



# The Tactics and Techniques of Selling

With Tony Hunt MA

# Everyone sells

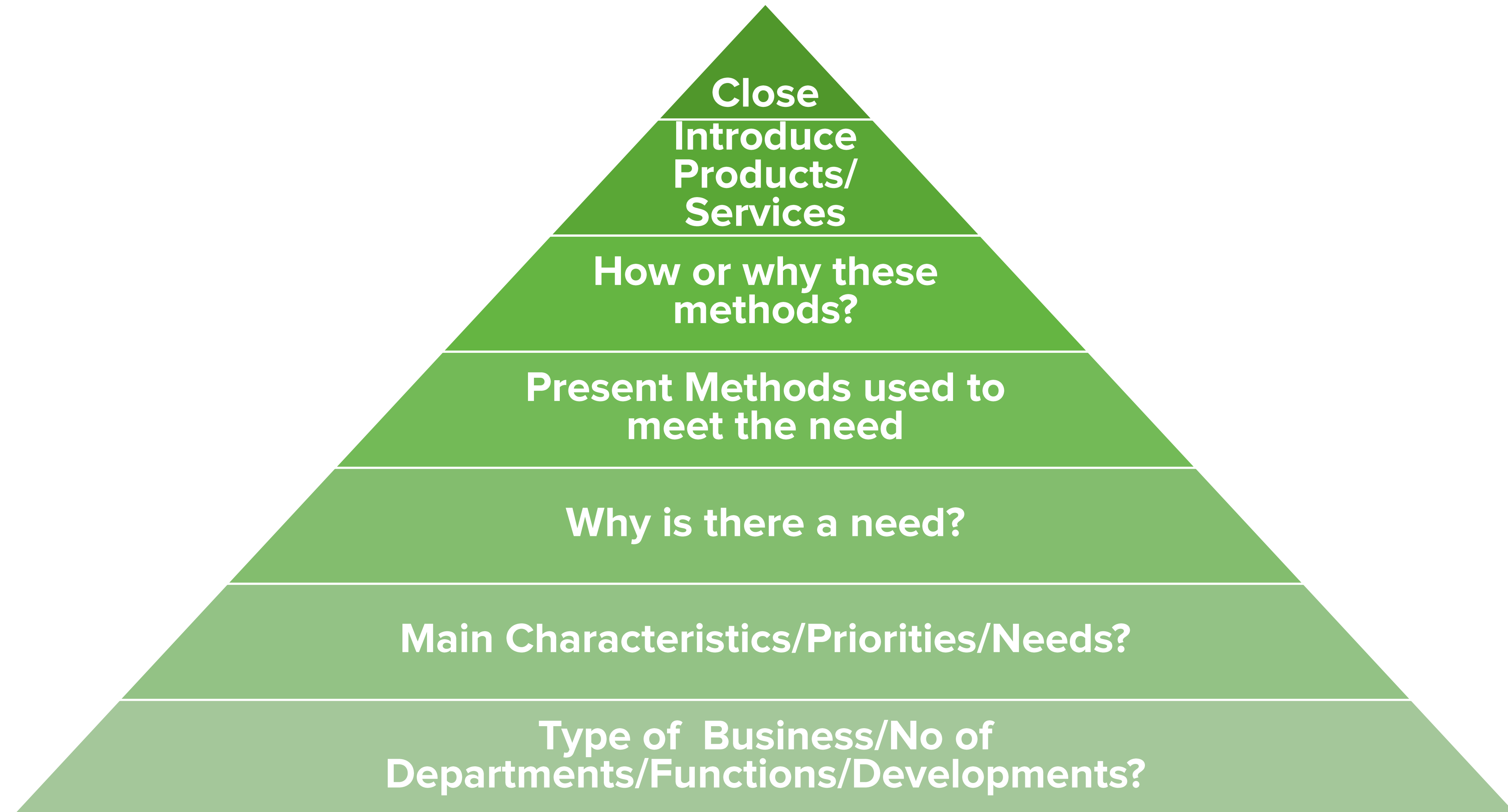
Skills that create a sales professional



- A 'Probing Pyramid'
- When to approach a retail customer
- Types of approach
- Reading body language
- Active Listening
- Emotional buying

# Moving to a close

## The Probing Pyramid



## When to approach a retail customer



- Repeat checking by the customer
- Signs of looking doubtful
- Examining labels or information leaflets

## Different types of approach

**Your Product or Service**

Start by offering something to place the context.

**Social**

Start with chat or conversation.  
Use questions to show that you are interested.



**Avoid! Avoid!**



Try to avoid saying, '**Can I help you?**'



What alternatives might you use?

