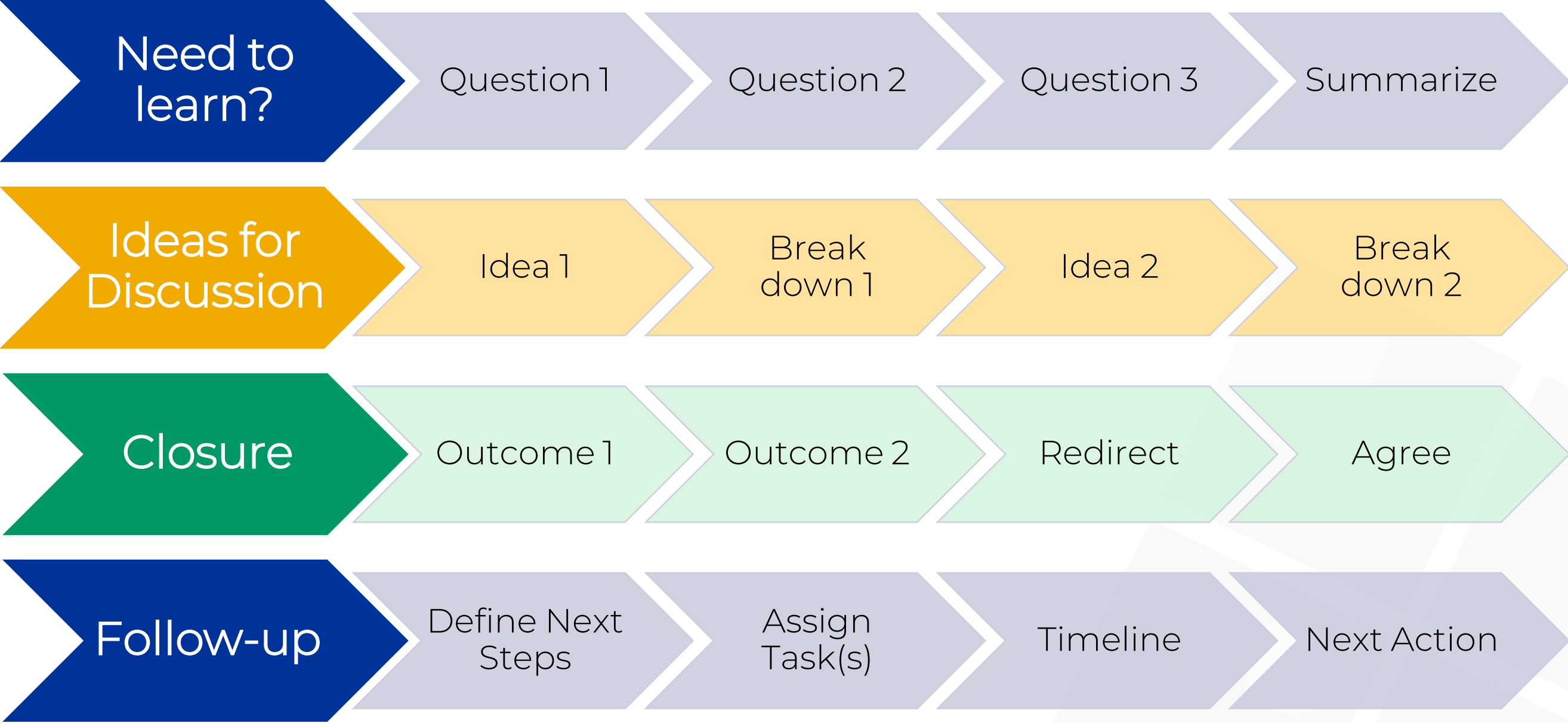
---

- **Listening** – build this in up front, during, and at the end of your encounter
- **Ideas** – define the purpose and intent of the communication
- **Closure** – plan the end before the beginning
- **Follow-up** - Make sure you have a next step

*A good conversation requires balance -- between simplicity and detail; staying on topic and changing it; asking questions and answering them.*

