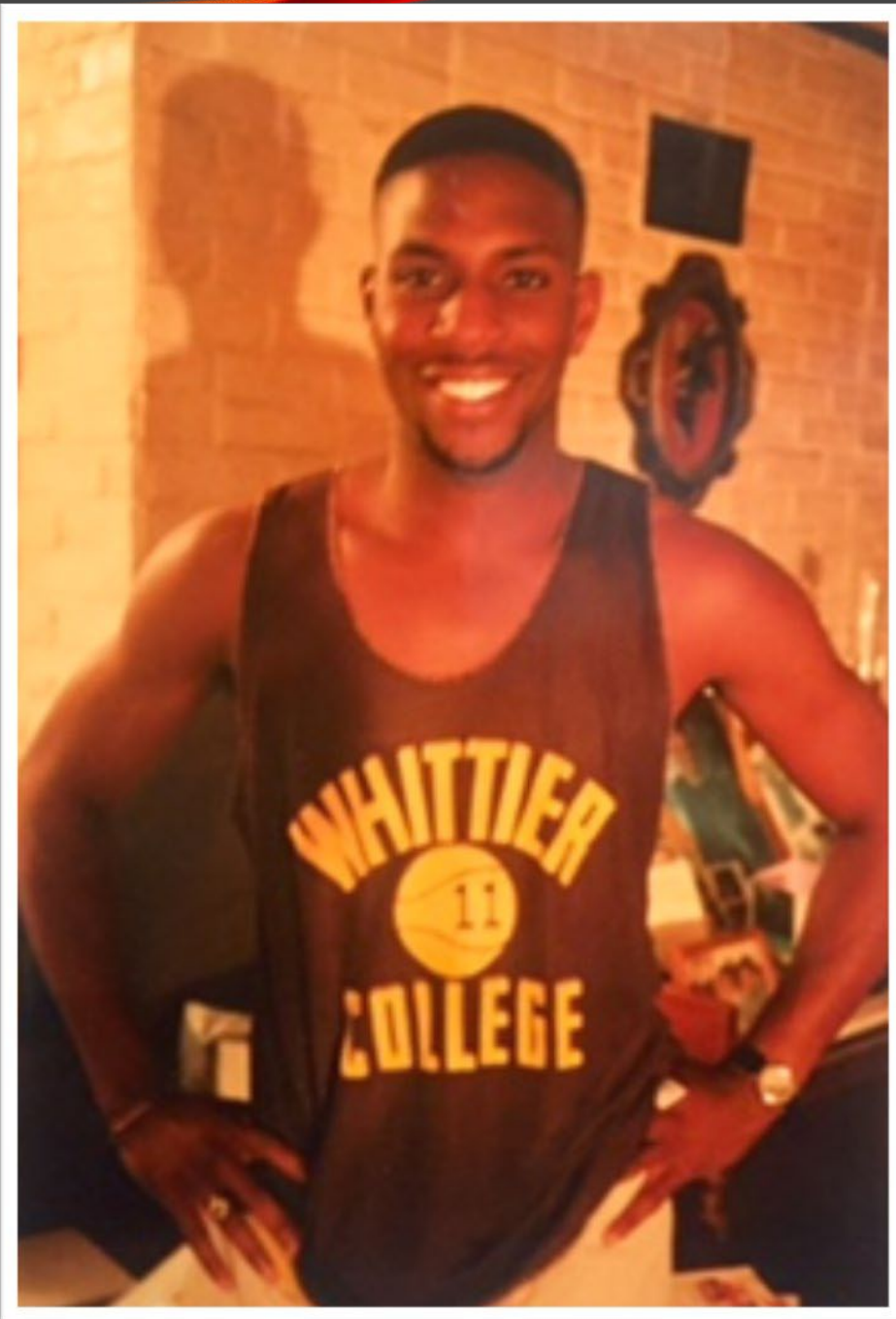




TIGAR

10-17-19



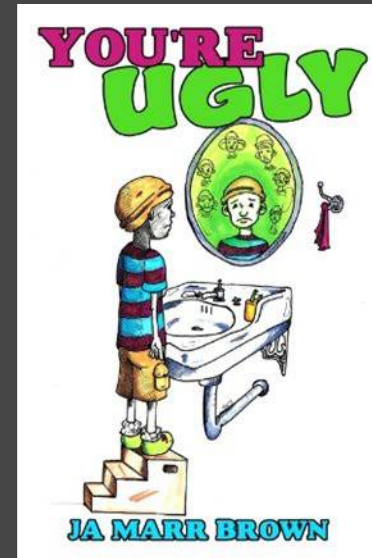
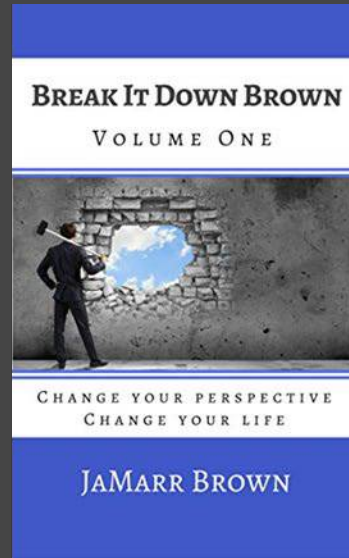






MY BACKGROUND:

JAMARR BROWN: 20 YEARS OF AWARD WINNING CORPORATE SALES, MARKETING AND LEADERSHIP EXPERIENCE



ORIGIN OF THE SELLING IN COLOR SYSTEM

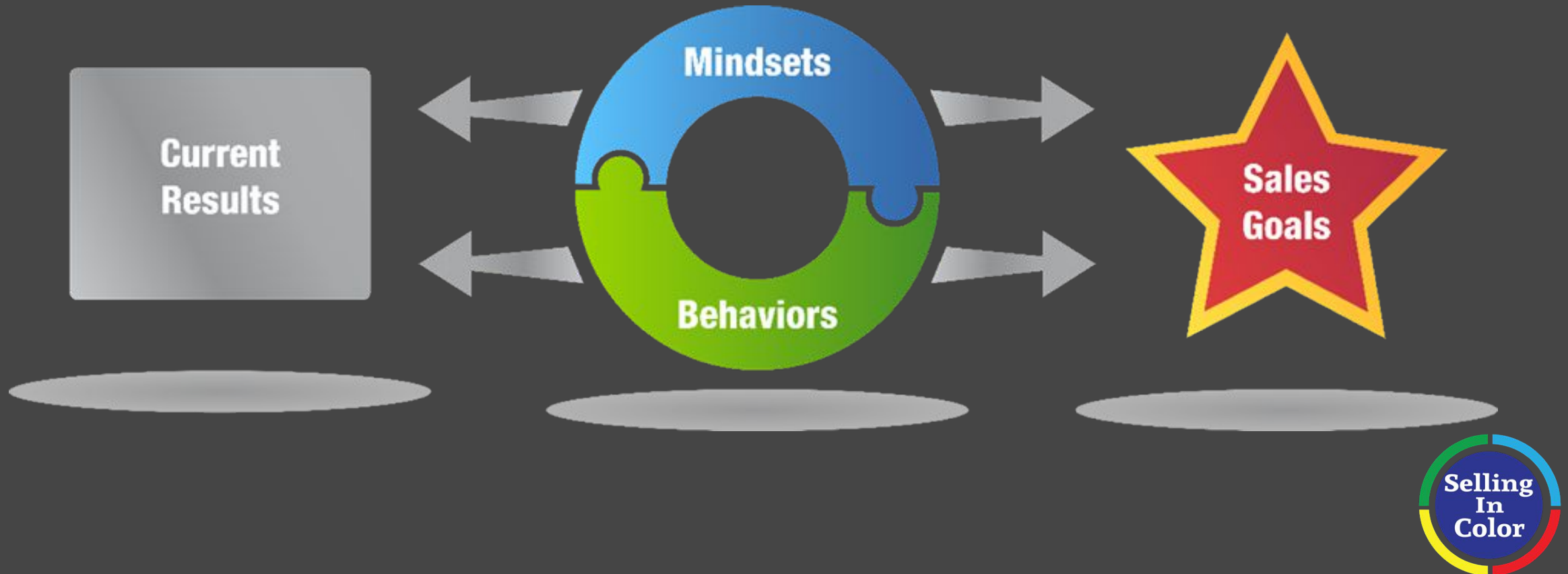
Case Study



- Team Kaizen: Ranked 20 out of 21
 - Implemented Selling In Color System
- Results
 - Sales ranking improved from 20 of 21 to #9 in 5 months
 - Year 2 - Sales ranking improved from #9 to #2
 - Year 3 - Team won Sales Team of The Year
 - 7 of 8 finished in Leadership Council (Top 20%)



**“THOUGHT IS THE ANCESTOR OF ACTION,” RALPH WALDO EMERSON
(PG. 15)**



Selling In Color:
"Unlocking the
Code of Your
Customers"

"Selling The Way
Your Prospects
Want to Buy"



SELLING IN COLOR IS...



**For Sales Professionals and
Sales Teams**

“Sell the way your customers want to buy.”



For Team Building

“Better communication, better
