

SELLING FROM THIRD POSITION 25



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WORKSHOP OBJECTIVES

At the end of these workshops you should learn

1. A modern-day Sales Process that will engage your customers
2. Fresh ideas in presenting and building value

IF IT IS TO BE IT IS UP TO **YOU**

The outcome of this workshop is to refresh and enlighten skills and techniques to establish and maintain a consistent level of performance and success. The workshop not only outlines specific strategies and sales skills but enables the participant to manage themselves in the way they think. How you think will determine how you act.

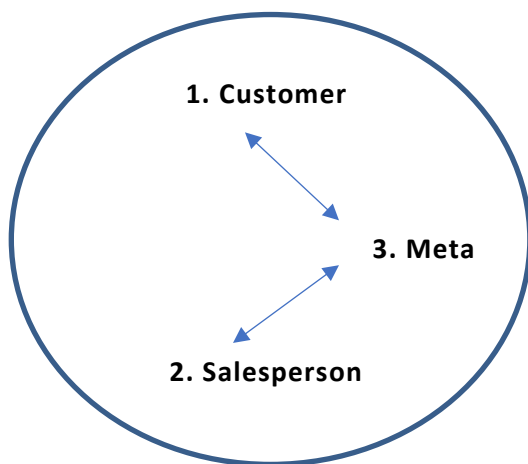
Selling **from the third position** is the neutral (Meta), consultative vantage clearly labelling the perspective you're adopting. This approach aims to boost customer engagement and guide them toward a confident, well-informed decision:

CHANGE YOUR LANGUAGE CHANGE THE OUTCOME

Communicating from different perspectives (position) can affect the sale.

During the sales process salespeople usually assume one of three perspectives

1. Customers perspective - STALLS THE SALE
2. Salespersons perspective - CREATES RESISTANCE
3. Meta or neutral perspective - MOVES THE PROCESS FORWARD



SELLING FROM THIRD POSITION

1st position is believing and saying

- ☐ The customer is just looking
- ☐ They are not buying today
- ☐ They want \$10,000 for their vehicle
- ☐ They have two more cars to look at
- ☐ This is the first place they have been to
- ☐ They just want the best price
- ☐ They have no time
- ☐ They have driven the vehicle before

2nd position is using words like

- ☐ If I would you
- ☐ Are you buying today
- ☐ How close are we to earning your business
- ☐ I want to sell you a car
- ☐ What do we have to do to earn your business?
- ☐ What do you want for your trade?
- ☐ We will look at your trade once you have committed to buy our car
- ☐ What do you owe on your car?
- ☐ Where do we have to be
- ☐ Give me a number and will ask my manager.

3rd position is using words like

- ☐ Would you consider
- ☐ Let's take advantage of your time here to work together on your vehicle requirements
- ☐ I am happy to get all the information to make an informed decision when you're ready
- ☐ I will be happy to get that for you
- ☐ Do you have to buy today or do we have time to look at some options?
- ☐ It is not unusual for our customers to want to think it over
- ☐ What is important to you in the purchase of your new vehicle?
- ☐ What are hoping to achieve today?
- ☐ What prompted you to pop in today?
- ☐ The figures are the easy part, is it okay if we work together and get the best deal
- ☐ Is it okay for me to ask a few questions so I can guide you in the right direction?
- ☐ That's okay, that's where it all starts

Move from 3rd position to 2nd position

- ☐ "Based on what you have experienced today is this vehicle a consideration?"(3rd)
- ☐ "Are you leaning toward the red or the blue?" (2nd sounds like 3rd)
- ☐ "Assuming the money works when would you prefer delivery?" (2nd sounds like 3rd)
- ☐ "Whose name is the vehicle going in?" (Either or) (2nd position)
- ☐ "I have a responsibility to my manager to ask you to buy the vehicle if you are ready. If I have answered all your questions are you happy to go ahead." (2nd position)
- ☐ "I also have a responsibility to you as my customer to make sure we put together a great deal, so let's work together on that" (1st position)
- ☐ "My manager will ask me if you like the car enough to buy it. What do you think? (3rd)
- ☐ "Would you like to buy the car?" (2nd position)

Managers referral information

- ☐ What brings them in today (Triggering event)?
- ☐ What features and accessories are they wanting (Vehicle / model)?
- ☐ What is important to them in the purchase?
- ☐ Purpose of vehicle
- ☐ Have they dealt with us previously?
- ☐ Are they local?
- ☐ Who is the decision maker?
- ☐ What timelines are they working to?
- ☐ Do they have a trade/any money owing/lender?
- ☐ Occupation
- ☐ What hobbies?
- ☐ How many kids?
- ☐ Budget/payments

Q AND A

Here is a 10-question multiple-choice quiz designed to assess your understanding of the different communication perspectives—First, Second, and Third Positions—in sales interactions. Each question presents a statement or phrase, and you are to identify which position it represents.