## Six suggestions for approaching a customer in a retail environment



1. Smile
2. Avoid saying, 'Can I help you?' The answer could be 'No'
3. Observe the items that your customer is looking at
4. Find some way to make a comment about the object.

## Six suggestions for approaching a customer in a retail environment

5. Work hard at making a good impression.

### **Try not to**

- Look bored
- Talk with your colleagues and ignore the customer
- Use the word 'no'
- Shout across the sales area



6. If the customer asks you where a particular item is, offer to show them.



## Five steps to securing a new client

Check your  
image is as you  
wish it to be

Find the  
influencers and  
decision  
makers

Get that  
Newsletter out!

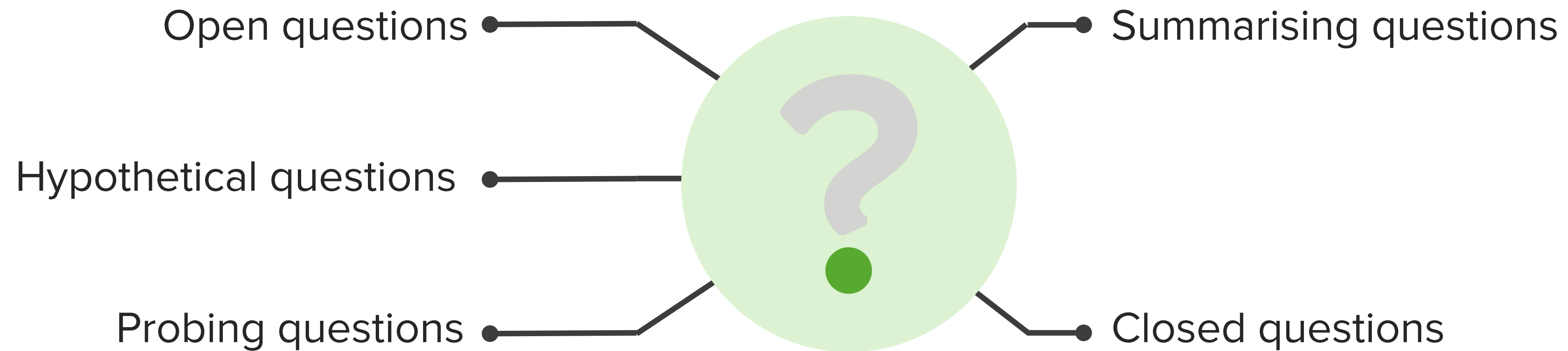
Create a client  
data base of  
people who  
have  
responded  
positively to  
you

Hit the phones!

# Questioning

Your Most Important Sales Tool

## Five Types of Questions that Sales People Find Useful



Think of 'The Questioning Funnel'

# 1. Open questions

Open questions require that your client expands their answer

Start with



- Who else could use this...?
- What other...?
- When do you think you would...?
- Where could we send this to you...?
- Why does this appeal to you more?



I KEEP six honest serving-men (They taught me all I knew);  
Their names are What and Why and When  
And How and Where and Who

[Rudyard Kipling]

## 2. Hypothetical questions

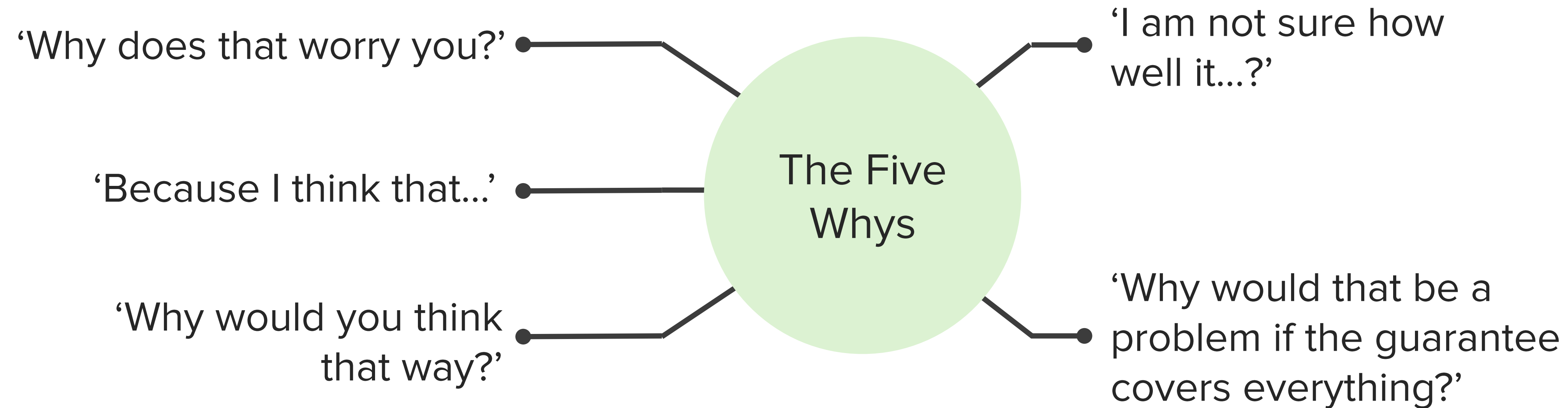
Create a future state with your questions



