

Selling Made Easy-Really!

presented by

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Maxims

1. Shut up
2. You have 1-4 seconds to make a first impression
3. Communicate to them the way they want to be communicated to mirror language
4. Is this manipulative?
5. Selling is Listening (handout page 15)
6. Ask questions (handout page 11)
7. Never ask a yes or no question (handout page 26)
8. Retail---never ask "Can I help you?" (handout page 26, 27)
9. Sell benefits, not features
10. Define your "aggressiveness quotient"
11. You don't sell it to them; they sell it to themselves
12. If they want it enough they will think they need it
13. Watch for the 'hot button'
14. Find out what their problem is
15. Provide a solution to their problem
16. Define which type of prospect it is (handout page 17)
17. Avoid the 'No-No' things (handout page 18)
18. Buyers buy emotionally, rationalize it intellectually
19. Watch the body language (handout page 16)
20. Get small commitments first
21. Woo them, don't pound them
22. Know your competition (handout page 28)
23. Handling objections (handout page 9,10)
24. Create responses to standard objections
25. Define your sales strategy (handout page 3)
26. Create your sales plan (handout page 4)
27. Define your sales process (handout page 5, 6, 7)
28. Sales Presentation Process (handout page 2)
29. Sales Process Assessment (handout page 8)
30. Sales Process Efficiency (handout page 2)
31. Sales Results Analysis (handout page 24)
32. Get the appointment/sale single goal
33. Always use a 'trial close' (handout page 12)
34. Closing the Sale (handout page 12, 13, 14)
35. Ask for the order/sale
36. Analyze why there was no sale (handout page 20)
37. Buyers remorse; you may need to resell
38. Follow up is really important
39. Rating Your Customers (handout page 21, 22)
40. Street-Smart Tips (handout page 19)
41. Keys to Sales Success (handout page 23)
42. 11 Sales Sins (handout page 25)

Sales Efficiency

1. Are you seeing your customer more times or fewer in relation to his or her potential for profit?
2. Are your costs of selling planned and controlled?
3. If you have sales staff, are they compensated with incentives and security at reasonable cost?
4. Is performance of sales staff measured against potential?
5. Do you have any deficiencies in sales staff with regard to
 - recruitment,
 - selection,
 - training,
 - motivation,
 - supervision,
 - performance,
 - promotion,
 - compensation

Sales Presentation Process

1. **Pre-approach** Gather information and decide how to approach the prospect
2. **Approach** Get prospect's attention, create interest, and transition to your presentation
3. **Presentation** Begin converting prospect into a customer by creating desire
4. **Close** Get the order, contract, or commitment
5. **Follow-up** *Make sure the customer is satisfied with your product or service*

Types of Sales Strategies

1. Relationship Driven

This is the traditional type. You rely on creating and maintaining a good personal relationship with the decision maker, his staff, and you massage that relationship continuously. You take the prospect to lunch, you send gifts, you send referrals, you call just to say hi and see how things are going, etc.

2. Presentation Driven

This type relies on the presentation itself to do the whole job. It puts on a “dog & pony” show in an attempt to “wow” the prospect into b

3. Price Driven

This places focus on how it will cost less than the rest, provides discounts of all kind s, gives away add-ons for free, meets and matches any competitors bid or price, gives coupons, etc.

4. Pressure Driven

This relies on frequency of calling, frequency of visiting, using a more aggressive style. If you never let up, it says, they will eventually capitulate and buy.

5. Anxiety Driven

This tries to scare them into being so afraid not to buy that they buy. It tells them about how the others are going out of business, how inexperienced the others are, how poor their quality is over time, etc.

6. Pity Driven

This tries to create “feeling sorry for” the salesperson or company. We’re the new guy on the block, or we’re about to go under if we don’t get sales, or brings up a personal life problem to elicit sympathy.

7. Status Driven

This relies on testimonials by famous people, by stars, to endorse or recommend your company/product/service.

It says that the status of the endorser/recommender will rub off on the buyer.

8. Advertising Driven

This relies on continuous running of ads to keep the company name in front of the prospects. It hopes to keep the choice of company/product in the forefront of the mind of the prospect.

- Any sales strategy might use more than one of these
- No sales strategy would use all of them
- Different types of products and services lend themselves to different strategies.
- Some of them cost more than others cost.
- Some of them are more reliant on personality

Sales Plan

A closed sale is not an event. It's the end result of a process. The process has to be planned.

There are many pieces to the sales plan puzzle.

