



Everybody Sells – What does Sales involve?

With Tony Hunt MA

Everyone Sells



- What is your role in Sales?
- What is selling?
- Different selling styles
- Relationship selling



Everyone Sells

”

‘Everybody lives by selling something
[Robert L. Stephenson]

What do you sell?



- A product – wholesale, retail?
- A service?
- Are you a professional - lawyer, doctor?
- A particular expertise?
- Manage people?
- Do you have ambition?
- Are you a creative person?

The most important concept

Selling is...

What you do FOR people

not

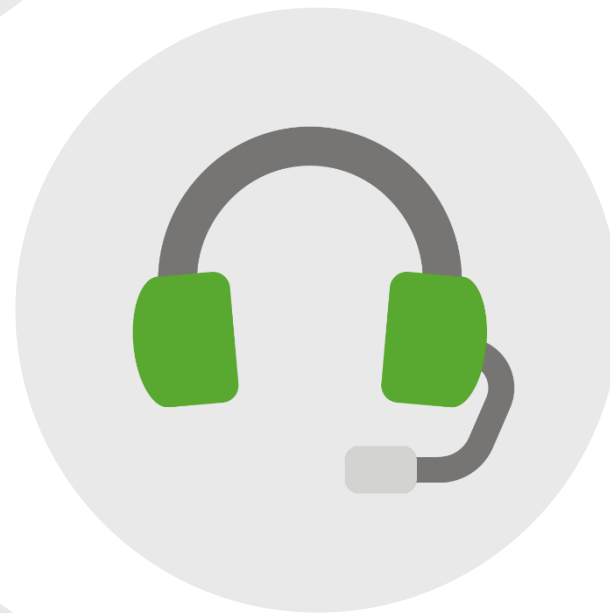
What you do TO them

What is your role in Sales?

What contribution can you make if you are:



- Part of any customer facing team?

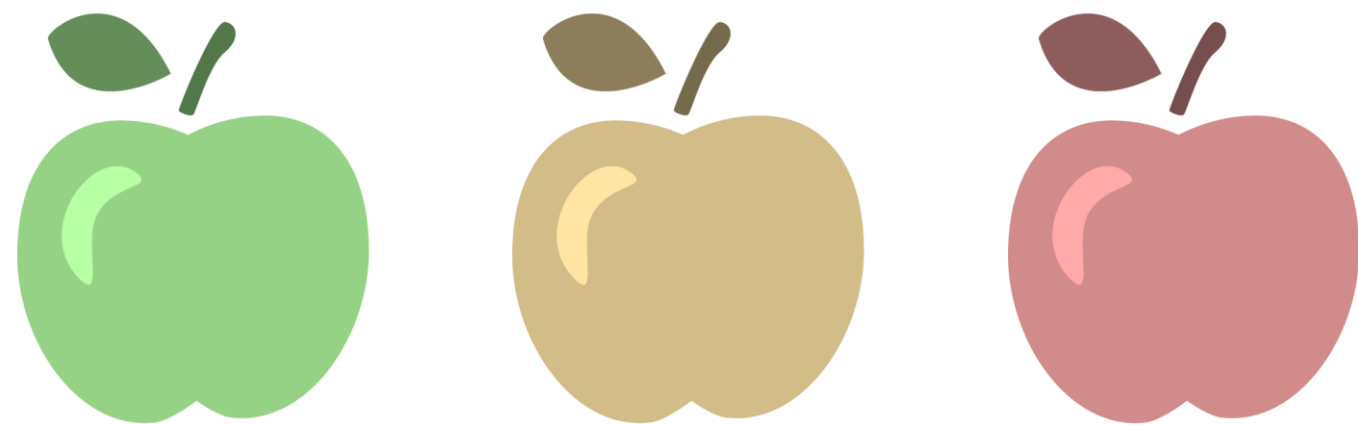


- Part of the support team?