teamwork, better results.”



3 PILLARS OF THE SELLING IN COLOR SYSTEM

Mindset

- The 5 Mindsets of Sales Success

Process

- The 7 Step Selling In Color Sales Process

Personality

- The Selling In Color Story Personality System



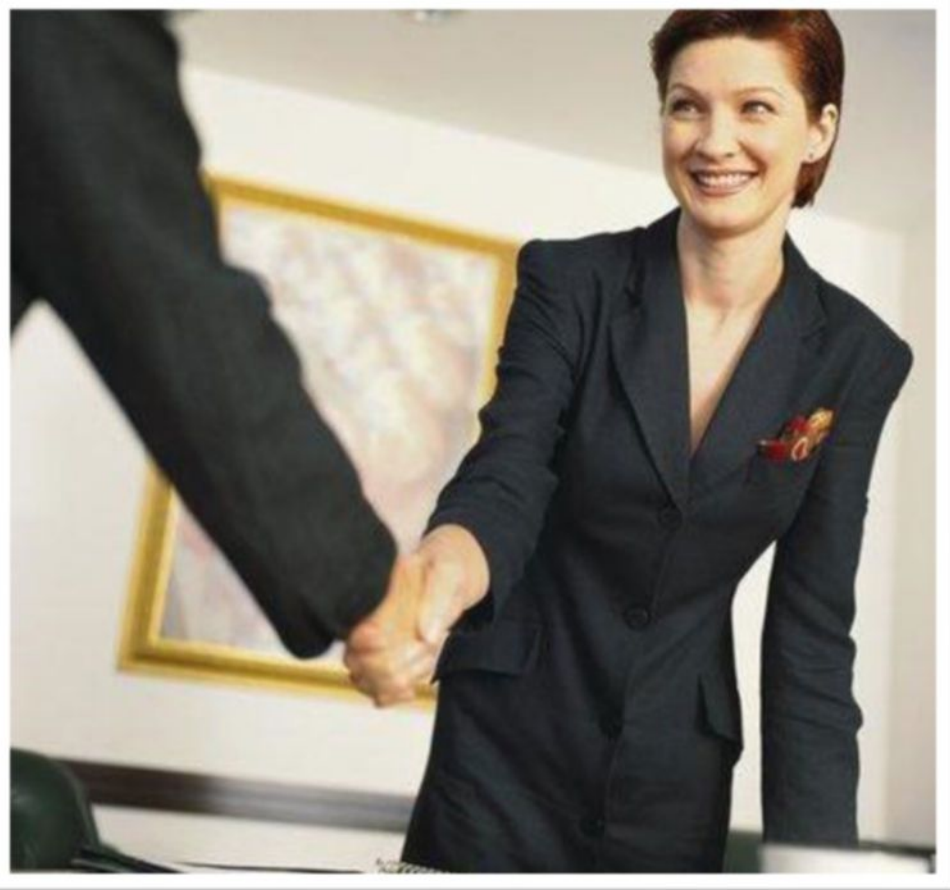
WHAT'S IN SELLING IN COLOR

- Section 1.) History of The Selling In Color System
- Section 2.) Introduction to The Selling In Color System
- Section 3.) Goals of the Selling In Color System
- **Section 4.)** The Five Selling In Color Mindsets of Sales Success
- **Section 5.)** The Seven Step Selling In Color System
- **Section 6.)** The Selling In Color Story Personality Profile System
- Section 7.) Bonus Section
 - The Eight Questions Every Customer is Thinking
 - How To Get Past The Gatekeeper
 - How To Create a Vision Board



