



The Strategy of the Sales Process

With Tony Hunt MA

Everyone sells

In this chapter



- Creating the climate
- Misconceptions about sales people
- Why customers leave
- Identifying the customer's real needs
- High Performance Sales meetings
- What people really want from the sale

Creating the climate



Enthusiasm wins!

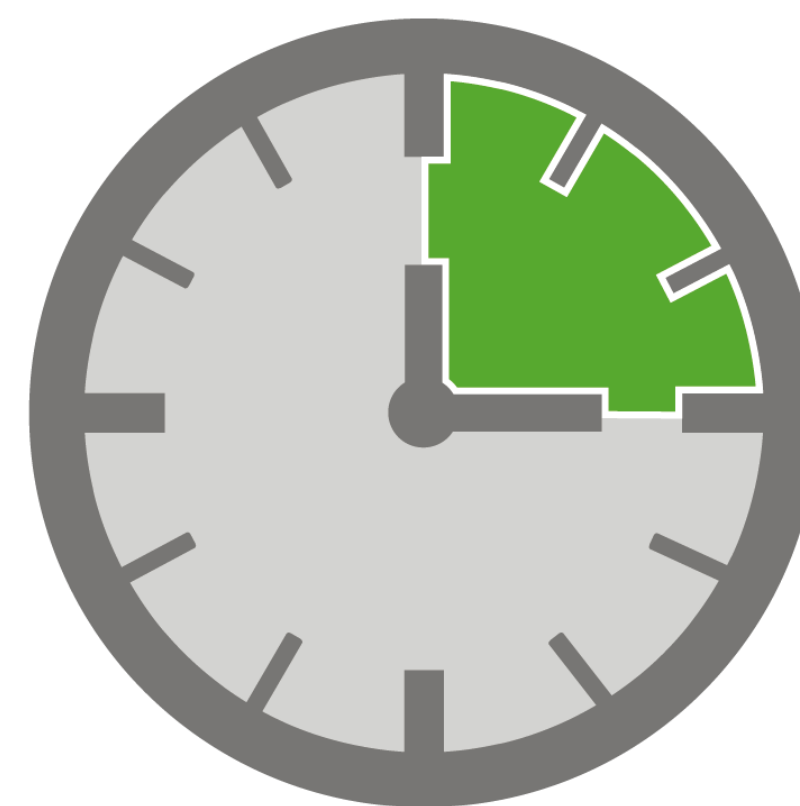
Creating the climate

Timing is vital. Be careful about being



Too early!

OR



Too late!

Five misconceptions about sales



1. Good sales people **can sell anything**
2. Sales people are **born, not made**
3. You need special **verbal skills**
4. **Shy** people **can't sell**
5. It's all about **price**

Everyone can sell

Try to avoid it being all about price



Making things unequal

Variables that you can use to move away from price



- The quality of your product relative to the competition
- The quality of your after sales service

- The real value that you offer
- Guarantees



- Payment methods
- Professional image

- The relationship you have created



And dozens more!

