



# TRAP SELLING

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The combined step-by-step sales process system: Track Selling, and the problem-solving and qualifying system: GAP Selling.

SmartAction

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**SUMMARY**

# WHY TRAP SELLING?

## TRACK + GAP = TRAP SELLING

TRAP Selling is the combination of [The Track Selling System](#), a 7 step selling system, and [GAP Selling](#), a sales qualifying and selling system.

**Track Selling** is a simple 7 step guide to follow during the sales cycle. Sales is a multistep process. Without a process, sales are unpredictable. Following a process helps us control as much of the sale as we can.

**GAP Selling** is the process of uncovering problems we can solve, the impact of those problems on the business, and clarifying what the future looks like once the problem is solved. The change from their current state to their desired future state once the problem is solved defines the GAP.

# **THE SIX BUYING MOTIVES**

# THE SIX BUYING MOTIVES

People buy for their reasons, not yours or your company's reasons. The six buying motivations are emotionally driven. People buy emotionally, then justify their purchases logically. Your job is to uncover and understand what is emotionally driving your prospect's decision to buy.



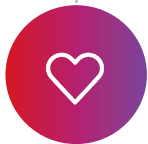
## 1: DESIRE FOR GAIN

This is usually financially driven, but could also be for job improvement, personal growth, etc. This is one of the top buying motivations in business. This is where the prospect/ company wants to be in the future. The prospect / company is gaining something by purchasing our product.



## 2: FEAR OF LOSS

This also is usually financially driven. The company doesn't want to lose revenues, lose customers or lose to the competition. This can be personally motivated. Fear of losing their job, fear of looking bad to their boss, etc. Research on human behavior tells us that people will do more to avoid a loss than to gain something. People with a high fear of loss are not risk takers.



## 3: COMFORT AND CONVENIENCE

Desire for comfort and convenience is a basic human need. This can be as simple as a comfortable chair to work in. People want to maintain their current comfort level. Does our product provide a level of comfort and convenience? Do we improve upon this in some manner?



## 4: SECURITY AND PROTECTION

People want to feel safe and secure, in their life, in their job? This motive comes from the knowledge that something can be harmed or damaged. Does our product provide an element of safety to avoid this damage? Are we the safe product to buy and the safe company to buy from?



## 5: PRIDE OF OWNERSHIP

This motivation is about admiration, recognition, and leadership. This may be subtle or overt. A nicer car or an expensive watch represents pride of ownership. People pay a premium to own an exclusive item. Terms like "forward thinking, modern, leading edge" may apply when purchasing our product.



## 6: SATISFACTION OF EMOTION

We all want approval and love. We also want to avoid disappointment and disapproval. This motivation is about stimulating an emotional response such as appreciation, approval, giving joy to others, or providing safety to loved ones. Conversely, we don't want to experience disapproval, rejection, or looking bad.

# **THE FIVE BUYING DECISIONS**

# THE FIVE BUYING DECISIONS

## DECISION 1: ABOUT YOU

The prospect will make an immediate decision about you. Are you professional in your appearance and mannerisms?

### Your Integrity

They are judging if they feel you are interested in their success. Does your product solve their problem? If not, will you walk away from the sale?

### Your Judgment

Do you understand their company, their market, their problems enough to recommend the appropriate solution(s)?

## DECISION 2: ABOUT YOUR COMPANY

The prospect makes a second opinion about your company. Who is backing you up? Can your company deliver what you promise? How long has the company been in business? How much does your company know about their business? Are your company's customers similar to them?

## DECISION 3: ABOUT YOUR PRODUCT

Does this product or service really meet my needs – emotionally as well as functionally? Does it solve my problems? If not, can I count on the salesperson to back out instead of trying to persuade me to buy something that isn't the best solution to the problem I have.

## DECISION 4: ABOUT YOUR PRICE

People want good value for the money spent. Until a prospect is convinced that your product has value and they can see the benefit it provides to them, no price is right. When a prospect understands they are getting a good return on their investment, they are less resistant to price and can afford to buy what they need and want.

## DECISION 5: TIME TO BUY

Once all of the previous questions have been answered "yes", the only thing remaining is when to buy. No one wants to spend money before it is necessary. However, if the problem being solved is big enough and the impact on the business is big enough, the time to buy is now.



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# **THE SEVEN STEPS OF TRACK SELLING**

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# THE SEVEN STEPS OF TRACK SELLING

1

## APPROACH

Establish rapport. Discuss things you have in common. Use their name. Create credibility. Who we sell to in their industry, well known companies.