- So, if you were to go ahead...?
- How might you think of adapting this?
- Would you say that this suited you better than the other?
- If we were able to give you an additional guarantee...?

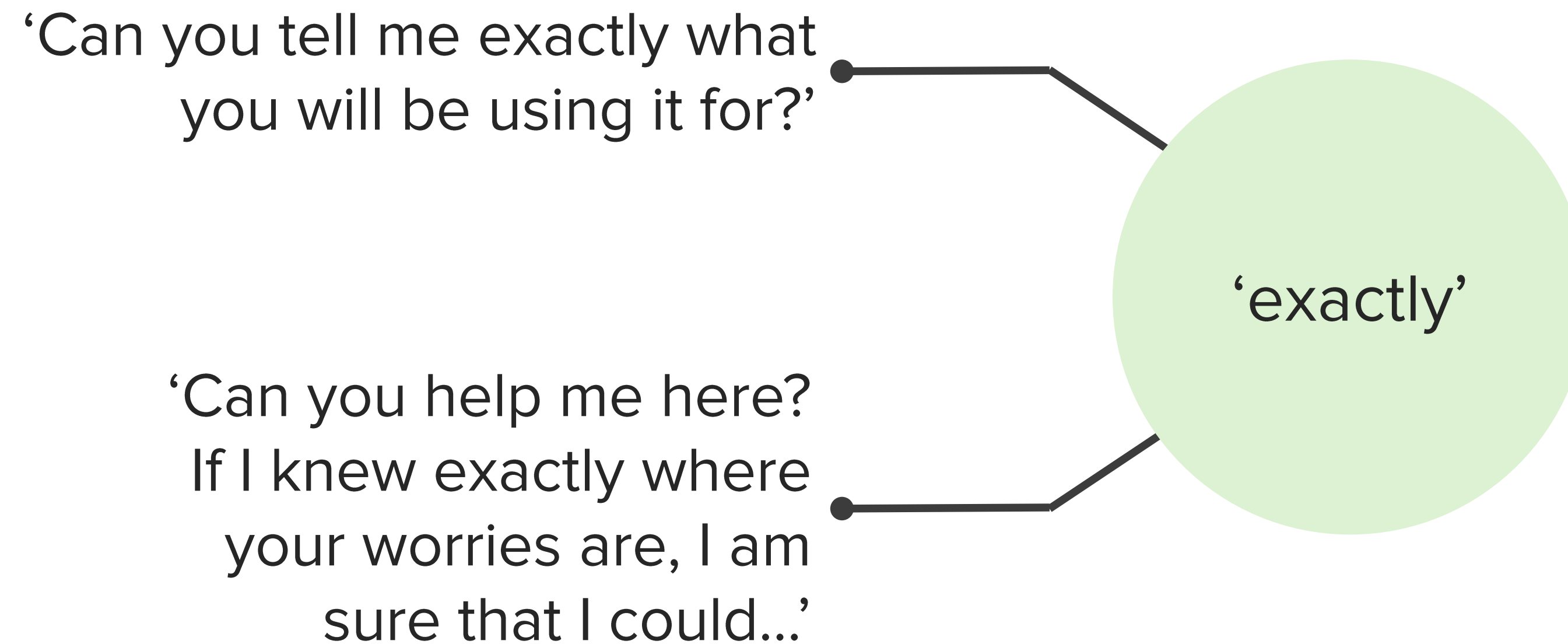
### 3. Probing questions

Probing questions are used to close in on the deal.