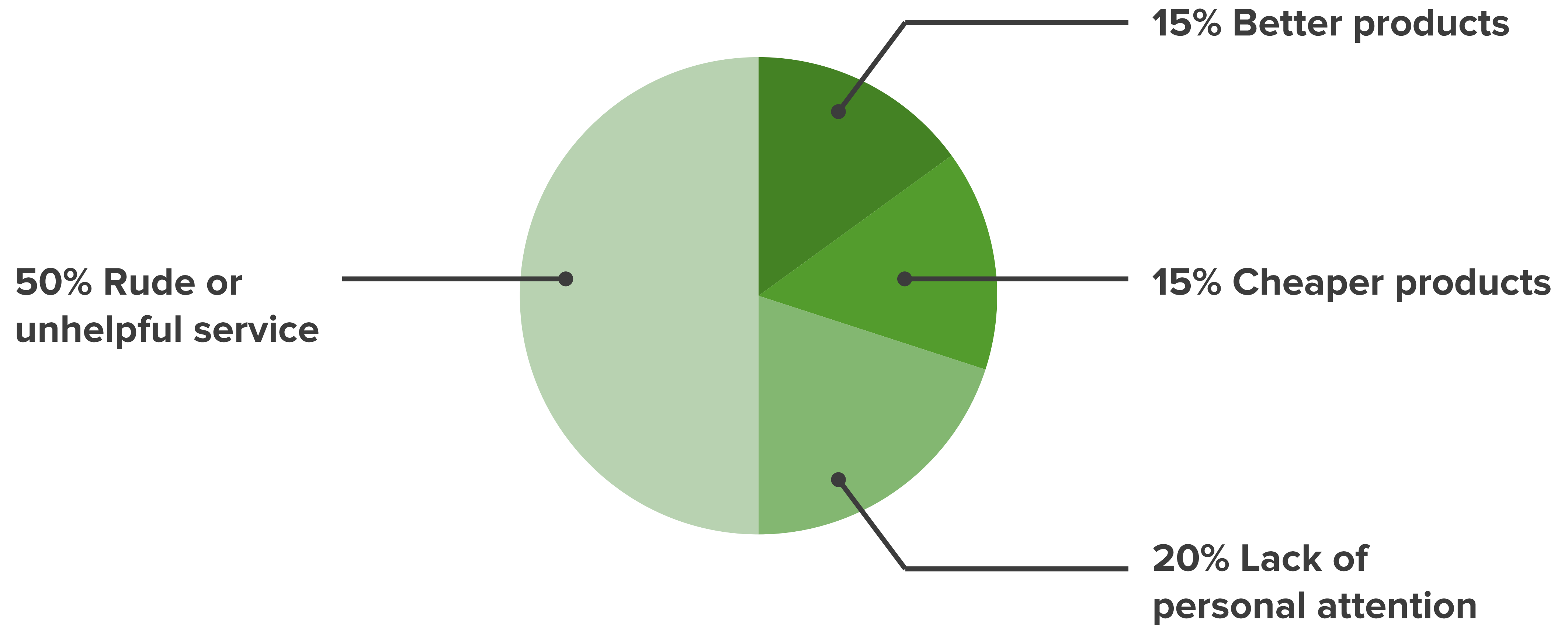
What other variables can you offer?

Questions for you to ask yourself and your CSRs:



- Which **additional variables** can you offer your customers?
- Can you **list them** here and think about **adding to that list** as you analyse your sales process?