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2

## QUALIFY

Uncover their problems. Understand the impact of the problems. Use MEDDPIC to qualify the opportunity. This is the longest and most important step in the selling process.

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3

## AGREEMENT ON NEED

Confirm the problems you have uncovered. Ask if you have missed anything. Don't forget this step.

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4

## SELL THE COMPANY

In 45 seconds, tell the story of why we are in business, the problems we have solved for our customers and the number of companies using our products.

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5

## FILL THE NEED

Demonstrate and sell our product based on the problems we uncovered during qualification. Explain how solving these problems takes them to a much better future state.

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6

## ACT OF COMMITMENT

Close for something: the next meeting, access to the economic buyer, or the deal itself. Use the following sentence to obtain an act of commitment "Mr./Ms.\_\_\_\_\_, if we can... (give a summary of the action to be taken) can you think of any reason why we shouldn't... (the act of commitment you are requesting)?"

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7

## CEMENT THE SALE

Take actions to make sure the customer is satisfied with their purchase. People often buy "emotionally", but justify it "logically". Solidify their trust in you and the company.

# THE SEVEN STEPS: EXPLAINED

1

## APPROACH

Approach is our first interaction with a prospect. This is your one chance to make a good impression.

The prospect is going to make an immediate decision about whether to engage further with you from your very first cold call, voicemail, email or meeting.

### About You

Are you trustworthy? Are you there to solve their problems and needs? Do you know them, their business, their industry?

### About your Company

They want assurances your company is dependable and will back up what you say.

Our goal during approach is to establish a genuine and warm rapport as quickly as we can.

### How Do We Create this Warm Rapport?

- Be interested in them. "To be interesting, be interested."
- Inquire about them:
  - "How did you get in this position?"
  - "What has led to your success?"
  - "Is this always what you wanted to do with your career?"
- Use their name
- Listen more than talk

2

## QUALIFY (DISCOVERY)

### THE PROBLEM AND IMPACT

Qualification and Discovery is where the sale is won or lost. Our goal in this stage is to determine if the prospect has a problem(s) that we can solve with our product and service. And once we determine if there is a problem that we can solve, we have to understand if the impact of the problem is big enough for the prospect to take action.

### Problem + Impact = Change or No Change

Many opportunities begin because the prospect didn't even know they had a problem, or they weren't aware there was a solution available to the problems they recognized they had.

Our job is to uncover or confirm the problem with the prospect and, based on the impact of the problem, determine if the problem is big enough that it is worth solving. If it is determined that solving the problem is worthwhile, then we need to uncover the root cause of the problem. Many selling systems focus on discovering the prospect's pain. But pain is always caused by a problem, so we need to uncover what the problem is that is causing the pain. When we solve the problem, the pain is eliminated.

# 2

## THE PROBLEM IDENTIFICATION CHART

In order to discover if a prospect has a problem we can solve, we need to know the problems our prospects are most likely to face. We should create a Problem Identification Chart to clearly define the problems our products solve.

PROBLEM	IMPACT	ROOT CAUSE	HOW WE SOLVE THE PROBLEM	FUTURE STATE WHEN SOLVED	FUTURE STATE IF <b>NOT</b> SOLVED
What's the problem?	What impact does it have?	What's the cause?	How do we solve it?	Future state when solved	Future state if unsolved
<i>List a problem the prospect has that would motivate them to search for a product like ours.</i>	<i>Describe the impact the problem is having on the company, department or individual.</i>	<i>Describe what is most likely the root cause of the problem.</i>	<i>Describe how we solve the problem.</i>	<i>Describe how the company, department, personnel will function better, will benefit, etc. when the problem is solved. Paint as positive of a picture as you can.</i>	<i>Describe what the company will look like in a few months, years if they don't fix the problem NOW. Paint as negative a picture as you can.</i>

- What are the problems we solve?
- What is the impact of the problem? On the company? On our contact?
- What is the root cause of the problem?
- What does the future look like once the problem is solved?
- What does the future look like if the problem is not solved?

# 2

## USING MEDDPICC TO QUALIFY OUR OPPORTUNITIES

MEDDPICC is a methodology for managing enterprise sales opportunities. Only the best qualified opportunities can survive a MEDDPICC inspection. Applying MEDDPICC to our deals provides a roadmap to follow and we can't arrive at our destination until we can defend our opportunity at each letter. We do not necessarily need to process the letters in order, but we MUST process each letter.