Telephone Cold Call

Return Phone Call

Follow-up Phone Call

Sales Presentation by Appointment (for 2 or 3 step process)

Sales Presentation by Drop-In

Solution Presentation (for 3 step process)

Sales Letter

Follow-up Letter

Price Quote

Mail materials

After sale re-sell

Request for referral in person

Request for referral by mail

Survey/Questionnaire

Other _____

Other _____

Now, it's time to put the pieces of the puzzle together by arranging the items above in the order in which you will use them. You will probably not use all of them.

After you have put them in order on a piece of scratch paper, put the paper away and do it again an hour later. See if it comes out the same. Keep doing it until you are completely satisfied with the plan.

Then, figure out what sales materials (brochure, business card, script, quote form, etc.) you will need for each piece of the plan.

The Sales Process

Not for retail selling

Not for order taking where prospect calls you to place an order

Not for one-step selling

If a Two Step Process

1. Get the appointment

You cold call them, from a list or a referral

They call you in response to an ad, brochure, flyer, etc.

2. Make a sales presentation

If a Three Step Process

1. Get the appointment
2. You cold call them, from a list or a referral or They call you in response to an ad, brochure, flyer, etc. Discover what they need: product/service
3. Return to prospect to present your solution to his/her problem

Tips for either 2-Step or 3-Step Sales Process

- Your sales process must be consistent with, and reinforce, your marketing positioning.
- The sales process begins somewhere in your marketing process, not when you get in front of the prospect.
- The sale does not end with a signature; many times reselling is needed. Buyer remorse is real. They can un-sell themselves as fast as you can sell them.
- Your sales process should not look or sound like a sales process. You are there to help, advise, consult, explain, guide-but not to sell.
- Do not try to manipulate the buyer. S/he will check out and refuse to buy.
- Sell value not the product. Value is the relationship between one thing and another.
- Each part of the sales process must create in the prospect a *feeling* of value.
- The focus must be on the prospect; not on you; not on the product; not on your service or your company.

Step 1. Get the Appointment

- You must talk with them, not to them or at them.
- In retail, the appointment is getting them to talk with you. If they don't, you are not selling, you are just watching the store.
- Speak slowly and clearly.
- Keep it short and to the point
- Focus on your one goal-to get the appointment-not to sell anything.
- Always speak from a prepared script that you have practiced and practiced.
- Remind the prospect of the benefits they will get
- Do not give up after an unsuccessful attempt. Call again and again.
- Be sure you are speaking to the decision-maker, or at least to the decision-influencer
- Getting past the "screener" secretary or clerk
 - Be friendly, sincere, serious, and non-aggressive
 - Make him/her feel important to the process
 - Appeal to his/her self-interest. Offer a psychological gratification (how your product/service will provide benefits to the boss/company and make the screener look good) or provide for screener a relief from anxiety; use doubletalk* to confuse the screener so he/she will think, "I don't understand this, but it may be important."
 - Offer a free gift to the boss. The screener will not want to be responsible for his not getting it.
 - Tell him/her you're impressed by how well he/she takes care of the boss.
 - Be creative; you never know, it might work.
 - State the number of minutes you will need. Keep it low.
 - Provide a choice of times for the appointment
- Use phrases that imply or state a benefit

Examples: "We've created a very creative way for you to deal with XXX and I'd like an opportunity to bring the benefits of it to you"

"We've created a system that makes it possible for you to..."

"We've found a remarkable way to provide a solution to a very real problem that I'm sure you've experienced in your job/business."

* Example: You are selling art for office walls. "I'd like to speak with him/her about the potential impact of visual stimuli with the office environment on a series of behavioral factors such as motivation, productivity, perception, interpersonal relationships and ocular sensations."

Step 2. Sales Presentation

If you are using a 2 step sales process, this is the last step and you must present and close at this step.

1. Whether done in writing or verbally, always present it in person
2. The questions you will ask and the statements you will make should be scripted in advance.
3. At the start make some statements that let him/her know that you know what you're talking about
4. At the start get the prospects agreement as to how long it will take
5. Repeat, to reinforce it, what you said when you set up the appointment
6. Find out what it is in the prospect's job or company that is producing frustration, anxiety, or fear.
7. Secure the prospect's willingness to do something about the cause of it.
8. Present your solution; explain the benefits; how will your product/service solve his problem?
9. Do a trial close If positive, close. If negative, go back to step 2 and find the real problem.

Step 3 Solution Presentation

1. If you are using a 3 step sales process, omit steps 4, 5, and 6 from Step 2: Sales Presentation. Then add these steps:
2. Make an appointment, with specific date, time, and place, for you to return to present your solution.
3. Go back to your office and put together you Solution Presentation; gather all of the facts, data, pricing, etc. that you will need when you return to the prospect.
4. Prepare the written agenda of your solution presentation.
5. Present your solution; explain the benefits; how will your product/service solve his problem?
6. Do a trial close
7. If positive, close. If negative, go back to step 2 of Sales Presentation and find the real problem.

