



HANDBOOK

THE 4
DIMENSIONS
OF
SELLING

The 4 Dimensions of Selling

Help with the psychology of getting it right!



In any activity there are always 4 dimensions, yet so often we only ever consider one of them...

In selling this is very much the case, often more than many other activities : because selling directly connects to our basic animal instincts of fight or flight (we get excited by the want and need to sell (fight) and are frightened of failure (flight)).

When we are trying to 'sell' these instincts can kick in and get in the way of us doing the sensible and kind thing that will build customer reputation and loyalty, because we are so focused on getting the sale today.

We let our fighting instincts to get the sale override our human instincts to treat the customer as we would wish to be treated if we were them.

This is one of the fundamental issues in business at any level : and this is one of the key issues that the slow selling processes and tools address. The slow selling processes and tools are designed to calm these animal instincts and calmly lead us to develop effective habits of genuinely helpful behaviour towards the customer in all four dimensions.

So, what do I mean by the four dimensions?

In all behaviour there are four dimensions to the human experience:

- **Dimension 1:** the physical dimension: this is the dimension that determines and measures the physical results of our behaviours.
- **Dimension 2:** the social dimension: this is the social impact we have quite separate from the physical results. we could have achieved the physical results we wanted for example, at the expense of a relationship or the trust of a customer.
- **Dimension 3:** the mental dimension: this is the dimension that determines and measures the mental results of our behaviours. In other words what did we learn or what did others learn from our physical activity? What were the wider impacts of what we did and how will they relate to future results and future social relationships?
- **Dimension 4:** the spiritual dimension: this is the dimension that's all about the spiritual results of our behaviours. What was the spiritual impact of our activity? Did it make the world a better place for ourselves and our community and the world itself? Did it align with our innermost beliefs? Will we be proud of what we did in 10 years time? Would we like everyone we care about to know what action we took? Have we stuck to our integrity?

So, in any activity we take, it's vital to consider all four dimensions in order to make sure we are holistically sticking to our beliefs, principles and mission, and also systematically developing long-term relationships with those around us of loyalty, high quality trust and reputation.

The 'Slow Selling' systems are designed to help us achieve all four:

- **Dimension 1:** the physical dimension: tools and processes to get a significantly higher rate of customer attraction and sales conversion in the long term.
- **Dimension 2:** the social dimension: ideas and tools to ensure you develop an unshakeable reputation of excellence personally and organisationally in the marketplace.
- **Dimension 3:** the mental dimension: tools to keep you learning and growing, both on and off the job.
- **Dimension 4:** the spiritual dimension: ideas and principles to keep you sane, build your integrity, develop passion and joy in what you do, and develop a reputation of being intrinsically trustworthy.

The problem is that it's always far too easy to forget the other three dimensions outside of the physical dimension... And this is particularly the case in the sales process for the animal instinct reasons we mentioned above.

We suggest that, in effect, the simplest way to get in control of this, is to **change the order of focus and application of the dimensions.**

For example:

1. Start with Dimension 4: what are our deepest values and beliefs? What do we need to be famous for in order to build world class levels of customer attraction and reputation?
2. Then move to Dimension 3: what do the other people want from this engagement, emotionally? What do I need to consider first, in order to engage with them amazingly, whether or not they buy from me today?
3. Then 2: how can we get the best outcome, physically (we are trying to be 'successful' after all!)? What world class sales systems do we need to build, at every step, to build on our attractiveness and reputation, and, through it, to develop world class levels of sales conversions?
4. Then, lastly, number 1: what have we learned, what value have we created? What do we reward? What measures determine our success? Are they short term (Lag measures) or long term (lead measures) ... after all, what gets measured gets done?

This is why we start in the slow selling process with the mission (what are we really about, and what values guide everything we do?), And we finish with our 'lead measures' to ensure that we stuck to all four dimensions in all our processes and behaviour period

Like many other things that are blindingly obvious common sense they are much easier to understand than they are to do. that's why we recommend you have a coach to help you stick to the principles of 'slow selling' through the tight and narrow path that you will tread every day!

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