Why customers leave





Your role



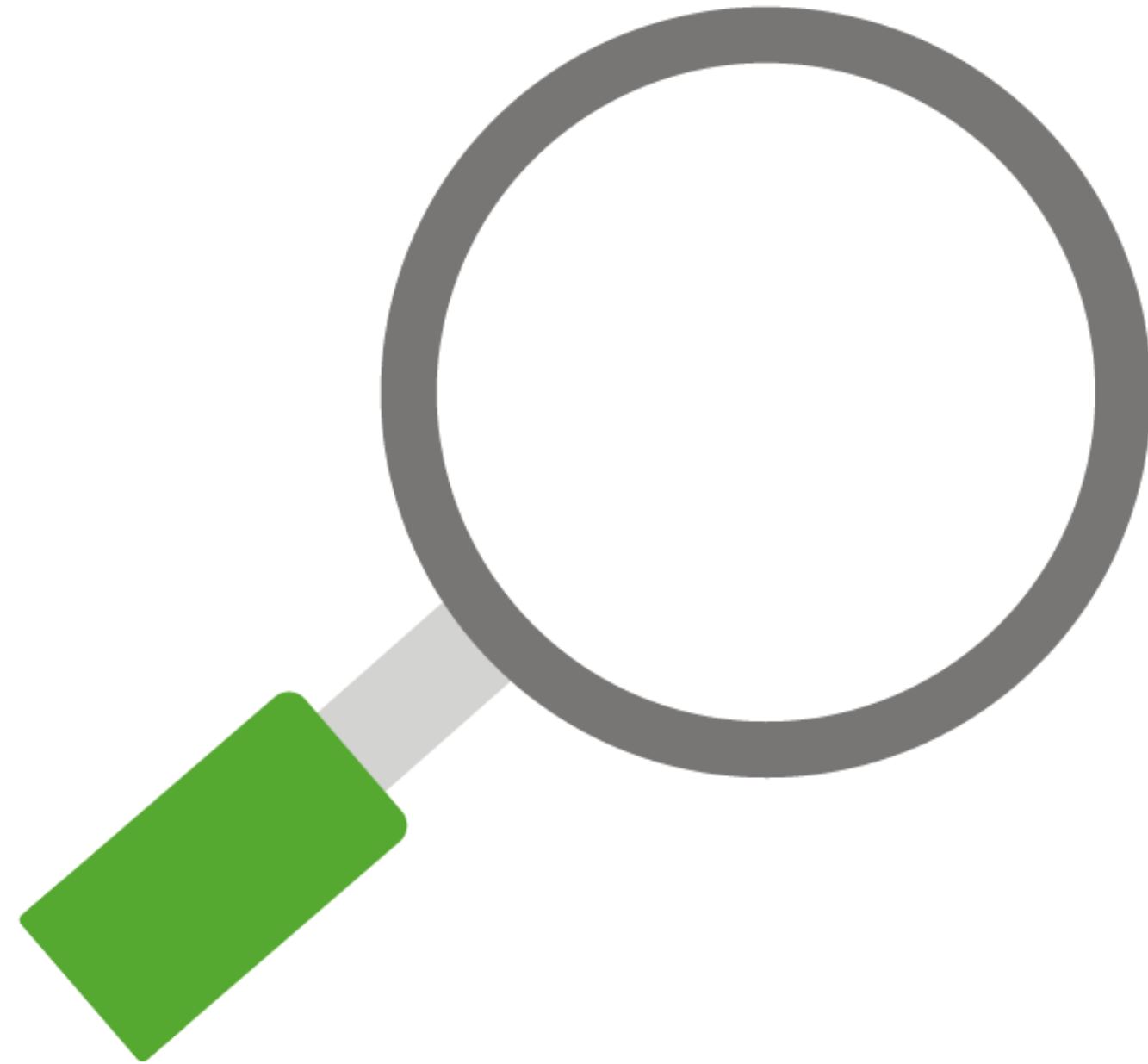
70% of customers leave because of the way they feel they have been **handled by you**.

Your role is to **create a relationship** that **makes them want to stay** with you – and continue to buy from you





Selling is ...



Identifying the customer's **real need** and **offering**
a desirable solution to that need

The 'need' is **not always related** to the object or service that is sold

Professional or Unprofessional



Professional Sales people

- **help** customers get what they want



Unprofessional Sales people

- **use** customers to get what they want

How the buying decision is made





What is your 'BATNA'

Best
Alternative
To
Negotiated
Agreement

This is my Sales Bottom Line – I must achieve it

Prepare your Bottom Line before the sales meeting

If I can't make a sale, what must I achieve?



- A **future promise** of a sale?
- A consideration that might **bring the client back** to me?
- An **better understanding the quality** of our product or service?
- **Firming up** of our relationship so that we become first choice?
- An **agreed follow-up date**?

Objectives



Must achieve?

- Not necessarily the sale, but at least some next step



Could achieve?

