







GIRAFFE SELLING

What is the PATH Selling System?

STEP	EXPLANATION	GIRAFFE SELLING TOOLS
P  Perceive	<p>Perceive clients' current situation and future goals & objectives.</p> <p>Uncover biases, concerns and state of mind.</p>	<p>Niche market analysis & training</p> <p>Customer intake & surveys</p> <p>Industry analysis</p>
A  Assess	<p>Honestly assess what problems your products and services currently solve.</p> <p>Are you meeting your clients' past, current or future needs?</p>	<p>Financial assessment</p> <p>Product/service review</p> <p>Marketing/sales review</p>
T  Tune-Up	<p>Only after you know where your clients will be, can you correctly adjust your course to meet them there.</p> <p>Products, services, messaging and culture must change over time or you will become extinct.</p>	<p>Strategic planning</p> <p>Consumer marketing & PR</p> <p>Product/service design</p> <p>Sales training and analysis</p>
H  Harmonize	<p>The only certainty in life is the existence of uncertainty.</p> <p>Long term successful organizations create continuous feedback loops with its customers.</p>	<p>Client feedback programs</p> <p>Customer referral programs</p> <p>Sales/revenue enhancement</p> <p>Strategic reviews</p>