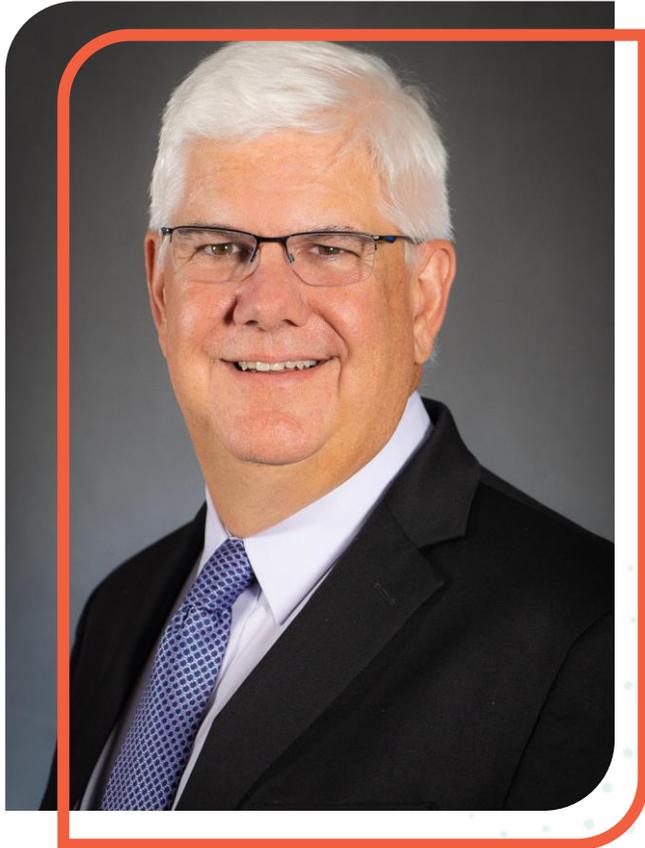


# The Red Flag Approach to Sales





# Anthony Greene

SVP Business Development  
NFP

# Three Fundamental Truths



1. People fix big problems, not small ones
2. When given a choice, people will fix a big problem before they pursue an opportunity
3. People are capable of deciding if they want to fix a problem without knowing how