SOME OF OUR CLIENTS





***Ever Meet A Prospect
You Instantly
Connected With ☐.***

***☐. Only To Meet
Another Prospect That
Frustrated You and
Left You Worn Out?***





The biggest problem with communication is the ILLUSION that it has occurred.



When it comes to communicating with *customers*, what is your

- **Greatest Challenge?**



**Got the
Truth?**



WHERE COMMUNICATION ISSUES SHOW UP (PG. 81)

- What was communicated
- How it was communicated
- How the communication was interpreted
- The situation surrounding the communication
- The personality of the communicator



WHEN YOU ARE BEING SOLD TO (PG. 84):

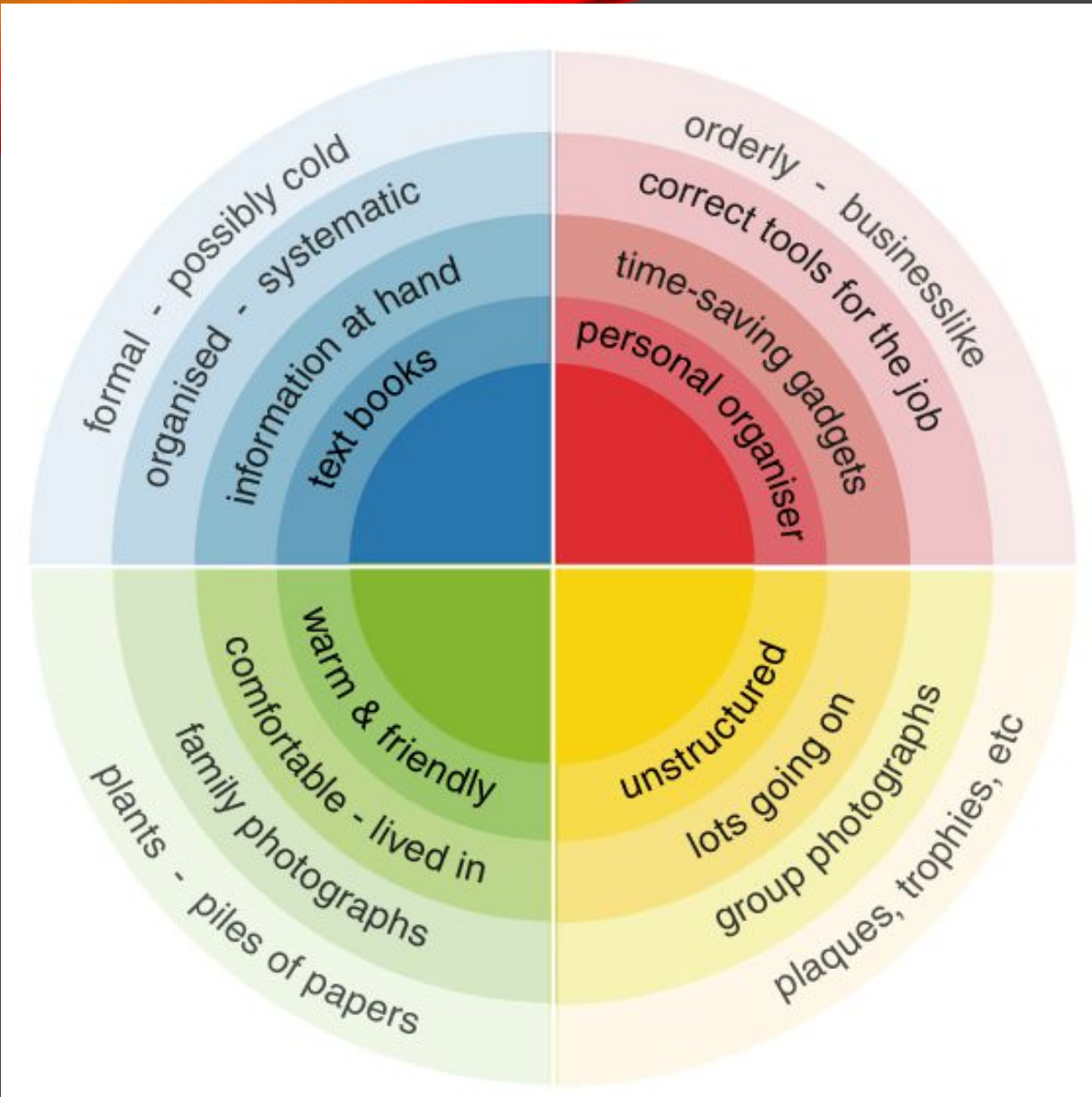
**LOOK FOR THE
PRICE**

READ THE FINE PRINT

**GET TO KNOW THE
PERSON FIRST**

**THINKING, "CAN I
TRUST THIS PERSON"**





WORKING ENVIRONMENT

BODY LANGUAGE

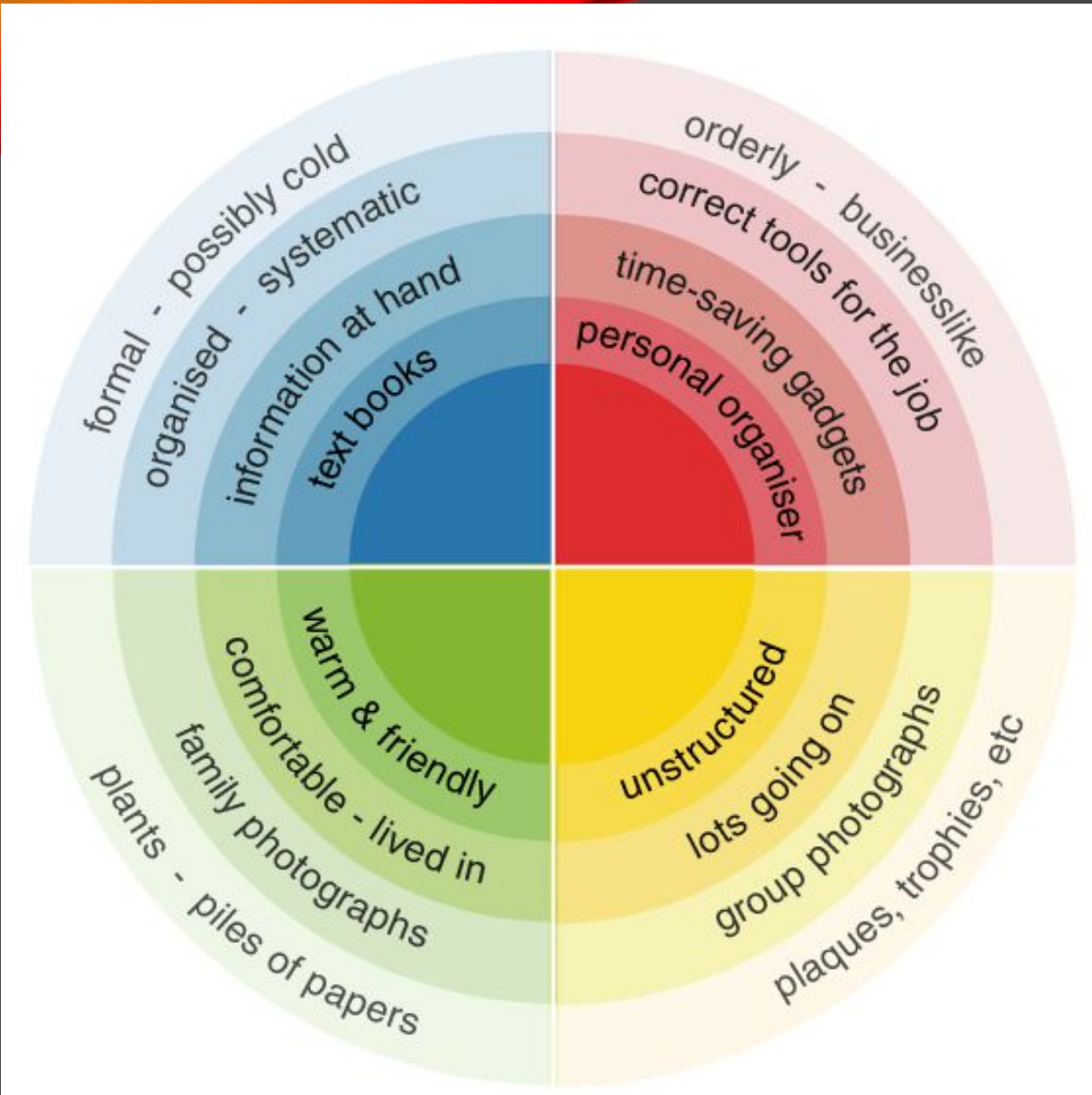
VERBAL STYLE

DAILY REACTIONS

EFFECTS OF PRESSURE

SELLING STRATEGY





VERBAL STYLE
EFFECTS OF PRESSURE
SELLING STRATEGY





□Blunt □straight forward

□Controlled speech

□□I believe□□□Let me see□

□Focused questioning

□Critical □prone to interrupt

□Staccato delivery

□Tell style

RED VERBAL CLUES



