



Free Resource

**THE 4
PRINCIPLES
OF ALL
BEHAVIOUR**

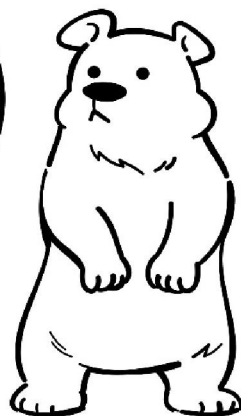
The 4 Principles of All Behaviour

We all display four universal behavioural traits, regardless of our skills, personality, and appearance – they are the bedrock on which we build our lives, they influence all our results and an understanding of them is crucial to our understanding of what will make us successful or otherwise.

The whole 'Slow Selling' sales process is built around their structure.

Indeed, in this new world of business transparency and customer empowerment, if you get these principles wrong, you're in much more trouble that you could possibly know...

Here's an explanation:



PEOPLE BEHAVE LIKE BEARS

RESULTS

And these actions then give them their results which often are expected from belief stage (a 'self-fulfilling prophecy'), but occasionally not (a 'strange occurrence'). Our results tend therefore to reinforce our beliefs and emotions (and turn our actions into habits).

In general, our beliefs will determine the emotions actions and results in a circular system (what we believe generally comes true), reinforcing our original beliefs.

BELIEFS, EMOTIONS, ACTIONS, RESULTS..... (B.E.A.R.s)

BELIEFS:

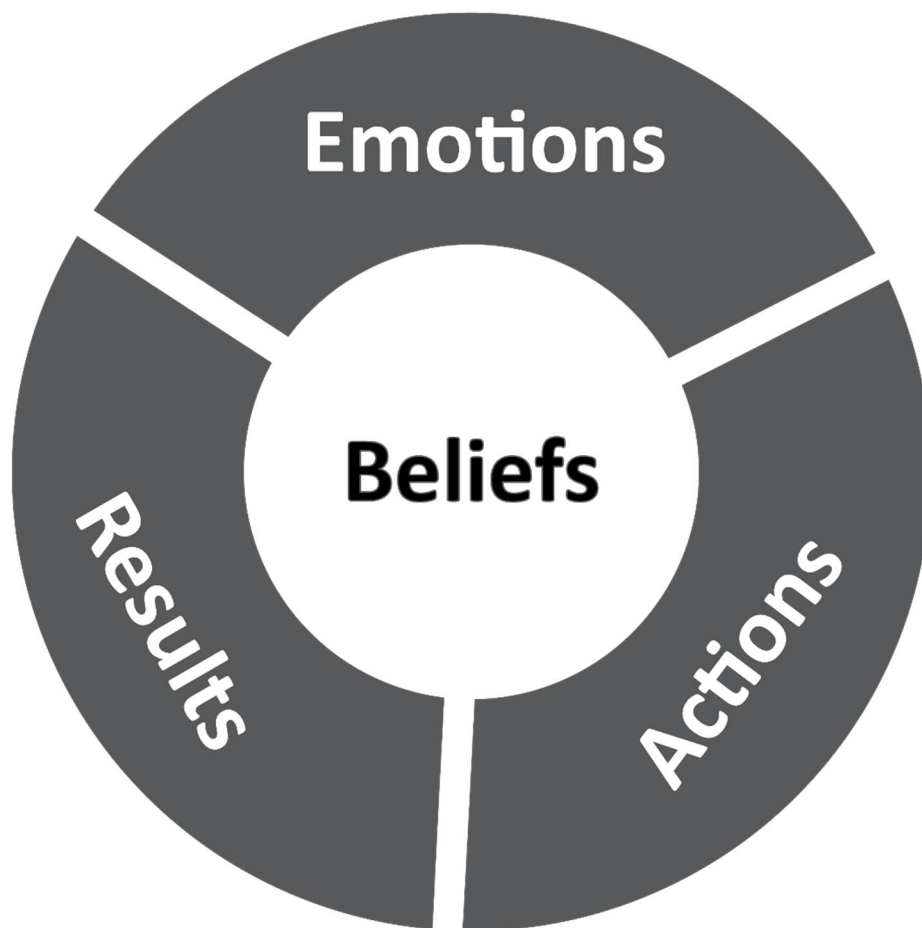
Everyone has a unique set of beliefs (derived from their background, upbringing, situation, education etc.).