Your Sales Process Assessment

Every company has a sales process, whether they have it documented or not, whether they use it consciously or not. Take a look at yours by answering the following:

Put a ✓ by the most appropriate answer, the one that occurs most often.

Who does the selling in your company?

- a. ___ owner b. ___ sales manager c. ___ salesperson d. ___ written materials

How many steps are there in your sales process?

- a. ___ one step b. ___ two steps c. ___ three steps d. ___ more

What kind of sales are made?

- a. ___ one time sale b. ___ repeat sales c. ___ add-on sales d. ___ upgrade sales

Who picks the time of sale?

- a. ___ by chance b. ___ by appointment c. ___ customer picks d. ___ company picks

Where is the location where the sale takes place?

- a. ___ at customers b. ___ at company office or store c. ___ on the phone

How tangible and low cost is the product or service you sell?

- a. ___ tangible and low cost b. ___ tangible and high cost c. ___ intangible and low cost
d. ___ intangible and high cost

How readily accessible is your product or service?

- a. ___ buyer gets it on the spot b. ___ buyer picks it up later c. ___ buyer gets it delivered later

How is paid for?

- a. ___ Buyer gets extended credit terms, no interest charged b. ___ credit with interest charged
c. ___ on to a credit card d. ___ buyer pays all cash

For each question, the choice farthest to the left is the easiest selling situation, and the one farthest to the right is the most difficult to make the sale.

Give yourself 4 points an *a*, 3 points for a *b*, and 2 points for a *c*, and 1 point for a *d*. Add up your total.

Rating: 28 to 32=easy selling situation

21 to 27=a mixed bag; consider some changes

10 to 20 =a difficult selling situation; make some changes

0 to 9 =next to impossible

Handling Objections

Do Not:

- Try to talk him/her out of it
- Argue about it
- Try to diffuse it if you only hear it once; it's probably not a real objection

Do:

- Ask that it be repeated, so you know you understand what the objection is
- Isolate the objection; make sure it's the only thing left in the way of the sale
- Show prospect/customer that you understand it
- Put responses to each rejection on 3x5 cards and practice them a lot
- Try to prevent the objection in advance
- Neutralize it:** Competitor does something—so do you
- Off-set it:** Competitor does it, you don't—we have an advantage that makes that less important
- Displace it:** Competitor does it—it's not what it appears to be; our way is better

Prospect Says "I'm not interested"

You say "That's just what I said when I heard about this, then I found out (give your main benefit)."

Prospect Says "Just send me some literature"

You say "That's exactly what I want to do, and I'll highlight what will be of most interest to you; tell me, what's the biggest frustration you're presently facing in your job/business?"

Prospect Says "I don't see any reason to change who I presently buy from."

You say "I can understand how you would feel that way; when I've been in your situation I've found out that there were some real differences that I wished I'd been aware of. For example, what are your greatest frustrations in the area of ..."

Prospect Says "That's fantastic!"

You say "What do you like about it?"

Prospect Says "I have no interest in going any further with this."

You say "Can you tell me why that is?"

Prospect Says "I told you, I'm not interested."

You say "You must be telling me that for a reason."

Prospect Says "Just give me your business card."

You say (look for it, but don't find it) Then say, "I assume you want it so you could call me. Why were you going to call me?"

Prospect Says "I really can't afford it."

You say "Which means?" or "Well, if you could afford it, then what?"

Prospect Says "This is too hard to remember all this stuff"

You say "Perhaps; but not as hard as not having the benefits it will bring you."

Prospect Says "You sure are asking a lot of questions."

You say "Yes, because I'm interested in seeing how I can best help you"

Prospect Says "I don't like this."

You say "I get the feeling you're upset. Can you tell me why?"

Prospect Says "I'll think it over."

You say "Tell me, please, why did you decide not to buy."

Prospect Says "I don't like the price."

You say "Off the record, what price are you looking for?"

Prospect Says "The price is just too high."

You say "I'd rather explain the reason for the price once than to have to explain poor quality many times."

Prospect Says "I can get it for less from your competitor."

You say "Looks like I won't be getting the order then, huh?"

Prospect Says "Well, I don't have any money budgeted for this."

You say "So, how do you plan to buy for it?"

Prospect Says "It seems we have a problem here?"

You say "Do you see a way to overcome it?"

Prospect Says "I don't need any."

You say "If you were calling on me, instead of me calling on you, what would you do to get more of my business?"

Prospect Says "I like it, but I can't afford it."

You say "Here's my problem. Even if my product/service would solve all your problems, you can't afford it anyway."

Prospect Says something that leads away from a decision to buy

You say "You must be telling me that for a reason."

