

A top-down view of a paint palette with various colors, a paintbrush, a paint can, and a wooden stirrer. The palette is white with splatters of blue, green, and red. A paintbrush with a silver ferrule and brown bristles is resting on the palette. A paint can with a wooden stirrer is also visible. The background is a light-colored surface with some paint splatters.

An introduction to
SIX STEPS

shirlaws
Love Enterprise

Introduction

Purpose of this document

This document provides an introduction to the concept of the Shirlaws Six Steps Framework.

What is the Six Steps framework about?

Context – creating relationships

The Six Step context is focused on **creating relationships** in a respectful manner.

Content

The Six Step process is comprised of six key steps and each step enables you to develop a better understanding of the person you are talking with.

The process allows all parties engaged in the relationship to overcome any fears they may have about the relationship – developing a strong platform from which they can work successfully together over a long term.

The initial application of the Six Step process is in relation to Sales.

When to use the Six Steps framework

This is a process that can be used in a number of areas like

- Traditional sales calls and meetings
- Running meetings – both internal and external
- Phone conversations
- Document structuring
- Structuring presentations
- Structuring training courses

Commercial and Cultural Outcomes

Whenever a Shirlaws framework is implemented within a client's business, it is necessary to identify, quantify and qualify the **commercial** and **cultural** outcomes of that implementation process.

In this context, commercial outcomes are those that can be quantified by numbers, the facts, figures – the hard side of business.

Cultural outcomes are based on the softer side of the business, i.e. feelings, emotions, behaviours.

Some examples of commercial and cultural outcomes from implementing Six Steps in a business may include:

- % increase across Sales against increased Capacity
- Average sales conversion rate improvement
- Increased rates/prices
- Pre-sold/not pre-sold client conversions improved

- Price/margin improvement x new volume
- Improved relationships.

Example questions a client could be asked:

- Who is responsible for Sales within your business?
- Do you know your sales conversion ratios?
- Do you know what percentage of clients/sales come pre-sold to your business?
- What are your current margins on sales?
- How would you describe the ability to retain clients/customers within your business?

L1 Concept

What is Concept?

The **Concept** layer refers to the vision and ideas generated. It is the process of introducing an overview – the **why**.

What does the Six Steps Concept look like to the client?

It creates an understanding of the need to create relationships in a different way. These relationships can be internal and are affected by activities such as the way in which meetings are conducted, through to how the sales team builds relationships with clients.

What does the Six Steps Concept feel like to the client?

- Uncomfortable and overwhelming.

What blocks the client from moving to the next layer?

- Their beliefs, e.g. "I've tried different sales techniques before, and they didn't work".

What expectations need to be set with the client?

- New habits take time and practise to learn and fully integrate them.

What does the Six Steps Framework look like?

The following is a depiction of the core diagram for the Six Steps Framework.

1. Agenda
 - Global
 - Specific

Summary, Confirm,
Introduce (S C I)

2. Positioning
(S C I)

3. Fact Find / Feel Find
(S C I)

4. Presentation

(PAUSE)

5. Summary
(S C I)

6. Open

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