EMOTIONS:

Their beliefs drive their emotions and their (usually) learned response to how they feel about anything that comes their way.

ACTIONS:

Which in turn guides what they will doing any given situation.



These four principles have led to many articles papers and books, but for the purposes of this book, the thing that we need to understand is: **we need to accept these principles and work on all 4 areas simultaneously to get a balanced, sustainable and optimum long-term result.**

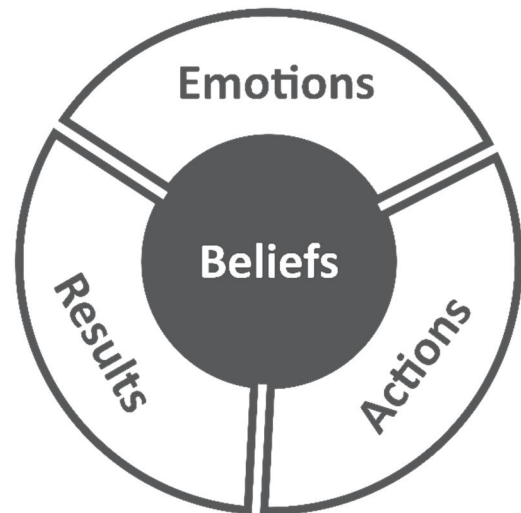
As the B.E.A.R. process is circular if we fail or rush one area we impact (mess up) the whole cycle, therefore let us explore each area in turn.

1. BELIEFS

Every one of us is unique, with unique background, upbringing, environment, experience and habits. Consequently, we have our own unique beliefs.

Beliefs influence our emotions, actions and results very strongly (we believe in the integrity of what we are trying to do). So, for long term success, we need to address our own and our team's thinking (belief in the organisation, its aims and direction), and work tirelessly to develop our customers' beliefs (that this is a genuine win/win partnership that brings mutual benefit).

(And all this against a background of leaned disinterest, mistrust and cynicism from these very people we seek to influence).



2. EMOTIONS

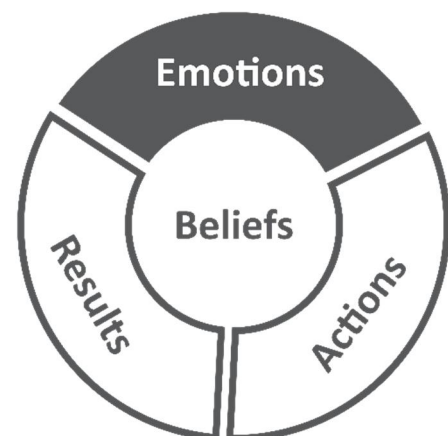
Our beliefs are the driving force behind our emotions, so, in order to be able to influence others' emotions (and 'sell' things properly), we need to figure out what REAL emotions are being driven by the beliefs of our customers in their 'hidden core'.

Only then when we understand their emotions can we properly engage and sell to these customers effectively.

We call this 'The Customer's REAL needs'

Here are some of the questions that the sales system must address in order to engage the customer emotionally:

- Do we genuinely care about customers, or are they merely a means to an end?
- Do we go out of our way to make their lives easier?
- Are we genuinely trustworthy?
- Are we demonstrating clearly that we really value the customer, through our behaviour or is this just lip-service?
- How do we know what the REAL deep-down beliefs and emotions of our customer are?



Your customer knows better than you do (or indeed your sales director, M.D. or shareholders) what is right for them, and what will make them want to buy more from you, more often and become your chief advocate and promoter in their peer group, and that, ultimately is what you want, and what this SLOW-SELLING SYSTEM is designed to achieve.

Only when the customers believe that we are both engaged on an emotional level will they truly trust us.... **people don't care how much you know until they know how much you care.**

3. ACTIONS

Knowledge is useless without action, so once you know and understand the beliefs and emotional driving forces behind your customer then you need to align the actions of your sales process, step by step, to address these.

You also need to take continual action, in small steps, to listen, evolve, improve, develop, build loyalty, build cross and up sales, and get referrals.

We call this 'Go the Extra Inch'.



4. RESULTS

What gets measured gets done

For each action that you take, you will need a measure to know and understand how effective each step is and to help refine and improve all that is done.

These are called 'lead' measures: they are measures of activity or results that indicate what will happen in the future: a bit like a barometer or a weather forecast will predict what the weather will do in the future because of the measurements they have taken: these measures, combined with professional feedback, will help you achieve the results you want.

