

3

REFERENCE MANUAL ▪ THE SOLOMON METHOD OVERVIEW

SUMMARY:

This chapter provides you with an overview of the entire Solomon Method selling system. You will find it most helpful to have a complete understanding of how the entire process works before delving into each of the three phases in greater detail. You will learn about the Discovering Truth process, where you will uncover your client's goals and objectives as well as their issues and obstacles; the Exploring Solutions process where you will discuss how you intend to go about addressing their issues and help them achieve their objectives; and the Moving Forward process, where you will discuss engagement details and address client concerns, as you bring the meeting to a positive conclusion.

CONTENTS:

What is Your Objective?	37
A Primary Objective	37
The Relationship Circle	38
Discovering Truth - Phase One	39
Opening Statement	39
Questions	39
Framing Questions	40
Listening	40
Motivation	41
Exploring Solutions - Phase Two	41
Connecting Issues and Goals	42
Moving Forward	42
Gaining Commitments	43
The Client Moves Towards You	43
Clarifying Engagement Details	43

What this Chapter Covers



- Solomon Method overview
- Clarifying your objective
- The Relationship Circle
- Discovering Truth
- Exploring Solutions
- Moving Forward



THE KEY

Your objective is to establish a long-term relationship with the client in which they view you as a critically important business partner.

Now that you have an understanding of the underlying philosophy of the Solomon Method and some fundamental principles of human motivation, it is time to learn how to apply this philosophy and put these principles into action.

Refer to the 'Solomon Wheel' that has been provided in the Workbook. It portrays the complete Solomon Method process in one picture.

In this chapter we will describe the entire Solomon Method process to you in detail. In this way you'll acquire a basic understanding of what the entire process is about and how it works. This should make learning each step of the process easier for you.

In each of the subsequent chapters we will provide a more in-depth understanding of each phase of the process, and provide the guidance and direction you need to actually implement every element of it. It is a good idea at this point for you to start becoming very familiar with the Solomon Wheel diagram as it will help you to understand each step in the process.

For clarity and simplicity we have presented the Solomon Method from the perspective of an initial meeting with a client that concludes with an in-depth consulting relationship. Any attempt to take into account all of the possible permutations of different types of meetings with different purposes and outcomes would simply create too many situations and create unnecessary confusion as you are learning the process.

However, please keep in mind that different components of this process can be used in a wide variety of situations. It is up to you to determine the most appropriate parts of the process to be used in a given set of circumstances.

The questions you ask and the solutions you propose will all be directly related to your meeting's objective.