On Asking Questions

Open Ended Questions

These make the prospect give an answer in more than one or two words. They start with words such as:

Describe... Compare... How... Why... Explain... Tell me... What...

Example: What do you think about that? How will this help you meet your goals?

Closed Ended Questions

Use them to make it easy for the prospect to warm up to you. Use them to obtain specific information.

They start with words such as:

Will... Which...Is... Can... Who... Does... When... Are...

Example: Do you want to order now? Will this help you a lot?

Anxiety Questions

Use them to see if the prospect is at all anxious about not getting the benefits of your product/service.

Don't call it a problem; refer to missing the benefits. Ask how much concern they have, not whether they have any or not. They focus on words such as:

Worries... issues... frustrations... irritations... hurdles...

doubts...inconveniences...obstacles...difficulties

Benefit Questions

Use them to make sure that the customer knows and understands the benefit(s) your product/service will bring.

Clarifying Questions

Use them to get the prospect to be less vague.

Example: Prospect: "It happens a lot?" You: "How often?" Prospect: "It takes too long." You: "How long?"

Rhetorical Questions:

Use them when you already know the answer but you want to get agreement on it.

They start with or include words such as:

Couldn't it... Doesn't it... Isn't it... Wouldn't you... Don't you agree...

Example: You'd expect to pay a lot more for this wouldn't use? It makes good sense, doesn't it?

Cost Questions

Use these to defuse objections to the price. Remember, there are 3 kinds of costs:

a. money costs b. frustration costs c. emotional costs

Example of each: a. What do those delays actually cost you? B. Why types of frustration does that cause you? c. How do you feel about that issue?

Expectation Questions

Use them to get the prospect to expect good things from your product/service

Example: I think you're really going to like these new widgets; that'll get rid of some of your frustrations won't it?

Remember: In any sales presentation you might use many of these you may use them more than once. You probably won't use all of them in every presentation, but you could. They keep the prospect talking and you listening; that's good

Closing the Sale

**There is no one “right” way. Each selling situation is unique.
The “close” can come at any point in your sales presentation.
The close helps the prospect make a decision that is good for him or her.**

The Trial Close

A trial close tests the waters before you jump in.
Use it to find out if the prospect is ready to buy without actually asking if they are. If they aren't, then you can keep going with the sales process without putting it all at risk before it's time to do so.
If the trial close is positive, move at once, carefully, to a major close.

Trial Close #1 Providing Choices

Set up a pair or three choices for the prospect to pick one. If they pick one, it's a positive.

Example: You sell decorator pillows

You: “Do you think the blue, red, or the green will be best for your living room?”

Prospect: “I don't know, maybe the blue would look good. Then again, maybe the Red would too.”

You: “So which will it be, the blue or the red?”

Result:

Negative. “I can't decide, I'll have to sleep on it.”

Neutral: “I wish I could afford both of them, but I can't.”

Positive: “The blue; it'll fit right in with my arm chair.” Close the sale

Trial Close #2 Mistake On-Purpose

Purposely make a mistake so the prospect can correct it.

Example:

You: “So, Mrs. X, you said that the green one was the one you really like the most.”

Prospect: “Oh no, I didn't say that. I don't like the green one at all.”

You: “Well, which one do you like a lot?”

Prospect: “The blue, it will fit right in with my arm chair.”

Close the sale

Trail Close #3 Feedback

Ask a question that will get feedback from the prospect.

Example:

Prospect: “Can I get these pillows in yellow?”

You: “So, you wish to buy the yellow ones?”

Prospect:

Negative: “No, I don't know yet.”

Neutral: "I might, we'll see."
Positive: "Yes, that's right." Close the sale

The Major Closes (after a Trial Close)

Always ask a question, rather than make a statement
Then, remain silent until the prospect answers.
The first one to speak loses!
The prospect will either go along with you or give you a reason why not. Deal with the reason.

Assumptive

You assume the prospect will buy. You then do something to start the buying process, like asking for a credit card number, or asking how s/he wants it delivered, or the address to which it is to be delivered, etc. This starts a flow that the prospect then has to do something to reverse.

Start Writing

You pull out the order form, or the contract, and at the right moment you simply start writing it up. This starts a flow that the prospect then has to do something to stop.

String of Yesses

You keep asking the prospect some simple, easy to answer questions, all of which you know will get a "yes" answer. Then, as the last question, you go for the close, expecting another yes.

Run the Numbers

You do the calculations and come up with a bottom line figure that you know will please the prospect. This can be combined with any of the other closes.

Get the O.K.

Rough out the deal, on a piece of scratch paper. Get the prospect to "O.K." it in theory. Then put it on an order form.