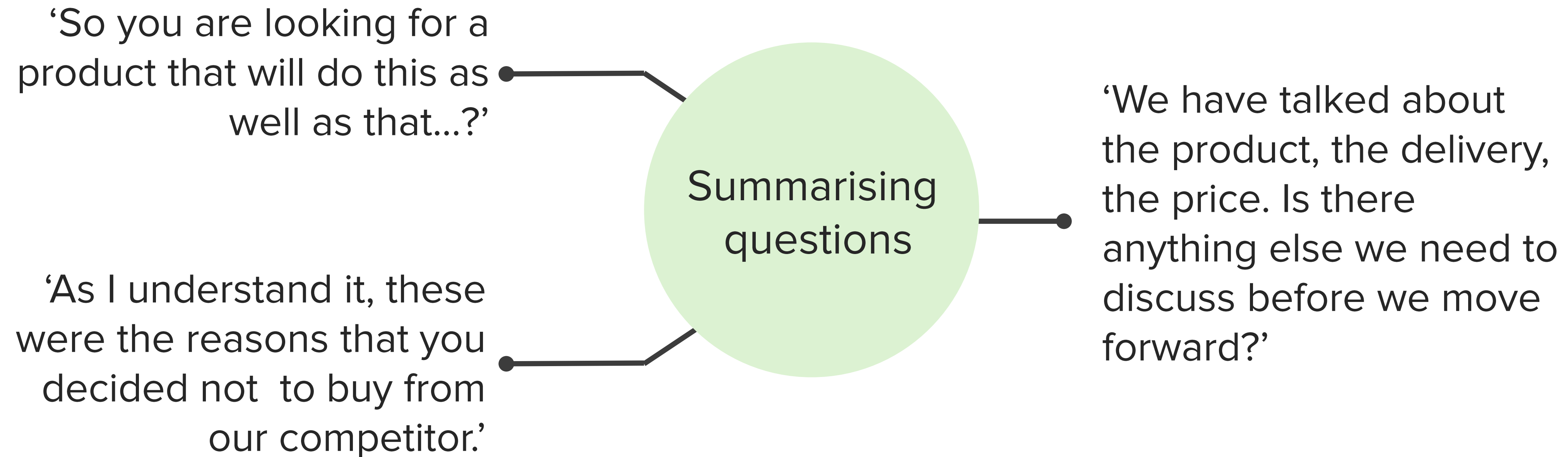
### 3. Probing questions

Probing questions are used to close in on the deal.