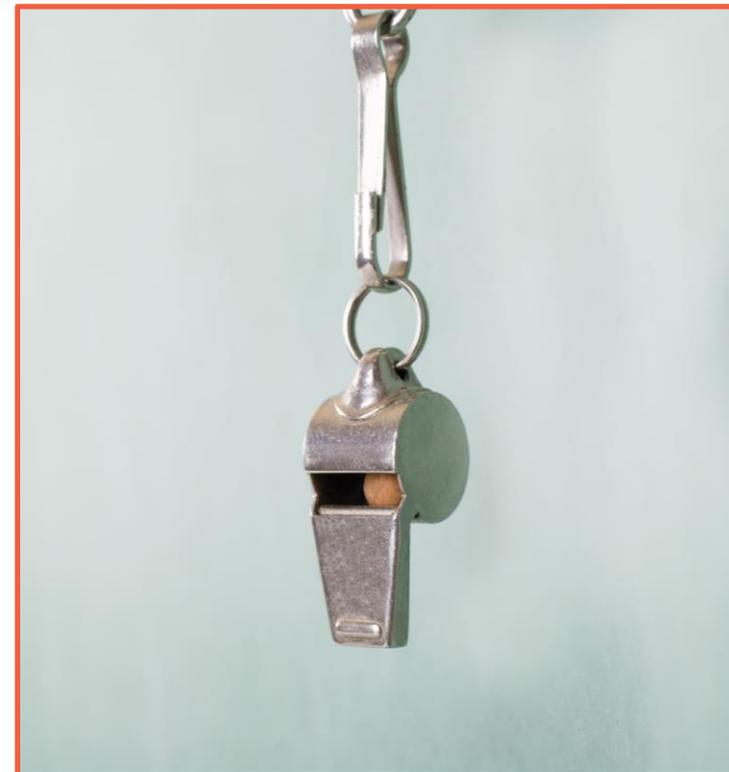


“ **Purpose** is  
to create *better client outcomes*

“ **Role** is  
to help them *navigate change*

“ **Job** is  
to *motivate them to take action*

*\*this is what you get paid to do*





“

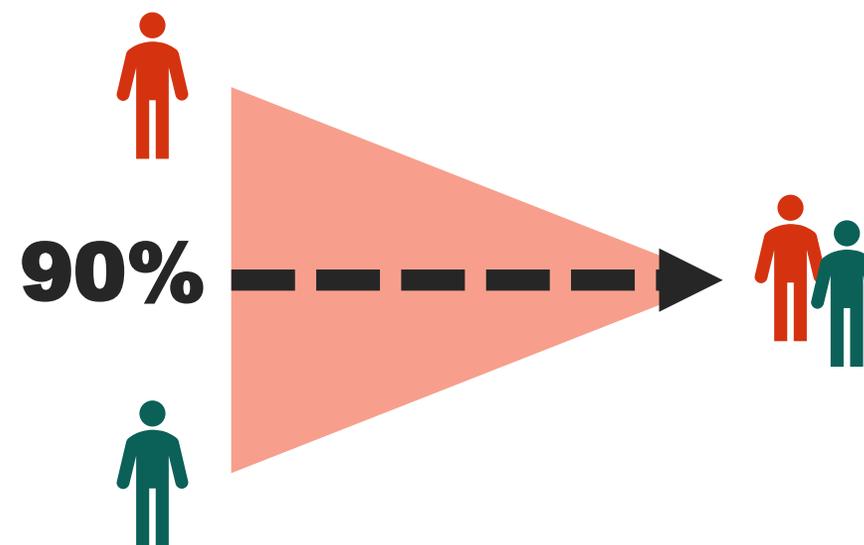
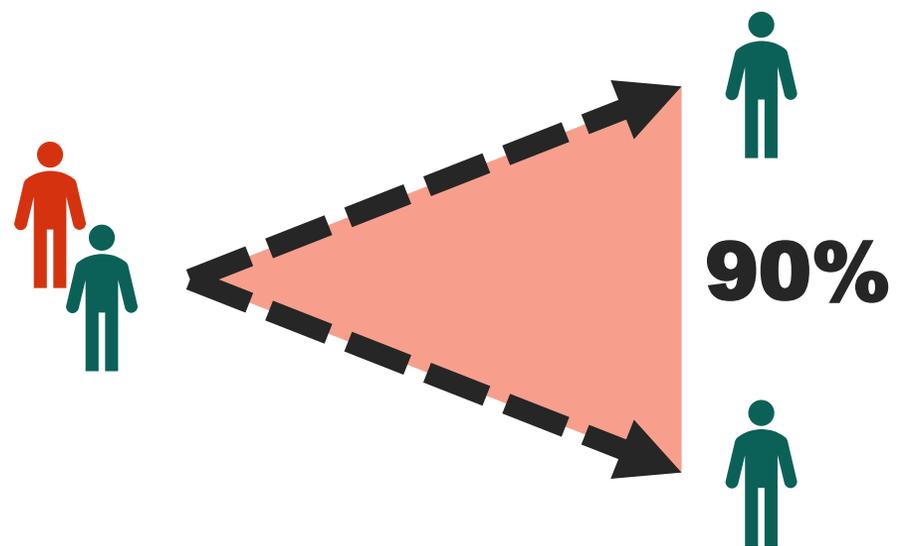
**It's the effectiveness of your sales conversations that determines your ...**  
***revenue, profits, and new client engagements.***

”



