



The D.O.S. Conversation



Anyone who sells anything today knows that we are living in a commoditized world, where more and more transactions hinge solely on price. The consensus in the business world suggests that the secret to escaping commoditization is value creation. But how do you actually go about creating value? **The D.O.S. Conversation** is a simple, effective technique you can use to create unique value immediately with clients and prospects, and the key to relationships built on trust and confidence. If your success depends on building long-term relationships with clients or customers, the tools in this presentation may revolutionize the way you do business.

The D.O.S. Worksheet™

“D.O.S.” stands for “dangers,” “opportunities,” and “strengths.” By asking someone what their greatest dangers, opportunities, and strengths are you’ll gain tremendous insight into how to create value for them. It’s often said that people “buy on emotion and justify with reason,” so it’s helpful to be able to cut through to the level of your clients’ and customers’ emotional lives, and to really understand what moves them. The way to get to this level is through a conversation about dangers, opportunities, and strengths.

Eliminating dangers

Dangers always involve a fear of loss — loss of status, loss of wealth, loss of security, loss of relationships, even loss of life. These are the concerns that keep your clients and customers up in the middle of the night. Simply helping someone identify their dangers is valuable in itself; if you can eliminate that danger, too, you have something very valuable to offer.

Capturing opportunities

Opportunities bring feelings of excitement. Sometimes people are excited about a possibility, but lack the capabilities needed to capture that opportunity. Sometimes they face so many choices that they can’t move forward. Providing the clarity and skill needed to seize opportunities is tremendously valuable.

Maximizing strengths

Strengths bring a feeling of confidence — when we’re aware of them. Often people aren’t aware of their best assets. When you can reinforce and maximize another’s strengths, you become a powerful ally.

The thought of getting into this territory, so far beyond hawking products and services, is initially scary to many entrepreneurs and salespeople because they’re afraid if they ask questions in a truly open-ended way that allows the person to answer honestly, they may not be able to provide what the person needs. However, consider that just by taking people through this exercise, you’ll be creating tremendous value for them by helping them focus and articulate what’s most important to them. Reiterate the results to them in a follow-up letter, ending with a description of how you can help them eliminate their stated dangers, capture the opportunities that matter most to them, and maximize their strengths. Through this follow-up you’ll have made a powerful impression that someone who just comes in talking about products and services won’t be able to match. You will have combined your wisdom with their dangers, opportunities, and strengths to create a unique experience for them.

A vision that fits

Whether in the initial sales process, or mid-stream in an existing relationship, when you have this kind of conversation, you immediately create a level of relationship that puts you outside the realm of commodities. You also gain invaluable information to help you transform their fears, excitement, and confidence into a concrete custom solution they can buy. Help them generate this vision with your questions, and give them the capability to step into it with your abilities and wisdom, and you’ll become a valued partner in all their future plans.

Audio CD, booklet (27 pgs), and a pad of D.O.S. Worksheets
S\$80.00

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