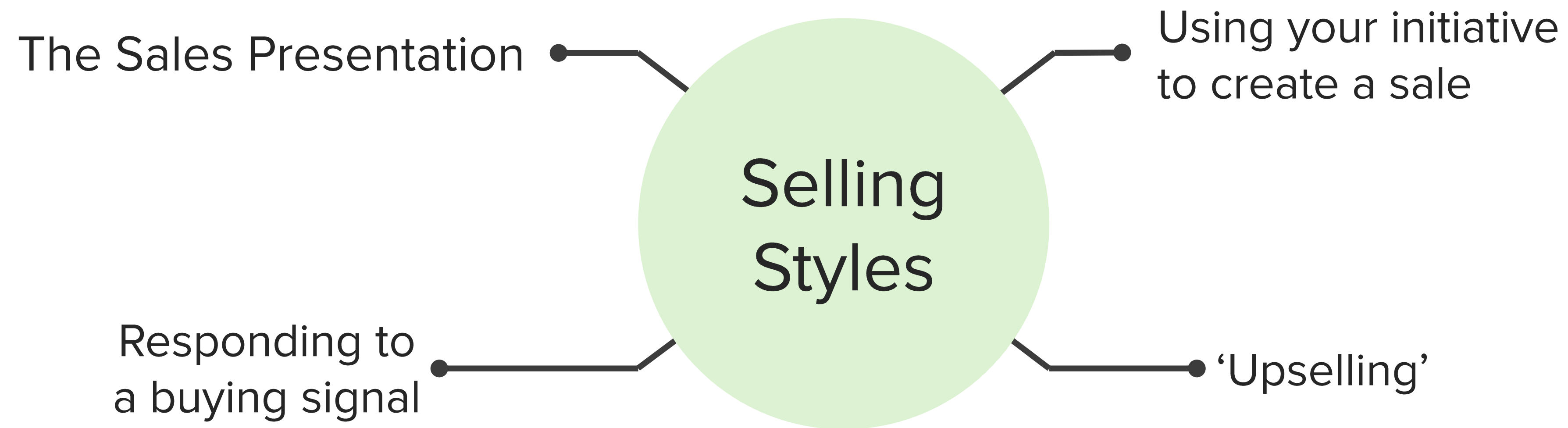
- Part of the management team?

What is selling?



Selling is about understanding and meeting **customers needs** – but ultimately it's about **helping them decide**

Four Different selling styles



Product and Service Knowledge

The context in which you operate as a sales professional

Your customer will assume that you are the expert



You need to know:

What the product does

What it can't do

How it relates to other products on the market

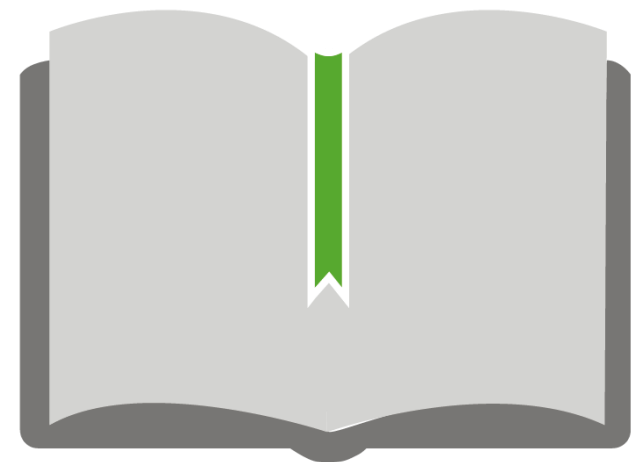
What is its USP?