### METRICS

The facts about the current situation: their problems, impact of the problems on the business, and the quantifiable value that our solution will provide.



### ECONOMIC BUYER

The person, people, or group that has the overall authority in the buying decision.



### DECISION CRITERIA

The various features, functions, and desired results against which the product will be judged.



### DECISION PROCESS

The series of steps the buyer follows to go from evaluating a product/service to making a decision.



### PAPER PROCESS

The documents needed to finalize the agreement: Service Agreements, Security Reviews, NDAs, etc.



### IDENTIFY THE PAIN

Identify the problems that are causing the pain. Uncover the impact of the problem on the organization or person.



### CHAMPION

Our contact who has power, influence, and credibility in the organization.



### COMPETITION

Any person, vendor or initiative that is competing for the same funds or resources that we are.

## 2

### **PROBING, PROCESS AND PROVOKING QUESTIONS:**

In order for us to uncover what problems the prospect may have, we ask a series of probing, process and provoking questions.

**Probing** questions are open-ended questions that press for specific details to help us understand the literal, physical facts about the business, prospect and their current situation. We continue to ask probing questions until we thoroughly understand their situation.

- “Tell me a little bit about...”
- “What are some of the issues that keep you from being successful...?”
- “What would you like to change...?”

**Process** questions uncover “how” they are doing things.

Getting them to explain how they are doing things can uncover problems. Look for holes in their responses that suggest potentially weak business processes and missed opportunities so we can suggest alternatives.

- “Can you explain to me the process for doing this now...?”
- “What are the steps involved...?”
- “Where does it begin...?”
- “Can you walk me through it...?”

**Provoking** questions are designed to challenge your customer to evaluate not just what is happening, but why it’s happening. If done correctly, this allows them to discover the problems and their root cause on their own.

We can highlight their problems, but until they see how the business is being negatively affected, it’s easy to not take action.

- “Tell me how this is affecting you now...?”
- “What are the consequences every time this happens...?”
- “Where might this break down...?”
- “What would the situation look like if you changed X or Y...?”

Provoking questions help the prospect look beyond the obvious to think deeper about their problem or get unstuck from their current routine.

Pay attention to the responses you receive to each of your questions. We want to banish open-ended answers. Open-ended answers don’t provide enough exact information and can leave you guessing.

- “We are not growing fast enough.”
- “We want to cut down on cost.”
- “We want to be more profitable.”

All of these answers are vague. You need to ask more questions to understand what it means to them.

- “What does fast enough mean to you? Is it 40% growth year over year? Is it 20%?”
- “When you say cut down on cost, by how much do you want to cut costs down? 10%, 25?”
- “What does more profitable actually mean? Are you profitable now? By how much would success look like to you?”

## 2

### Technical and Business Problems

Salespeople often focus on fixing the technical problem without understanding the business problem it is creating. The business problems are what create the unique buying motivations and where the biggest areas for improvement or benefit can be found.

Asking process questions can uncover technical problems. Technical problems can lead us to business problems. And business problems are the ones that will get solved.

### Understand the Impact of the Problem

Understanding the impact of the problem on the business, can eliminate or minimize the pressure during the sale regarding pricing, timing and essentially the entire process.

If the impact of the problem is big enough, or the result of not changing is damaging enough to the company, or the benefit of implementing our product or service is big enough, the prospect will be motivated / compelled to buy.

Therefore, our job is to understand as best we can, the impact of the problem. We want to understand the impact of the problem on the company, the department, or the individual(s) we are dealing with.

If possible, we want to *develop* the impact of the problem. How do we develop the impact of the problem? By asking questions that fully expose what the end results are or can be if the problem persists.

Some example questions to develop the problem are:

- If the problem is not fixed now or in the near future, what do you think will eventually happen?
- What is the worst thing that can happen to the organization?
- What might this mean to you personally if the problem persists?
- What is the actual cost of not fixing this problem?
- What does the future look like when you do finally solve the problem?

We also want to develop the benefits once the problem is solved. This will help paint a picture of how much better the future state of the business will be once the problem is solved.

Some example questions to develop the benefit of taking action to change are:

- How much cost / money will be saved?
- How much time can you save?
- How much does the time saved actually mean in monetary terms?
- Once the problem is solved, what does that mean to you personally or to the people that work for you?

### What is the desired future state?

We want to understand what the ultimate desired future state is. When the problem is fixed, what is the desired future state?

- Once the problem is fixed, what does the situation look like?

