



THE  
CONSTANCE  
GROUP

LESS CORPORATE MORE HUMAN

## Glossary of Terms:

- DISC – the four dominant human behaviors
- The 3 SF phases – Research Phase, Education Phase, Dream Fulfillment phase
- Resonating statements – A statement that connects you to the buyer emotionally
- Position statements – Positions you, company, and answers “why should I listen?”
- Latent pain – Pain they didn’t know they had
- Deficit questions builds credibility, creates pain
- 3 level questions – makes deficit questions less abrasive. Fact/Observation/Question
- WITY – What’s Important To You
- 3-D – Determine, Define, Diagnose criteria in WITY
- DBM – Dominant Buying Motive
- Must win issue – Something that has to be satisfied to win
- Selling/Negotiating
- Triggering event – Effectively determining when you’re doing one or the other
- Move toward/away – The motivation of pain avoidance or to gain something
- Buyers grid – Map of how the decision will be made. Used for solution development
- Process owner – Owns the bid process
- Problem owner – Owns the outcome
- CBI – Critical Business Issue
- Dollarizing – Dollar impact of solution on WITY criteria