RED: Drivers

STRESS CAUSES:

- Lack of focus
- Indecisiveness
- Being out of control

STRESS SIGNALS:

- Becomes aggressive
- Impatient
- Irritable, demanding

SOLUTION:

- Allow for fast action
- Make decisions
- Take a break-time out
- Put them in control





- Monotone**
- Very businesslike, asks detailed questions**
- Devoid of emotion**
- Analytical** **statistical**
- I think** **What are your facts?**
- Slow delivery - pace**
- Focused style**

BLUE VERBAL CLUES



BLUE: Analyzers

STRESS CAUSES:

- Lack of info, structure & logic
- Poor quality work
- Time wasted or task rushed

STRESS SIGNALS:

- Becomes questioning & deliberate
- Nit picking
- Aloof, withdrawn and resentful

SOLUTIONS:

- Get their feedback on moving forward
- Provide informational support
- Go back to beginning and re-analyze more carefully





Quite tone

Diplomatic, pauses before replying

Personal when comfortable

I feel Enjoyed
Pleasure Show me

Emotional

Cautious delivery

Ask style

GREEN VERBAL CLUES



GREEN: Relationship Builders

STRESS CAUSES:

- Unfair or impersonal treatment
- Violation of values
- Interruptions or time pressures

STRESS SIGNALS:

- Becomes silent, withdrawn or hurt
- Judgmental, impersonal, resistant
- Stubborn and overly cautious

SOLUTION:

- Enhance personal contact to restore trust
- Be more sincere-
empathetic
- Put your desires & needs on hold momentarily





- Animated, sociable**
- Asks personal questions**
- Loud, spontaneous**
- Awesome** **Looks great**
- Let's take a look** **I see**
- Emotional**
- Rapid delivery**
- Visual style**

YELLOW VERBAL CLUES



YELLOW: The Engagers

STRESS CAUSES:

- Restriction on flexibility**
- No interaction and fun**
- Personal rejection**

STRESS SIGNALS:

- Over responsive**
- Appears opinionated**
- Argumentative**

SOLUTIONS:

- Allow room for maneuver**
- Be more engaging**
- Suggest brainstorming**
- Move onto something different**



Let's do
it RIGHT

Let's do
it NOW

Let's do it in
a CARING
way

Let's do it
TOGETHER



Thank-You

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- jamarr@jamarrbrown.com
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FROM LAST TO # 1 IN THE COUNTRY

- Key success principles
 - People buy the experience, not the product
 - Sell to purpose not profit
 - Everyone has a story that they want to share

