



## The “Que P.A.S.A?” Sales Process

*A Goal Driven Procedure*

Selling is helping someone get what they want.

Selling is a service. You just help them achieve their goals through your services.

You do this in the role of a doctor during your report of findings and progress report, or in your role of service provider. You do this as a Front Desk Specialist when a prospect calls, or as the Patient Accounts Coordinator doing a patient financial consultation. You can use this process networking over a beer with a new acquaintance.

But in every case, you are also doing so in the role of a coach.

You are coaching this person to reach their goals. There is the long version, for example, when you present a workshop or give your report of findings, or the very short version when you are networking. Either way, the process steps are the same.

Too often, “sales” becomes contorted and perverted into coercion or deception with the purpose not to help the customer, but to help the business make money.

Not everyone wants what you have to offer. There are, however, a small percentage of people looking for the help that you can give them right now. There are a larger percentage that are considering other alternatives, including yours, who may be ready soon -- but not just now.

If you follow the simple process below, you can help many people achieve their goals with your services.

Que Pasa? is Spanish meaning “What’s Happening,” or informally “What’s Going On.” Even, “How are you doing?” But in this case, it’s also an introduction to an acronym for a simple sales process: Problem, Awareness, Solution, Action – P.A.S.A.

## 1. Problem

You need to seek to understand the nature of the other person's problem. If you are a chiropractor: "Do you have headaches?" If you are a dentist: "Do you have painful teeth or gums?" If you are an accountant: "Are you paying too much in taxes?"

You want to identify a specific issue and in as much detail as possible.

It is important, if you can, to go beyond the symptoms, like an investigator, with compassion and interest, and get to the most basic problem.

**The goal of this step is that the other person knows that you understand how they feel and what they are experiencing.**

## 2. Awareness

You now need to help the other person become more aware of the problem.

We all tend to "shelve" our personal issues, to put them on the back burner until there is an all-out emergency. Yet, those issues are there. As a coach, your job is to help the prospect look at them and become better acquainted with their problem and how it affects:

- Their activities of daily living
- Their family
- Their future if the problem is not resolved.

It is an art, and a worthy skill to acquire, to be able to bring about the potential customer's increased awareness of their problem so that they realize that they should do something about it.

**The goal of this step is to increase the prospective patient's awareness so that they feel that they should do something about their problem now.**

## 3. Solution

You have the solution to their problem with your services, but how do you present it?

Take their point of view, as a "guide on the side," and look at the problem with them. Then, together, you both examine various solutions and which route would be the best for them.

To be honest, there may be a better solution available with another provider, in which case you would strengthen their trust in you if you recommended the other provider. In most cases, however, in reviewing all possible solutions, it would be obvious that yours would be the best.

As you have become a trusted advisor, you recommend they seek your services – right away.

**The goal of this step is the prospect has decided to seek your solution now, or another's, if more appropriate.**

## 4. Action

Just because a prospect has decided to pursue your services does not mean that they will.

We all get distracted. Your customer has hundreds of other goals to pursue each week, some major, many minor, and the goal to move forward with you will soon get pushed to page 5 of their “To Do” list.

If all the prior steps have been done well, then adding exact action steps to the Sales Process will be collaborative and help your prospect achieve their goal. If the communication with the prospect during this process becomes tense, then you missed something earlier and must go back and redo some of your prior steps.

Action steps include appointments, payments, signed agreements, and “Courtesy Calls” for reminders. It is a commitment to do something now.

**The goal of this step is your prospect has made commitments to take action this week to begin services with you.**

### **And what about the “Que Pasa?”**

This is a reminder that the PASA process begins, and is based upon, friendly communication and genuine interest. Everything that follows in the process has this as a foundation.

Practice this process over and over in different situations. There are many nuances to master but well worth your time. Improving your skill with the “Que PASA?” sales process, and those of your teammates, will allow you to help more people – and this is the goal of the Que PASA sales process.

Gracias!

-Edward Petty

## Sample Que PASA sales process, done out of the office.

- B - Hi, my name is Bob. I am a chiropractor (I work with a chiropractor, acupuncturist) and help people find pain relief and better health without drugs.
  - P - Hi, I'm Peter.
- B - [Que Pasa?] So, Peter, how's it going?
  - P - Pretty darn good! Except for my back pain.
- B - [P = PROBLEM] Oh, you have back pain?
  - P - Yes.
- B - How long have you had it? (continues asking questions until both he and Peter understand that Bob has a clear idea of Peter's problem.)
- B - [A = AWARENESS] How does it affect your life? (Work life? Recreation? Family time?)
- B - Hmm, has it gotten worse over the last year?
- B - You might have a .... (pinched nerve or some joint issue, or whatever might be the most basic issue) but I can't be sure.
- B - [S = SOLUTIONS] What solutions do you have for it?
  - P - Mostly just drugs, sometimes Jack Daniels helps.
- B - Well, let's look at your options:
  1. Do nothing.
  2. Continue to take drugs, and more drugs as it gets worse.
  3. Look into surgery
  4. Receive a full examination to see if it is a pinched nerve (or other possible issue), because if it is, it is usually pretty routine to gently move the bones so they stop aggravating your nerves. People find great relief when this happens.
- B - What solution looks best to you?
  - P - Get an exam from you.
- B - [ACTION] Great. Let's get you set up with an appointment... I have time tomorrow morning at 10 or afternoon at 3. Which works best?
  - P - 10 am.
- B - Great. I have you scheduled and here is our address and can we give you a courtesy call at 8 am to make sure you have the directions?
  - P - You bet