Its features

Its benefits

The USP

‘Unique Selling Point’



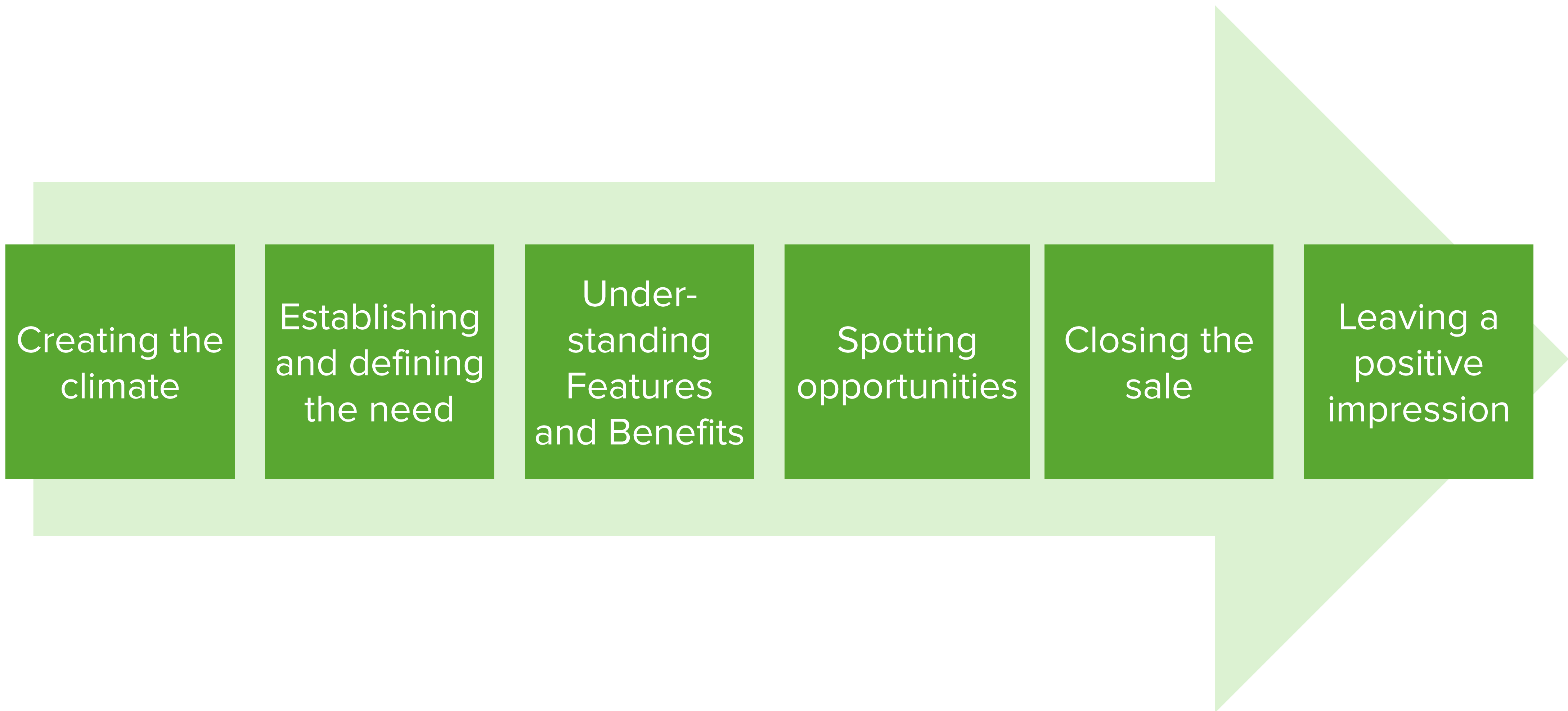
The USP is what differentiates your product or service from the competition. You need to know what it is, and if you do not have one, you must create one.

The USP can be based on factors such as:

- Price
- Quality
- Value
- After sales service
- Style
- Speed of delivery

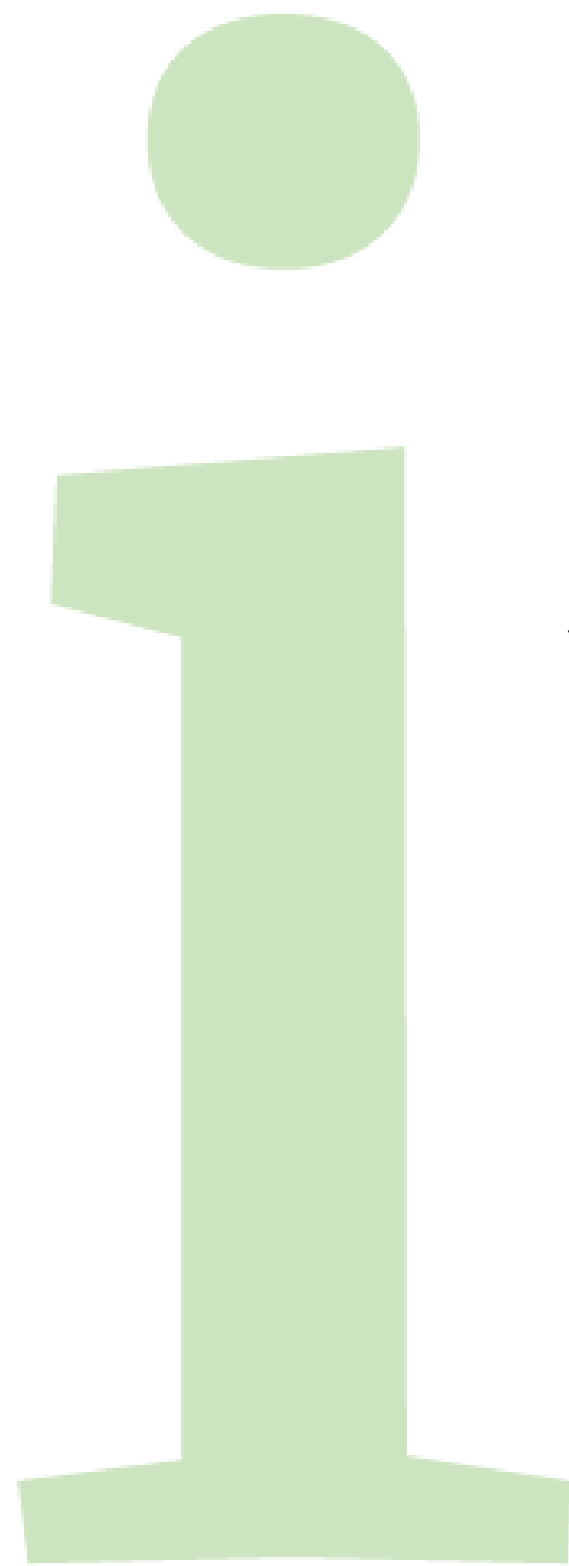
The USP does NOT have to be connected to the main function of the product

Six elements of the Selling Process





Relationships



‘We **value lasting relationships** with our customers, shareholders and employees based on a genuine **warmth, sincerity and mutual respect** at all times.’



Relationships



Question

Does this statement help you understand how
'Everyone Sells'?



Relationships



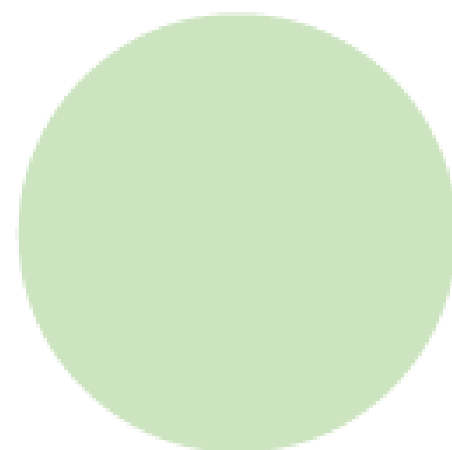
Question

Does this statement help you understand how
'Everyone Sells'?

Answer

This is your **context** in which you should attempt to
place your sales

'Great sales are made within great relationships!'



Why build a relationship in order to sell?

Relationship selling is based on the concept that building long-lasting relationships with people will lead to future sales



Relationship Selling works when:



You have a plan and understand why the relationship build is necessary

You are positive about the people you want to sell your service or product to

You care about their problems

You believe in your product or service

You are prepared to wait an appropriate amount of time for the sale to happen