### 3

## AGREEMENT ON NEED

In Agreement on Need, we give a summary of what we have learned so far.

"As we have discussed, the problem you are experiencing is..., which is causing ..., and where you want to be is... Is that correct?"

You get the opportunity to verify that what you understand is correct. This gives you and the prospect the opportunity to clarify or correct any information you have gathered.

This is an important step that many reps omit. They are so excited to show what the product can do; they don't take the time to confirm what they have learned about the prospect's problems and the impact of these problems is correct.

This could lead them to demonstrate features of the product that aren't as relevant as the features that solve the problems the prospect is experiencing.

It is also important to confirm the economic impact and benefits you have learned. If the economic or personal impact is big enough, the prospect is more likely to take action to change.

We also use this step as an introduction to our demo. You can use the following to prepare the prospect for what you are going to show them during the presentation:

"Based on what we have discussed in our conversation(s), during my demonstration I am going to highlight the key features of the product that address your specific problems. I will also show you some other features that have proven to be very valuable for our customers that are similar to you. Does that sound OK?"

We will get into this further in the "Fill the Need" step of TRAP Selling, but keep in mind that we are not selling features of our product, rather we are selling solutions to their problems.

### 4

## SELL THE COMPANY

In Step 4, you continue to build trust and credibility about your company. The prospect is most likely going to visit your website where most of the relevant information about your company is explained. But we don't want to leave this to chance. You can start the conversation as follows:

"I know that if I were in your place, I'd like to know a little bit about the company I am considering doing business with. May I ask you how much you know about (your company here)?"

No matter what the response, you want to take this opportunity to provide some positive information about your company that will ultimately benefit them.

"Can I give you a one-minute overview ((update), if they are familiar with your company) on (your company here)?"

Quickly list some key facts such as:

- Number of customers (assuming you have at least a few customers your prospect will recognize or are relevant in their space)
- Key wins that would be recognized by your prospect



- Some impressive outcomes that have resulted from the use of your product
- Years in business (if adequate)
- Financial results, etc.

Remember, our goal is to make the customer feel comfortable and that moving forward with your company is a secure option.

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## 5

### FILL THE NEED

From the work you have done in Steps 1 - 4, you will have gathered enough information to determine which features will be of most benefit and interest to your prospect.

“Based on the conversations we have had, there are several important features of the product that I would like to share with you that will address your problems. I’ll also include some other features that have greatly benefited other customers of ours that are similar to you.”

If you remember from The Five Buying Decisions, after your prospect has made a decision about you and your company, now they will be making a decision about your product.

- Does it address their problems?
- Are the features I am seeing best in class for this type of product?
- How do the features in this product compare to others I have seen or read about?

We are going to use a sequence of Feature - Solution - Reaction statements (FSRs) when demonstrating and discussing the product.

And remember, we are selling solutions to problems, not features of a product. Therefore, every feature we do show a prospect should be for the purpose of demonstrating how this feature works towards the solution of their problem.

#### **Feature**

This is a feature of the product

#### **Solution**

This is how this particular feature solves this problem you are experiencing

#### **Reaction**

“Do you see how this feature works to solve your problem? Do you have any thoughts or comments to add to this?”

You don’t necessarily need to do this after each feature you present. However, you should do it periodically throughout the demonstration to ensure that the audience understands the features we are presenting, how the features are solving their problems, and to ensure that we are on the right path.

# 6

## ACT OF COMMITMENT

As you will recall, the buyer makes 5 Buying Decisions before purchasing:

1. A decision about you
2. A decision about your company
3. A decision about your product
4. A decision about price
5. A decision about when to buy

When decisions 1- 4 of the above have been made positively, the only decision left is when to buy. No one wants to spend money before they need to, but we will have demonstrated that the impact of changing is positive enough or the decision to not do anything is negative enough, that the time to buy is now.

Now is the time to ask for the order or for the next step in the sales cycle.

We use the following statement whether we are asking for the final commitment or asking for the next step in the sales process:

"Mr. \_\_\_\_\_, if we can ... (give a summary of the action to be taken) can you think of any reason we shouldn't ... (the act of commitment you are requesting)?"

**Example:** "Mr. Prospect, if we can get the system set up by next Monday, can you think of any reason we shouldn't proceed with the paperwork?"

This question is essentially asking, "If we will do business with you, will you do business with us?" expressed in softer language. The question is crafted in such a way that "No" is the desired answer, and it's psychologically easier for the prospect to agree to buy by saying no to the salesperson.

