

# Developing Excellent Selling Skills

# Marketing Myopia

- Sellers pay more attention to the specific products they offer than to the benefits and experiences produced by the products.
- They focus on the “wants” and lose sight of the “needs”.

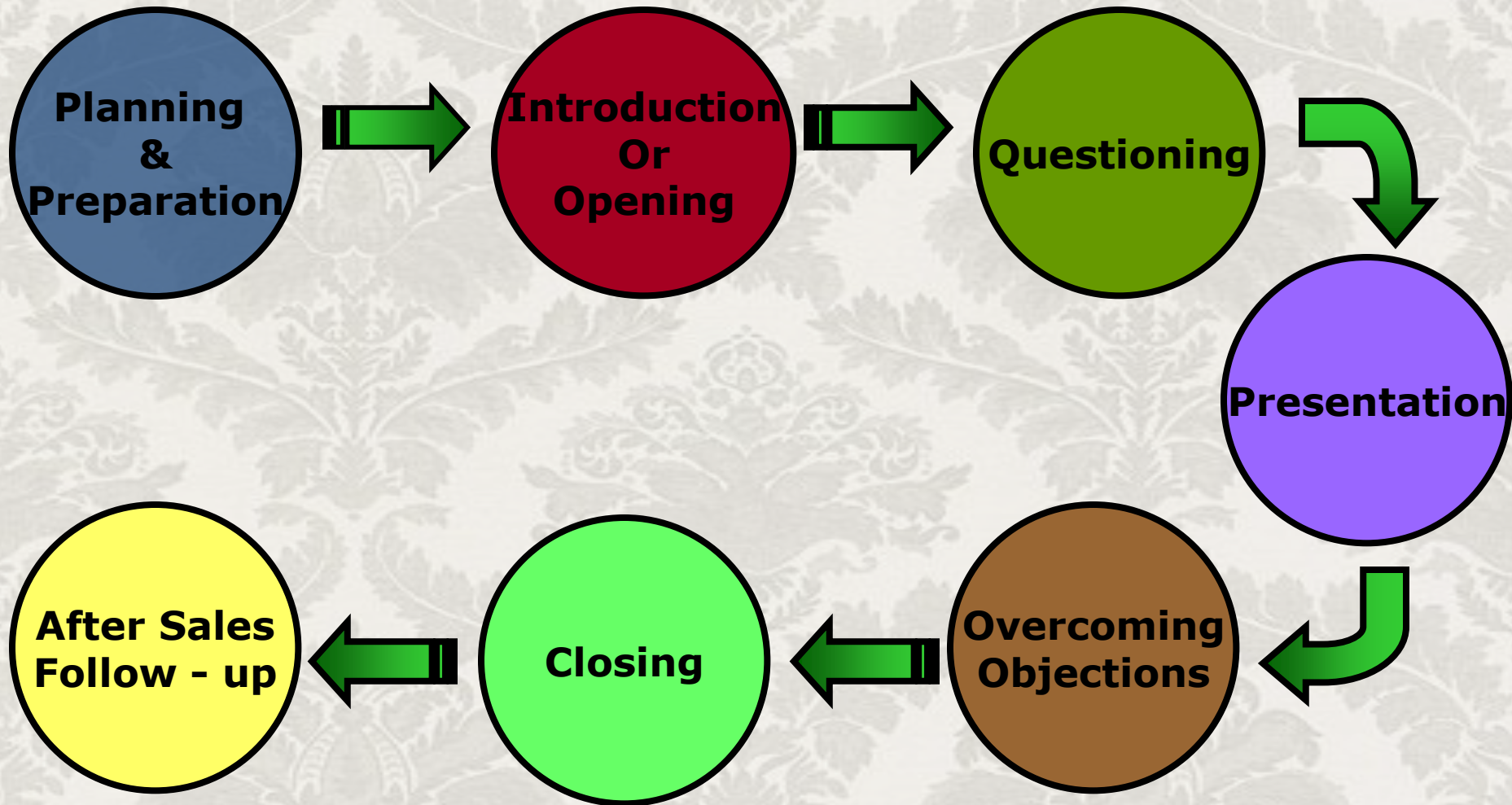


# What is Selling?

It is the process of:

- analyzing a customer's need for a product, service or idea'
- then providing persuasive information about that product, service or idea to the customer.

# The 7 Steps of a Sale





# Six Powerful Prospecting Tips

1. Prospecting for new business should be done:

- Daily
- With Focus
- Routinely
- With Seriousness

2. When prospecting:

- Be prepared
- Get organized
- Take good notes

# Six Powerful Prospecting Tips

## 3. When prospecting:

- Use a script - don't shoot from the hip.
- Practice the script until it sounds smooth and natural.
- Role-play with an associate over the phone.
- Avoid the temptation to sell over the phone.  
Your objective is to gather information and make the appointment.



# 10 Critical Mistakes Committed During Phone Prospecting

**Mistake 10:** Sending Unnecessary Literature

**Mistake 9:** Poor Telephone Image

**Mistake 8:** No Post-Call Review

**Mistake 7:** Lousy Listening

**Mistake 6:** Screener Abuse And Misuse

The strong-arm tactics of the

*"I have some ideas that have helped other retailers in your industry cut down on their advertising expenses while generating more store traffic. I'd like to ask Ms. Ritu a few questions to see if this would make sense for you to take a look at."*

*"You probably work closely with Ms. Ritu, is that right?"  
"So I'm better prepared when I speak with her, there's some information you could help me with first..."*

Get Information From the Screener

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**Mistake 5:** Inadequate Questioning

People object when reps don't question effectively, when they talk too much, and basically present features the person isn't excited about. Then when objections are voiced, it's not handled effectively.

**Mistake 4:** Poor Preparation

**Action Step:** The best way to deal with objections is to prevent them from arising in the first place. However, when objections do arise, dig for the reason behind them.

**Mistake 3:** Mis-understand Objections

*"I see. Well, let's talk about that."*



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# TECHNIQUES OF SELLING



# Handling Objections

# Objection Handling Techniques

- **Feel/Felt/Found**

- I know how you feel.
- Other customers have felt the same way
- I'll show you what our customers have found.

- **Agree/Add/Explain**

- Listen and confirm
- Align with the customer before redirecting
- Explain why and how the situation can be changed or altered



# Objection Handling Techniques

- Smoke out all important objections
- See the objection as a question
- Agree with the customer about something
- Admitting to the Objection

# Tips for successful selling

- You have just a few seconds to make a good initial impression be it in person or on the phone.
- Maintain an attitude that you are seeking to *help your prospect meet a need or solve a problem*, rather than force the sale of a product or service.
- Know your product and be enthusiastic about it! If you're not enthusiastic, your prospect certainly won't be.



# Contact Information

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