<https://theconversation.com/the-art-of-conversation-1927>

# THE CONVERSATION FRAMEWORK



# SHAPE YOUR CONVERSATION VIA THE BUYER JOURNEY

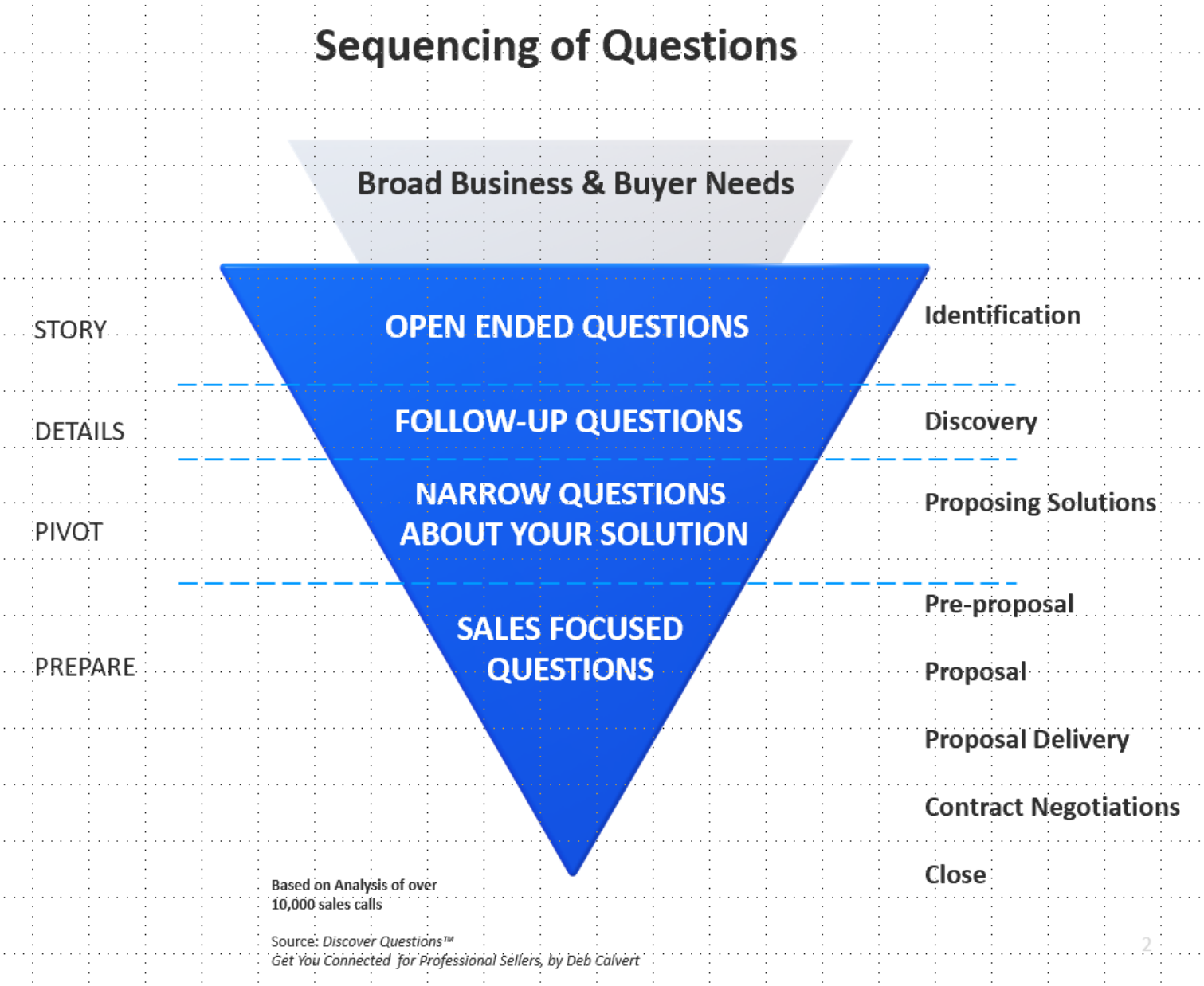


# NOW FLIP THE JOURNEY!

INITIAL JOURNEY				ONGOING JOURNEY	
Stage 1 Epiphany	Stage 2 Awareness	Stage 3 Interest	Stage 4 Confidence	Stage 5 Loyalty	Stage 6 Trust
Buying process					
<b>Research current state</b> <ul style="list-style-type: none"> <li>• Market Trends</li> <li>• Industry dynamics</li> <li>• Company news</li> <li>• Target profile</li> </ul>	<b>Search &amp; explore</b> <ul style="list-style-type: none"> <li>• Clarify their objectives</li> <li>• What are they working on?</li> <li>• Their recent successes</li> </ul>	<b>Focus area</b> <ul style="list-style-type: none"> <li>• Identify key areas of fit</li> <li>• Identify potential solution or offer</li> <li>• Present ideas</li> </ul>	<b>Refine &amp; Confirm</b> <ul style="list-style-type: none"> <li>• Solidify offer</li> <li>• Custom requests addressed</li> <li>• Decision</li> </ul>	<b>Post-purchase</b> <ul style="list-style-type: none"> <li>• Execution</li> <li>• Debrief</li> <li>• Evaluate satisfaction</li> <li>• Address requested adjustments</li> </ul>	<b>Partnership</b> <ul style="list-style-type: none"> <li>• Identify next steps/projects</li> <li>• Introduce to relevant SMEs</li> <li>• Ask/give references, referrals</li> </ul>
Learn about them	Understand current objectives	Identify Options	Agree to work together	Ensure their success	Join their team



# EMBEDDING QUESTIONS



# CREATE A QUESTION STRATEGY

## Build a Discovery Question Strategy – Types of Questions



Most commonly used

Most commonly used

Introduce with questions

Highlight negative impacts

Most commonly used

Focus on key value points

Gather prospect examples

Decision making process

Based on Analysis of over 10,000 sales calls

Source: *Discover Questions™*  
Get You Connected for Professional Sellers, by Deb Calvert

# THE DO'S AND DON'TS OF A BUYER CONVERSATION

---

## DO THIS

- Do your homework!!
- Map the conversation in advance
- Ask smart, informed questions, not obvious ones
- Personalize the conversation
- Manage/match tone, level and pace
- Share ideas for discussion
- Be ready to pivot with the buyer
- Share short, relevant stories

## DON'T DO THAT

- Don't pitch – AT ALL
- Don't lead with you and your company
- Don't use your company language, acronyms
- Don't assume you know and skip research
- Don't focus on 1 specific offer – bring options
- Don't forget joint next steps



## Meet Lisa Dennis

Speaker, Author, Strategy Consultant, Workshop Leader

Lisa Dennis is a global marketing and sales strategist and consultant. She brings over thirty years of marketing and sales experience to her work with business-to-business clients. She founded the consulting firm, Knowledge Associates, in 1997 with a core focus of helping sales and marketing teams “see the world through their customers’ eyes™.” She is an expert on The Sales Education Channel on BrightTALK, and author of *Value Propositions that Sell*. You can find her at [valueproposition.com](http://valueproposition.com).



*“A one-size-fits all message fits no one.”*