Ben Franklin (Balance Sheet)

Take a plain sheet of paper and draw a line down the middle. On the top of the left hand side write "yes". On the top of the right hand side write "No". Give your pen to the prospect. Ask prospect to list all of the reasons why s/he should make a decision to buy. Help with this. Then have the prospect list any "no's" on the other side, with no help from you. When finished, you say, "Well, it's pretty obvious isn't it?" Start writing it up.

Fear of Loss

You tell a story about a prospect, very much like the one you are with, who had a chance to buy and didn't. Point out all of the negative results of that prospect's decision not to buy.

This or That

To avoid asking a closing question that will get you a yes or no answer, you present two or three choices that the prospect is asked to select from among. Begin with, "Which do you prefer...?"

Apology

If you sense you have lost the sale, tell prospect you're really sorry you messed it up; that you know it would be of great benefit to the prospect. Ask what it was you did that messed it up.

1 to 10

Ask the prospect, "On a scale of 1 to 10, how important is it to you to get rid of the frustration/anxiety/fear?"

Think Some More

Prospect says, "I'll think it over." You say, "Just to help me be clear in my own thinking, what is it you will be thinking it over; is it the integrity of my company, or my personal integrity, or something about my product/service, or the money? (memorize this). Keep on asking until you get down to the real issue."

3 + 1

You remind the prospect that there are only three obvious questions: a. Do you like it? B. Do you want it? c. Can you afford it? If it looks like you get a "yes" to all three, then you say, "Well, there's only one more question. When do you want to start enjoying the benefits of it?"

Money-Money-Money

You ask the prospect three money questions: a. Can you see how this will save you money? B. Do you like to save money? C. If you were going to begin saving money, when would be the best time to start saving?

Inquiry

At just the right moment you ask the prospect, "Well, what shall we do next?" Now or Never
You tell the prospect that it is definitely in his/her interest to buy right now, since XXX is going to happen, which will cause YYY to happen. XXX is a slight change, or a shortage of supply. YYY is a price change.

Feel-Felt-Found

Use this only once during a presentation. Use it only after you have found the real objection, the main thing getting in the way of the sale.

Example:

Prospect: "I keep telling you, I don't have enough money for it right now."

You: "So, what I hear you saying is that you really *feel* that you can't afford this right now. I can appreciate that *feel* that way. A lot of business I speak to have *felt* that way. But what they have found was, when we took an in-depth look at how much money I can save them, it looked to them that it would actually pay for itself. Let me show you some numbers on this."

Listening

There are two ways to listen: passively and actively. Active listening means that you interact with the speaker. You get some feedback from the prospect/customer that you have heard him/her correctly.

This shows the prospect/customer that you are not only listening; but also that you are hearing him/her. It increases the comfort level of the speaker.

Techniques of Active Listening

Repeating If the prospect/customer says "I'd rather meet at 3 instead of at 5", you say "At 5 at your office."

Accepting When the prospect/customer says something, you say, "I see" or "I understand" or "Yeah, right." Not every time they say something, but periodically.

Reflecting If the prospect/customer says something in an excited manner, you say, "Yes, it's exciting." If the prospect/customer says that something is frustrating, you say, "Yes, it can be very frustrating."

Paraphrasing If the prospect/customer says, "It isn't going to be the same as it used to be," you say, "So, it's going to be different than it was, right?"

Clarifying If the prospect/customer says, "We may not be able to order for a while," you say, "Would that be days, weeks, or months?"

Summarizing If the prospect/customer has rattled off a long list of things or ideas, you say, "Let me be sure I understand everything you've said" and then you repeat back what you heard in summary form. It is also good listening technique to "mirror" the speech pattern of the prospect/customer. For example:

If he speaks fast, you speak faster too

If he speaks loudly, you speak loudly too (he may be hard of hearing)

If he speaks softly, you speak softly too.

If he speaks very slowly, you speak slower too.

If he speaks with his hands a lot, you do so too (but not too much)

Sales is not about talking

Listen to what your prospect/customer is not saying

Listen to his/her objections and meet them at once

Listen to the body language

Listen to the tone, timbre, pace of your voice

Listen to whose side you're on

Listen to your script on tape

Listen to your sales results records

Body Language

Negative Body Language

HANDS IN POCKET	Insecure; afraid of you; very defensive
FOLED ARMS	Too defensive; do not try to close at this time
LOOKS DOWN, FACE TURNED AWAY	Is not believing you. Do not try to close
RUBS NOSE	Thinks you're lying; do not try to close
PUTS HAND OR FINGERS OVER MOUTH	Watch it; he or she is probably lying to you
TAPPING OR DRUMMING FINGERS	Impatience; stop talking, go for the close
STROKING CHIN	Thinking about it; ask for signature; be quiet
STEEPLING FINGERS	He or she thinks they are smarter than you; do not try to close
RUBS BACK OF NECK	Does not agree with what you are saying
CONTRACTED EYE PUPILS	Do not go for the close
PULLING AT EAR	Undecided; on the fence; continue selling

Positive Body Language

BITING NAILS	Nervous; be friendly; go for the close
DILATED EYE PUPILS	Go for the close
HEAD TILTED TO SIDE	Very interested; go for the close
RESTS HEAD ON HAND	Paying attention to you; go for the close
PATS OR FONDLES HAIR	Go for the close
LIGHTS A CIGARETTE	Go for the close

Types of Prospects

Each type has to be handled a bit differently.