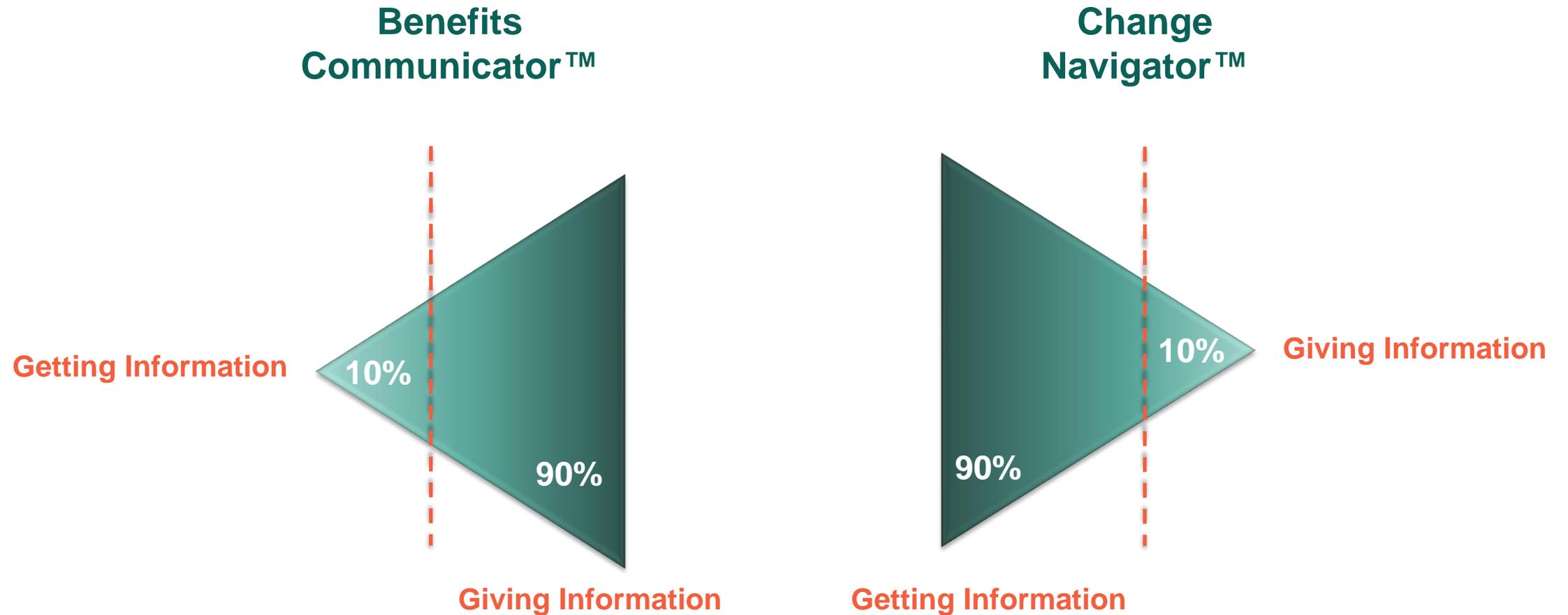
# Benefits Communicator™

# Change Navigator™



# A Core Principle in The NFP Sales Academy

*Get information before you give information*





# Two Reasons



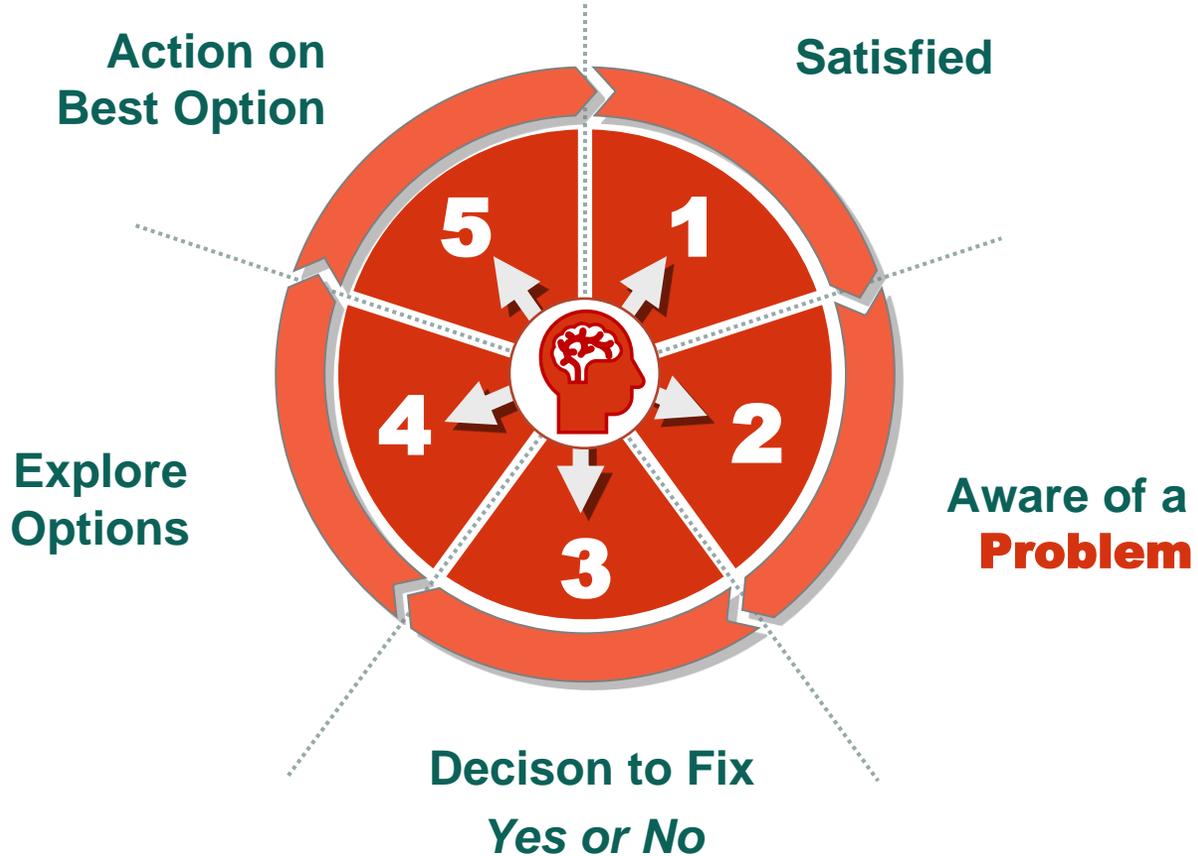
Not big enough to fix



The recommendation  
won't work



# The Red Flag Change Pattern™



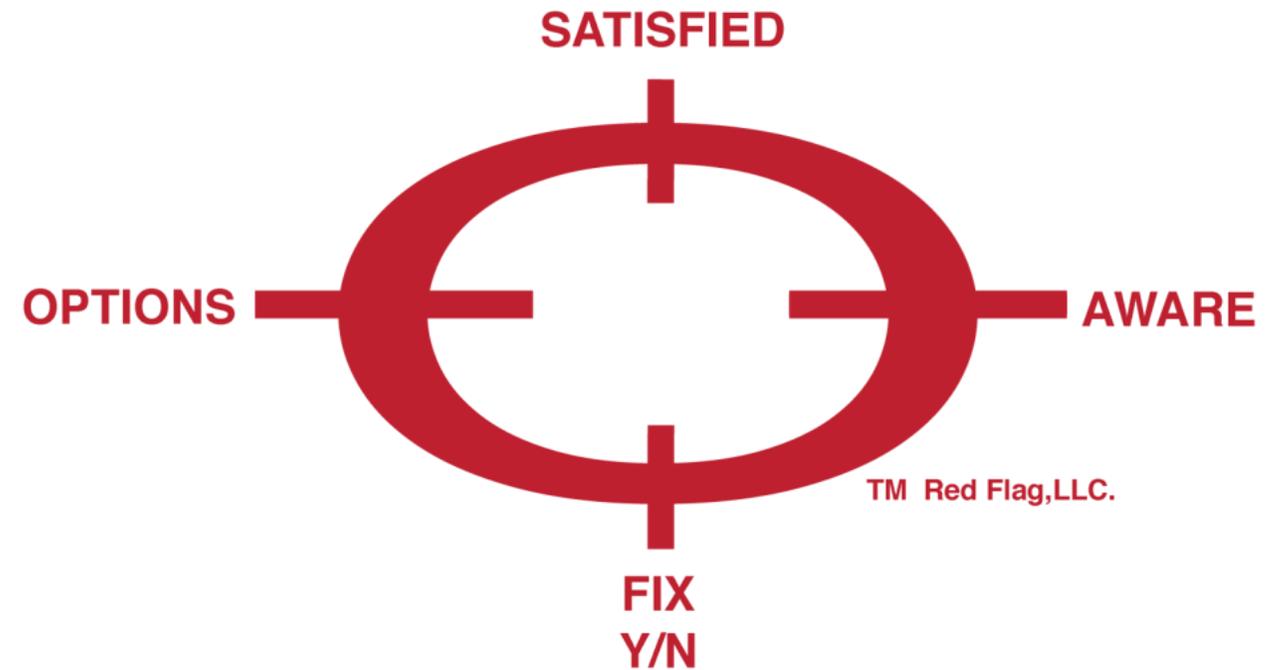
# Know Your Customer



1. Do I have a problem?
2. How big is it?
3. What are the *costs, consequences* or risks of staying the same?
4. Who else is impacted?



# One System The Red Flag Compass



<b>BENEFITS COMMUNICATOR</b>	<b>CHANGE NAVIGATOR</b>
Introduce their work through <i>benefits</i> of their products and services	Introduce their work through <i>problems</i> they solve
Focus is on the point of presentation	Awareness of each evolution
Spend time preparing what to present ( <i>presentation</i> )	Spend their time preparing what questions to ask ( <i>assessment</i> )
Believe the sale is made <i>during</i> the point-of-presentation	Believe sale is made <i>before</i> point-of-presentation
Value <i>giving information</i>	Value <i>getting information and giving information equally</i>
See one stage	See three evolutions
Communicate benefits of ownership	Communicate cost, consequence & risk in the absence of ownership
Focus on a sales process	Focus on a decision making process (aka a buying process)