

THE DILIGENCE FIX

Situational Intelligence

AN ADVANCED SELLING CAPABILITY

Situational Intelligence

DEFINED

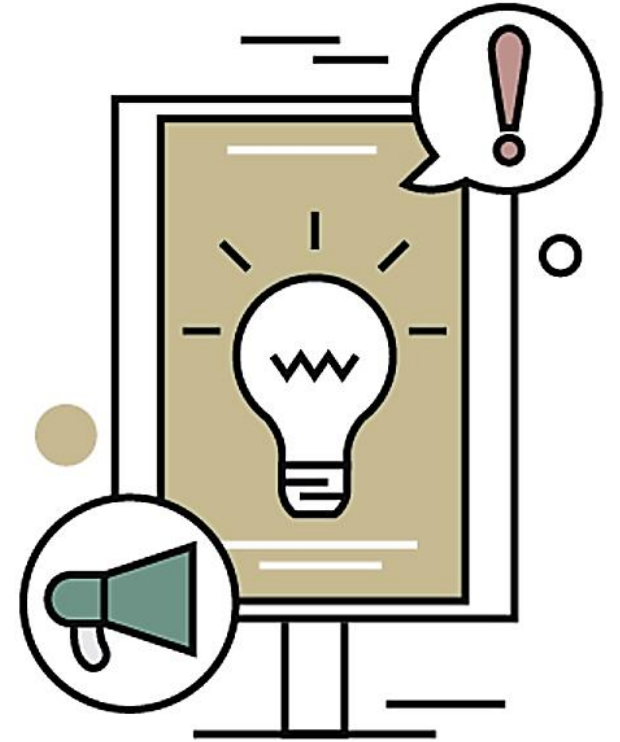
Effectively identifies and interprets subtle or overt signals from others during important interactions and makes quick, deliberate adjustments in mindset, approach, or behavior to **gain traction and increase personal credibility.**



Situational Intelligence

THREE WATCHOUTS

1. Having an underdeveloped ability to recognize personal style strengths and challenges.
2. Taking a passive approach to reading the room and overlooking important clues that require a style or substance modification.
3. Responding to mixed or unfavorable signals by either pushing the original agenda or by dropping back and allowing an unmanaged takeover to occur.



Situational Intelligence

THREE BELIEFS

1. Style agility is the one factor over which you have complete control—you can choose to flex and adapt.
2. Cultivating a total intake strategy will help you see real-time adjustments to make. **Synthesize: Your sales process with the deal objective and analyze customer evidence (tone, consensus, action) to smartly adjust.**
3. Sometimes you just have to throw out the playbook. When customer signals create the need to adjust, **drop back into Discovery and dig into the current situation again.**



Situational Intelligence

COMBINED KNOWLEDGE + SKILLS

Each of these areas must be developed and practiced seamlessly with every deal.

- **EQ/agility** – recognize the customer’s style and adjust your own accordingly.
- **Process/objectives** – know your stages and key activities. Look for confirming evidence from the customer. Set objectives based on reality versus wishful thinking. Adjust as needed.
- **When you face headwinds**, don’t ignore – explore! Read the room. Observe the energy. What’s not being said? Use discovery to dig into fluid customer circumstances.



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More information on this advanced capability in chapter 4 of

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