Type: **Ego Driven** Wants you to know how important s/he is

Tip: Avoid a clash; flow with his/her ego need

Type: **Shy** Very timid; can't take action; needs lots of advice

Tip: Provide a lot of references; go gently; go one step at a time.

Type: **Confrontational** Argues about anything and everything.

Tip: Avoid giving your own opinion; do not argue; stick to the facts and benefits.

Type: **Gullible** Believes everything you say.

Tip: Go slow, avoid putting pressure on the prospect.

Type: **Silent** Won't open up ha nothing to say or won't say it anyway

Tip: Wait. Let your silence draw him/her out. Do not panic. Ask questions easy to answer.

Type: **Paranoid** Very suspicious of everything. Argues to get you to slip up. Needs to be right.

Tip: Be extra patient. Be accurate with the facts. Stick to reason and logic.

Type: **Price** Fixated Can't think about anything but the price. Tries to beat you down.

Tip: Talk about value and benefits. "You get what you pay for".

Type: **Can't Decide** Can't make up his/her mind.

Tip: Reassure that you are on his/her side. Push a little for a decision and reinforce how good a decision it is.

Type: **Yes-Sayer** Agrees with everything you say, but has no intention to buy.

Tip: Ask why s/he doesn't want the benefits it will bring. This will bring out the real objection.

Type: **Happy-Go-Lucky** Can't get serious about it.

Tip: Give lots of facts; guide the talk to serious things.

Type: **Slow thinker** Can't get his/her mind to work.

Tip: Be patient; do not rush. Slow down your own speech. Wait.

Type: **Deal Seeker** Always looking for a bargain. Insists on getting a great deal.

Tip: Give extra service or assurance that it's the best deal ever, just for him/her.

Type: **Un-doer** Has buyer remorse and wants to cancel the sale after it is made.

Tip: Resell the sale.

Type: **Time Waster** Has nothing better to do than to waste your time.

Tip: Use a trial close quickly.

No-No

Don't Do These Things

If you are in the habit of doing any of these, break the habit. If you do not do them, then never start to.

- Never go to any sales presentation unprepared. Your chances of making the sale are nil.
- Never take the first 'no' personally. You are being tested to see if you are serious.
- Never think that the phone will ring with no effort from you. This is 'magical thinking'.
- Never promise something you can't deliver. You'll lose all of your credibility.
- Never assume that the prospect/customer can't afford it. Appearances may deceive you.
- Never stop selling until the buyer has stopped buying. Go for add-ons, upgrades, etc.
- Never apologize for the price. Justify it with value.
- Never try to sell during a cold call. Get an appointment and sell then.
- Never walk away without getting a referral. It's your next sale opportunity.
- Never beat yourself up if things aren't going well. Work on getting better.
- Never accept "I'll think it over". Ask, "Please tell me why you decided not to buy."
- Never fake an answer. Answer the question with a question. Use a 'softening statement' like "I'm glad you asked me that" or "That must be an important question to you"
- Never box yourself into a corner. Ask; don't assume anything.

Street-Smart Tips

(not in order of importance)

1. Call-call-call those prospects and customers. Contact is the key to sales success.
2. Be available to them; they have questions, you have the answers.
3. Stay as positive in your attitude as you can.
4. Be as brave as you can; fear of failure can cause the failure.
5. Don't be afraid to be competitive; business is competitive.
6. Sell the appointment before you try to sell the product/service.
7. Sell the benefits first. Features come third, after you sell the value.
8. Closing is simply asking for the order; don't shy away from the asking.
9. How frequently you should call-visit-mail to the prospect/customer depends on the potential impact of each call-visit-mailer.
10. Your best prospect is always your existing or previous customer.
11. If your marketing positioning and sales strategy are consistent and coherent there is very little "selling" to be done.
12. Buying decisions are made emotionally and then rationalized in the mind.
13. Selling is about listening, not talking.
14. Being assertive is not the same as being aggressive.
15. Be there to serve, not to sell; this will allow you to remain emotionally uninvolved.
16. Never assume or try to read the mind of your prospect. Ask.
17. If the prospect/customer gets excited about it, don't join him in the excitement; ask him what has excited him, so then he sells himself.
18. Anticipate sales objections and diffuse them before they come up.
19. Buyers buy for their reasons, not yours.
20. Never apologize for price; justify it with value.
21. Have a prepared response for every objection you anticipate coming up.
22. Buyers buy what they want, not what the need.
23. A sales presentation should be an interview, not a speech.
24. Do not try to talk the prospect out of his fear; remove what is causing the fear.
25. Do not try to change the prospect's decision; give him new information so he can make a new decision.
26. You can't sell anybody anything; they have to discover that they want it.
27. The sales process creates a perceived gap between where the prospect is and where s/he wants to be;
28. This gap must be experienced emotionally, not just intellectually.
29. Focus on the emotional gratification the prospect will receive, not on the commodity or service you sell, not until after the emotional commitment is made.

