BUILDING YOUR SALES



THE PCY

Mini-guide to start your sale

COACHINGANDLIFE

The PCY (Product - Company - You) matrix is value-based sales. The learning is to balance the PCY. If you oversell/undersell one of the 3 you will not get the sale.

Customer insight:

Your customers have a desire: A desire to have a good problem-free life, where they can overcome and solve all challenges coming their way.

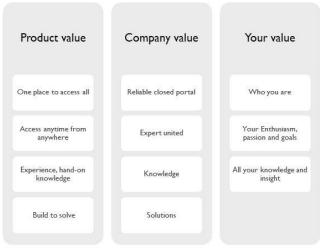
Your customers have a fear: Of making the wrong decisions

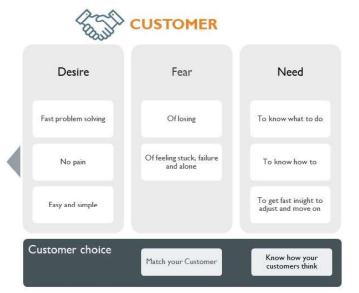
Your customers have a need: To solve the problems, challenges, and opportunities that is worrying them?

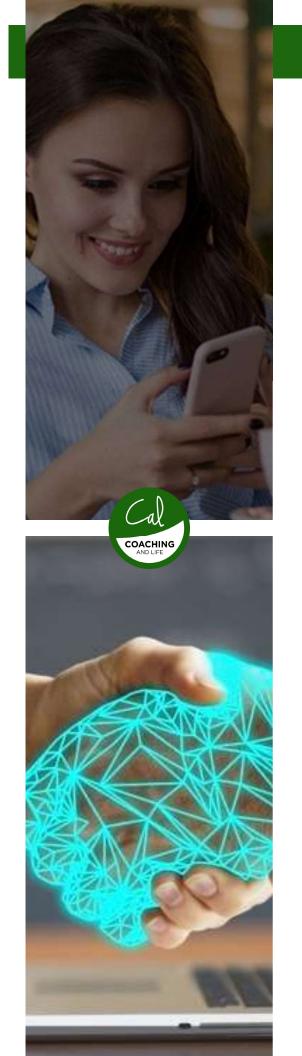
VALUE PROPSITION



SALES







CUSTOMERS BUY VALUE:

Define your value list:

WHY ARE YOU A SALES REPRESENTATIVE AT COACHINGANDLIFE?

MAKE YOUR VALUE-PURCHASE LIST:

Define your PCY:

Product: The product you choose

Company: Define the values you like about Coachingandlife and why you believe we are better. Define what you like and how the customer can see, hear and feel it.

You: Why should I buy from you. How can you give customers more knowledge, more insight, and a better solution all the way?

The customer journey is - investigating and planning to get the service, getting the service, and seeing the benefits from the service.

Accountability and commitment:

Customers want to know they buy from the right person, and a solid company, and the right product that can satisfy the desire, take away the fear, and fulfill their needs.