- A meeting, a free trial, a promise

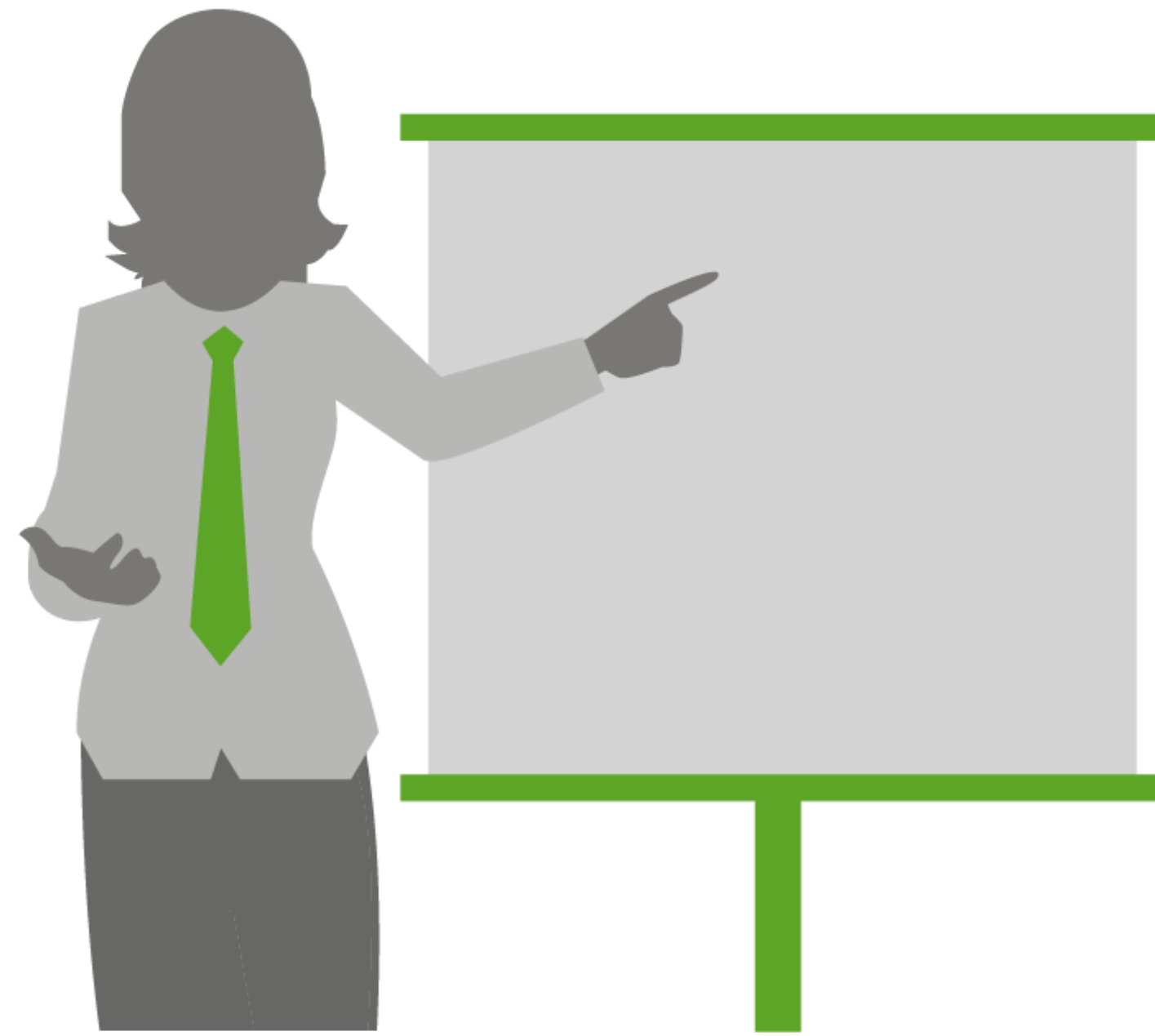


Like to achieve?

- The understanding that our relationship will develop, so that when a need arises...

High performance sales meetings

Four strategic elements of your preparation



1. Doing the **right kind of research**
2. **Preparing** yourself correctly
3. **Setting objectives** for each stage
4. Making **appointments** with the **right people**

Prepare for the meeting



Work on and understand the 'Alternative Close'

Prepare your fallback position (BATNA)

Never 'put something in the post' – keep the initiative

Establishing the need



What is the **problem** that
you may be able to solve?

Things that buyers really want from the sale



Logic does **not** apply

People want to **buy with** their **emotions**



Remember the '**Pleasure Principle**'



They want to know that they have made the **right decision**