Now, go back over the list and pick out the 3 that you think are the most important tips. Tell why you feel each is so important.

Why There Was No Sale

Possibilities

- Your company is not well known
- Your company has a bad reputation
- The prospect was not feeling well/in a bad mood
- Your product/service is really not that good
- Your company's positioning in the marketplace is off
- The prospect said s/he didn't have enough money
- The advertising hyped the quality of the product
- The salesperson blew it

A good salesperson would pick only the last of the possibilities. Even if some of the above are true, they are still just rationalization for No Sale.

Possible Reasons Why It Was Blown

- Did not have a script for the cold call to get the appointment (if applicable)
- Did not practice doing the script (if applicable)
- Did not listen enough
- Talked too much
- Focused on self, not on prospect
- Did not ask for the order
- Did not anticipate objections
- Did not defuse the objections
- Tried to sell it, instead of guiding prospect to sell it to himself
- Hurried the presentation
- Went way over the time set for it
- Forgot to ascertain what type of prospect/customer s/he was dealing with
- Let the prospect take control of the presentation
- Tried to sell when getting the appointment
- Tried to sell in step 2 of the 3 steps
- Let fear run the presentation
- Forgot to "mirror" the prospect
- Screwed up the close
- Talked features, not benefits
- Was not willing to risk enough
- Brought the wrong paperwork
- Got too emotional
- Forgot to get a referral

Put a ✓ by the ones you need to work on

Rating Your Customers

In the last decade a great deal of attention has been given by owners of both small and big businesses to the issue of how well their company's customer service is doing, as perceived by their customers. Surveys are taken, feedback mechanism are created, and customer service has become a department unto itself in many large firms.

How do we rate with our customer? That question is on the mind of most entrepreneurs and corporate managers. Suppose, however, that it's a two way street. There is just as great a need for the customer to rate the customer. All customers are customers, but not all customers are equal.

Value for Value Relationships

Business owners and corporate managers want their customers to feel that the company is giving them value; value-added product and service, as well as quality at a good price. Most of the time, however, very little if any attention is paid by the company to how much or how little value the customer is bringing to the relationship with the company.

Statement like the following are commonplace in reference to customers: "Oh, they're really a great customer", or "They order every week", or "They buy lots of stuff from us", or "They made a really big order".

The problem is that none of those statements reflect any determination as to how much value the customer has to the company. Those statements lead to an overly positive perception of the value of the customer.

While it is obviously good to have customers give feedback on how much value the company has to them, it is also good, and necessary, for the company to determine the quantity of value that each customer has for the company.

It's Not Just About Sales Volume

Sure it's good to have a customer that buys often, who buys in large amount. **But business is not about sales; it's about profits.** Many companies have lots of sales but no profits. Some of them treat all customers as if they have equal value to the company, when in fact they don't.

Even though a customer buys often, he may not buy very much. Even though he buys a big amount, he may not buy often. Even though he buys a lot, and quite often, he may buy items that have a larger margin. Even though he buys a high margin item or items, he may not pay his bill for months. Even though he pays quickly, he may return a bunch of the product from every order.

By not knowing the true value of every customer, the business may be spending more time-money/energy with less valuable customers than with more valuable ones, and that costs money!

Track It and Rate It

In order to really determine the value of a customer, you need to create a system with which to rate your customers. It has to be based upon more than your perceptions; it has to be based on quantified data. There are at least five factors that go into it:

Gross volume of purchase in a given time period

Average gross margin on the items purchased

Rate at which invoices get paid, slow or on time

Number of referrals given for new prospects

Amount of merchandise canceled or returned

First, give a weight to each factor. Give it a 3 if the factor is most important to you, 2 to the next most, 1 to the rest. Then, take each of those five factors and rate each customer on a scale of 1-3 or 1-5 for each factor.