Question 1: Which position is characterised by the belief: "The customer is just looking"?

- ☐ A. First Position
- ☐ B. Second Position
- ☐ C. Third Position
- ☐ D. Fourth Position

Question 2: The phrase "Are you buying today?" is an example of which position?

- ☐ A. First Position
- ☐ B. Second Position
- ☐ C. Third Position
- ☐ D. Fourth Position

Question 3: Which position involves saying: "Let's grab a cup of coffee and see what we can achieve together"?

- ☐ A. First Position
- ☐ B. Second Position
- ☐ C. Third Position
- ☐ D. Fourth Position

Question 4: Believing "They have two more cars to look at" reflects which position?

- ☐ A. First Position
- ☐ B. Second Position
- ☐ C. Third Position
- ☐ D. Fourth Position

Question 5: The question "What do we have to do to earn your business?" is indicative of which position?

- ☐ A. First Position
- ☐ B. Second Position
- ☐ C. Third Position

Question 6: Which position is demonstrated by the statement: "I am happy to get all the information you need to make an informed decision when you are ready"?

- ☐ A. First Position
- ☐ B. Second Position
- ☐ C. Third Position
- ☐ D. Fourth Position

Question 7: Believing "They just want the best price" aligns with which position?

- ☐ A. First Position
- ☐ B. Second Position
- ☐ C. Third Position
- ☐ D. Fourth Position

Question 8: The phrase "What do you want for your trade?" corresponds to which position?

- ☐ A. First Position
- ☐ B. Second Position
- ☐ C. Third Position
- ☐ D. Fourth Position

Question 9: Which position is reflected in the question: "What is important to you in the purchase of your new vehicle?"

- ☐ A. First Position
- ☐ B. Second Position
- ☐ C. Third Position
- ☐ D. Fourth Position

Question 10: Believing "They have no time" is characteristic of which position?

- ☐ A. First Position
- ☐ B. Second Position
- ☐ C. Third Position
- ☐ D. Fourth Position

TAKE AWAYS

ABOUT US

Graham (GTE) leads over 100 workshops annually, focusing on leadership, sales, fixed operations, and customer experience. He's the founder of Success Resources International, a Registered Training Organisation based in Brisbane, and the Managing Director of GTE Training and Development in New Zealand.

Originally from North Wales, Graham has spent 17 years in Australia (2001 – 2019) after more than two decades in New Zealand. His background includes service in both the Royal Navy and the Royal New Zealand Navy.

He's married to Shelley, a Kiwi from the Bay of Islands, and together they have two children Mackenzie and Gareth, along with four grandchildren: Hudson, Avyana, Reo and Vivienne.

Graham (GT) is a highly regarded coach and workshop facilitator specialising in leadership, sales, service and customer experience.

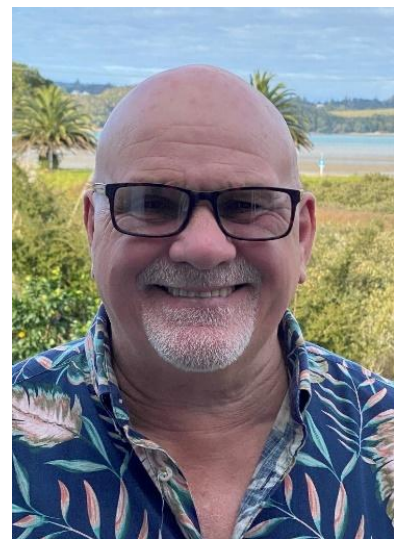
He brings a wealth of expertise with the following qualifications:

- Advanced Diploma of Leadership and Management
- Diploma in Automotive Management
- Diploma of Training and Education and Design
- Certificate IV in Finance and Mortgage Broking
- Certificate IV in Business Sales
- New Zealand Certificate in Marketing
- NLP Practitioner

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"I can teach it but you have to become it"