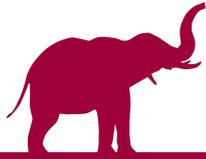


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**ELEPHANT
IN THE ROOM**

Ed.2, Part 2

Presales 2.0 Grinding & polishing raw diamonds



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There is one guy...a raw diamond really...is one of your best presales guys. Really nice person and unbelievably competent. He once told you that he runs a server farm in his basement, just to make sure he knows the stuff he's supposed to talk about in and out. Countless times he was able to resolve a critical PoC situation and save the deal. Big applause from all sides, big credibility among customers too.

And yet: the other day you find yourself on a sales call with him on stage to present your latest and greatest technology. Mainly sending, almost no receiving, some people in the audience got lost beyond recovery, which he didn't notice, and what started as a difference of opinion with one person in the audience escalated into real quarrel and dispute. 'Oh boy, so unnecessary' you think, 'but hey, this is how presales people are!'

Is that really so? Keep in mind: his guru attitude is what brought him here and leads to appreciation every now and then, so why should he question it? And the kind of learning he chooses on his own will not include behavioral skills either. Maybe nobody ever told him, why it is a good idea to send less and listen more and to put himself into his counterparts shoes. And nobody **showed him how** to get to the core of a customers issue, understand his motivation and pain.

How much more effective could your teams become if you managed to preserve your presales credibility but still give these raw diamonds some grinding and polishing?



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