Then multiple the score for each factor by the weight you gave to each factor, 1, 2, or 3. Then add up the score for that customer. This will give you a composite score that let's you know how valuable to you that customer is in relation to other customers. You can, if you wish, create a scale of ranges, wherein the highest range of scores gets an "A", the next highest a "B", the next highest range gets a "C", and the lowest a "D". This will make it easier to utilize the score

Keep a File

Keep a File In your computer, or in your files, keep a file on each customer that shows the composite rating score for that customer. This will enable you to make informed decisions about things like how much time to spend with the customer, how flexible to be in negotiations, how much money to spend on that customer for marketing purposes, to keep the customer or to get more sales.

Be sure to re-evaluate periodically to account for changes in the customer's behavior. It would be a disservice both to yourself and to the customer to not do so.

Try It, You'll Like It

Don't take my word for this. Try it out and see for yourself how valuable a tool a customer rating system can be. You may discover that your perceptions about your customers were misleading you, and this will give you a chance to correct those perceptions, replacing them with facts. How 'bout that?

Keys to Sales Success

The three Ps

- ➔ **Preparation:** Learn about your prospect/customer
- ➔ **Practice:** Memorize your responses to objections; practice your notes for your presentation
- ➔ **Persistence:** Do not give up

The problem/solution methodology

- ➔ **Identify problems:** Do this by listening a lot
- ➔ **Indicate your solution:** Focus on benefits; keep it simple
- ➔ **Link your solution to their needs:** You are solving their problem, not selling

SALES ANALYSIS SHEET

No. of Leads 200

% Converted to be clients 25% This lets you know how successful your sales strategy is

No. of Prospects 50 ÷ No. of Sales 20 = % of clients who buy 40 % This lets you know how successful your sales process is

Total Sales Revenue \$800 ÷ No. of Sales 20 = Average Revenue from Each Sale \$40

X Net Profit Margin 25 % The percent of the average sale that is net profit. Net Profit

get this [↑] from your Income Statement (P&L) ÷ Total Sales \$

= Average Profit from Each Sale \$10 If this is a good number it will motivate you to give even greater customer service to each and every customer.

For retail sales and restaurants, when a customer comes through the door they are then a prospect. (# goes on third line) For you, client means prospect.

(The numbers are examples only; this is how to analyze your sales)

11 Sales Sins

1. **Not understanding your customers** Who are they? What will persuade them? What are they looking for emotionally?
2. **Not selling** Not listening enough. Not being their 'partner' in solving their problem.
3. **Not showing up** At the right place, at the right time, with everything you need to complete the sale.
4. **Not following up** With an email, or a phone call, or a letter, or a text message.
5. **No sales process** A sale comes at the end of your sales process. What is your sales strategy, your sales tactic(s) to implement that strategy?
6. **The wrong price** It may be too low, it may be too high, it may be based on your cost, rather than value.
7. **Not asking for the sale** You can't close the sale if you don't ask for it.
8. **Asking for a commitment too soon** Timing is very important.
9. **Taking the customer for granted** They want and deserve your respect.
10. **Not tracking your results** The number of leads, number of conversions, number of no-sales, average sales dollar amount, etc.
11. **Not being consistent** With your sales, with your follow up, with your payment terms, with price changes, with your discounts, etc.

Avoid Yes or No Questions

Bad Do you like this one?

Instead Which would work best for you, this or that? Why?

Bad Do you have enough money to buy it?

Instead Where could you make shifts in your budget?

Bad Are you the decision maker?

Instead Who will be making the decision along with you?

Bad Are you ready to buy now?

Instead What is standing in the way of your buying now?

Bad Will buying this help you?

Instead How will buying this help you?

Avoid “Can I help you?”

Give the person a minute to get oriented
Engage the prospect; get them talking with you
Ask 1 or 2 questions - no more

Examples:

Have you been in our store before?

Was there something in particular you’re looking for?

Are you looking for something for yourself or for someone else?

What’s more important to you today, price or quality?

How did you hear about our store?

Retail

If...

You have marketed well

- Right vehicle
- Right target
- Right message
- Right timing

You have merchandized well

- Store layout
- Shelving
- Signage

Your have good customer relations

- Engaging sales technique
- Customer service
- User friendly processes
- Amenities
 - Delivery
 - Gift wrapping
 - Rest rooms

Then... Sold! Kaching!

Comparing Your Business with the Competition

Factor	Yours	Competitor #1	Competitor #2
Quality			
Price			
Target Markets			
Benefits advertised			
Location			
Delivery			
Follow-up Service			
Availability			
Convenience			
Customer Service			
Guarantees			
Reliability			
Other (specify)			
Other (specify)			

You may not rate each factor-some don't apply

Rate each factor as

Excellent 3 pts

Good 2 pts

Poor 1 pt