### 3. Summarising questions

To move a customer towards a certain product or service

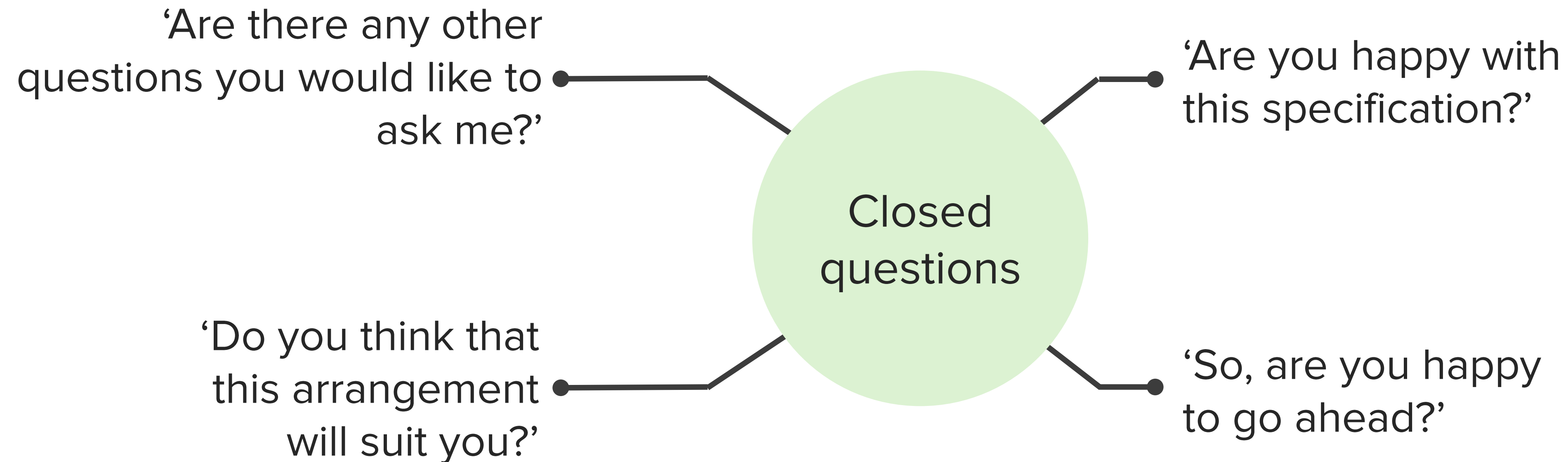




## 5. Closed questions

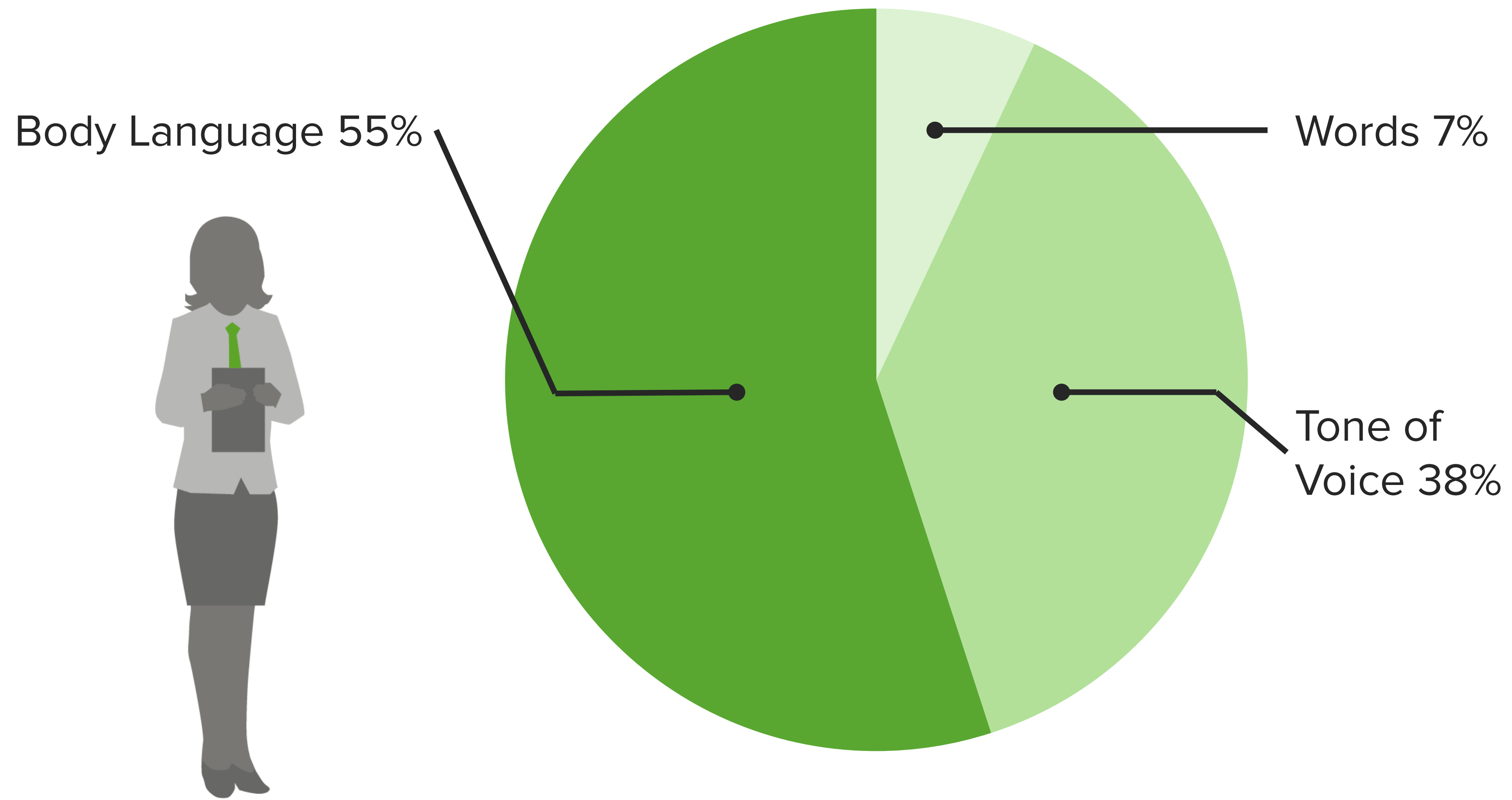
These questions are the 'gold dust' questions.

'Yes' or a 'No' – nothing else



# Body language

Reading the signs



## Active listening



- Showing you're there
- Nodding, agreeing, summarising, paraphrasing using the customer's own words

# What are features and benefits?

A **feature** is what it does

Sometimes it is just a feature –  
not a benefit!

A **benefit** is the value it  
presents

Sometimes the obvious feature  
is not the real benefit!

**The 'So what?' principle** – how do you handle it?

## Emotional reasons for buying

**Greed**

"If I make a decision now, I will be rewarded."

**Fear**

"If I don't make a decision now, I'm in trouble."

**Altruism**

"If I make a decision now, I will help others."

**Envy**

"If I don't make a decision now, my competition will win."

**Pride**

"If I make a decision now, I will look smart."

**Shame**

"If I don't make a decision now, I will look stupid."