When the prospect has a problem that can be solved by our product or service and we walk away from the situation without trying to persuade the person to buy or to act now, we haven't improved that person's or that company's situation at all.

In general, people don't like change; they prefer things just as they are. But if we have done our job effectively, by uncovering problems that can be solved by our products or services and that the use of these products will create a better future state, it is our professional job to persuade the prospect to take action.

### HANDLING OBJECTIONS

If the prospect voices objections or isn't ready to act now, simply acknowledge the objection with one of the three following statements:

- "I see"
- "I understand"
- "I can appreciate that"

These statements neutralize the situation and express to the prospect that you have heard them. You act, you don't react.

# 6

## NEXT, YOU CAN TAKE MULTIPLE ACTIONS TO FULLY UNDERSTAND AND HOPEFULLY OVERCOME THE OBJECTION(S):

### 1. Clarify the Objection

Objections are often rife with potential misunderstandings. Ask questions to make sure you are addressing the right objection. You can use mirroring to encourage the prospect to expand upon their objection. Simply repeat the last few words of the buyer's sentence with an upward inflection in your voice: "Price is too high?", "Timing isn't right?", "You want to think it over?"

Then stay silent, which triggers the prospect to elaborate on the objection.

### 2. Validate their Concerns

Give the buyer the gift of feeling understood and you will carry powerful influence.

"That's a valid concern, it seems like you are \_\_\_\_\_." Fill in the blank with the emotion they expressed.

**Example:** "That's a valid concern. It seems like you are pretty torn about what to do here.

Let's revisit some of the problems we are solving for you and where you will end up once you implement the system."

You'll have them feeling like you're an ally that can help them because you understand them.

### 3. Isolate the Objection

Some objections may be a smoke screen and it's our job to make sure we are addressing the true objection. Use a hypothetical to clear up the air.

"If we can solve that situation completely, what other obstacles would we have to overcome before moving forward?"

### 4. Gain Permission to Overcome the Objection

We want the buyer to be receptive to a different way of thinking. However, we don't want to put them on the defensive, which can occur when you ask, "Can I make a suggestion?" A better way to say this is, "Can I share some ideas with you on this?" This implies that you are the vulnerable one and it sets a space where you can freely exchange ideas.

### 5. Address the Objection with a Reframe

A reframe is an insight that gets the buyer to change how they think about the problem. If done correctly, it gets the buyer to see the situation through a new lens.

- Objection: "We have already submitted our budgets for this year"
- Reframe: "With the amount of money we have agreed that you will save, does it make sense to perhaps postpone some other items in the budget until after our system is implemented?"

### 6. Get Closure on the Objection

To truly put an objection to rest, your buyer needs to feel you have left no stone unturned. Ask them, "Is there any part of this concern you feel is left unaddressed?"



### 7. Attempt to Surface Other Objections

When we have finished solving one objection, do not be afraid to ask for more: "What other reservations do you have?"

Once you have resolved their concerns, simply ask for the order again in one of two ways:

"Now that we have addressed your concerns and if we can get the service started next week, can you think of any reason we shouldn't move forward?"

Or you can simply say something like, "Let's do it." or "Let's get started."

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## CEMENT THE SALE

In Step 7, Cement the Sale, we take the actions necessary to make sure the customer is satisfied with their purchase.

We help the prospect remain confident that they made the correct "logical" decision and solidify their trust in you, the company and the product. Remember, people may buy something based on their emotions, but they will justify their purchase logically. We want the product to "wear well"; meaning they can say to themselves, "this was a good purchase."

### Some steps you can take for this to happen:

- Confirm the delivery or go-live date
- Set up an onboarding plan
- Provide contact information for the support or training team
- Send a personal thank you note or card

With happy customers, you will have the option later to ask them to become references if appropriate.

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# SUMMARY

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# SUMMARY

TRAP Selling is a comprehensive selling process that incorporates a simple step-by-step sales process, Track Selling, and a proven sales qualification process, GAP Selling. By following a process, we take control of the sale and make the sales process as predictable as possible.

Incorporating probing, process and provoking questions during step 2, Qualification, we uncover facts about the prospect's current situation. We try to uncover problems we can solve for them and the impact of those problems. We determine if the impact of the problem is big enough for them to take action to rectify the problem.

We incorporate MEDDPIC to thoroughly qualify our opportunities.

We learn to act as a professional salesperson. A professional salesperson is someone that understands the prospect's industry and can advise them on the best course of action to take to solve their problems.

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