



SALES

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Sales

Program Objectives

(1 of 2)



Define value-added selling, and identify ways you can add value to the sales situation.



Identify specific value-added selling practices that you would like to use in customer relationships.



Use a three step process for handling customer objections.

Sales

Program Objectives

(2 of 2)



Analyze your products/services to determine what benefits they provide and how they meet customer needs.



Identify any obstacles to closing the sale, and select strategies for over-coming them.



Follow guidelines for closing sales successfully.

Etymology – Sales

Sales Funnel



Sales

Sales Do's and Don't's

(1 of 4)

Do's

Be polite.

Target potential clients.

Emphasize good qualities of product/service.

Be friendly, and make small talk.

Don't's

Be rude.

Be overly pushy.

Emphasize negative qualities of product/service.

Discuss inappropriate topics.

Sales

Sales Do's and Don't's

(2 of 4)

Do's

Allow the client to think about the offer.

Check on the client's progress in making a decision.

Answer any questions.

Don't's

Invade the potential client's personal space.

Harass the client until they make a decision.

Pretend to know the answers to questions if you don't.

Sales

General Sales Tips

(1 of 3)

Selling is a skill that can be learned, not a natural talent that someone is born with.

Selling requires knowledge of the organization, the industry, the customers, the competition, and the product/service.

Listen to the customer.

Sales

General Sales Tips

(2 of 3)

Gather information.

“What are your expectations?”

“Can you please explain that more?”

“What else do you want to discuss?”

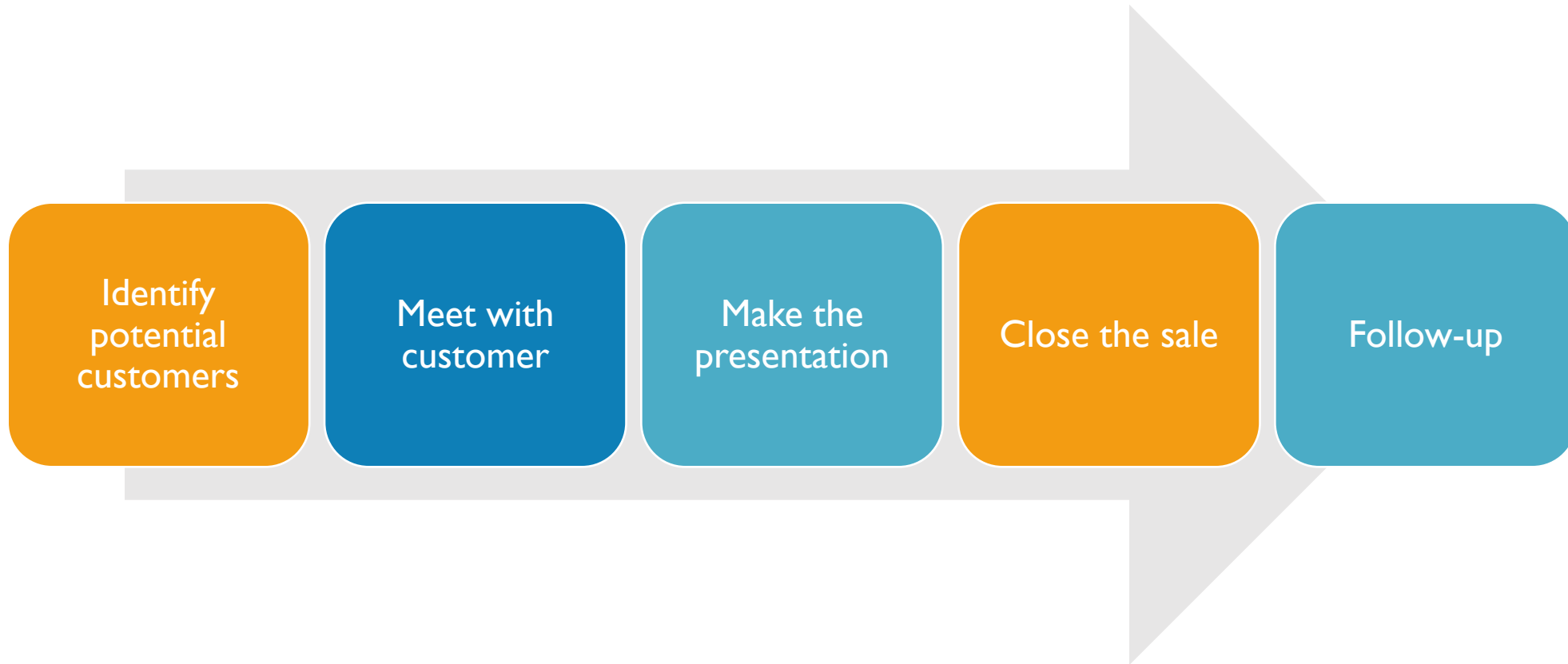
“Can I address any concerns?”

“How did you find out about this product/service?”

“Why do you want/need this product/service?”

“How can I most effectively help you?”

The Selling Process



Relationship Selling

Relationship selling helps to build up a larger customer base.

In relationship selling, the salesperson fosters a relationship with the customer over time.

This relationship makes the customer feel valued and encourages future sales interactions.

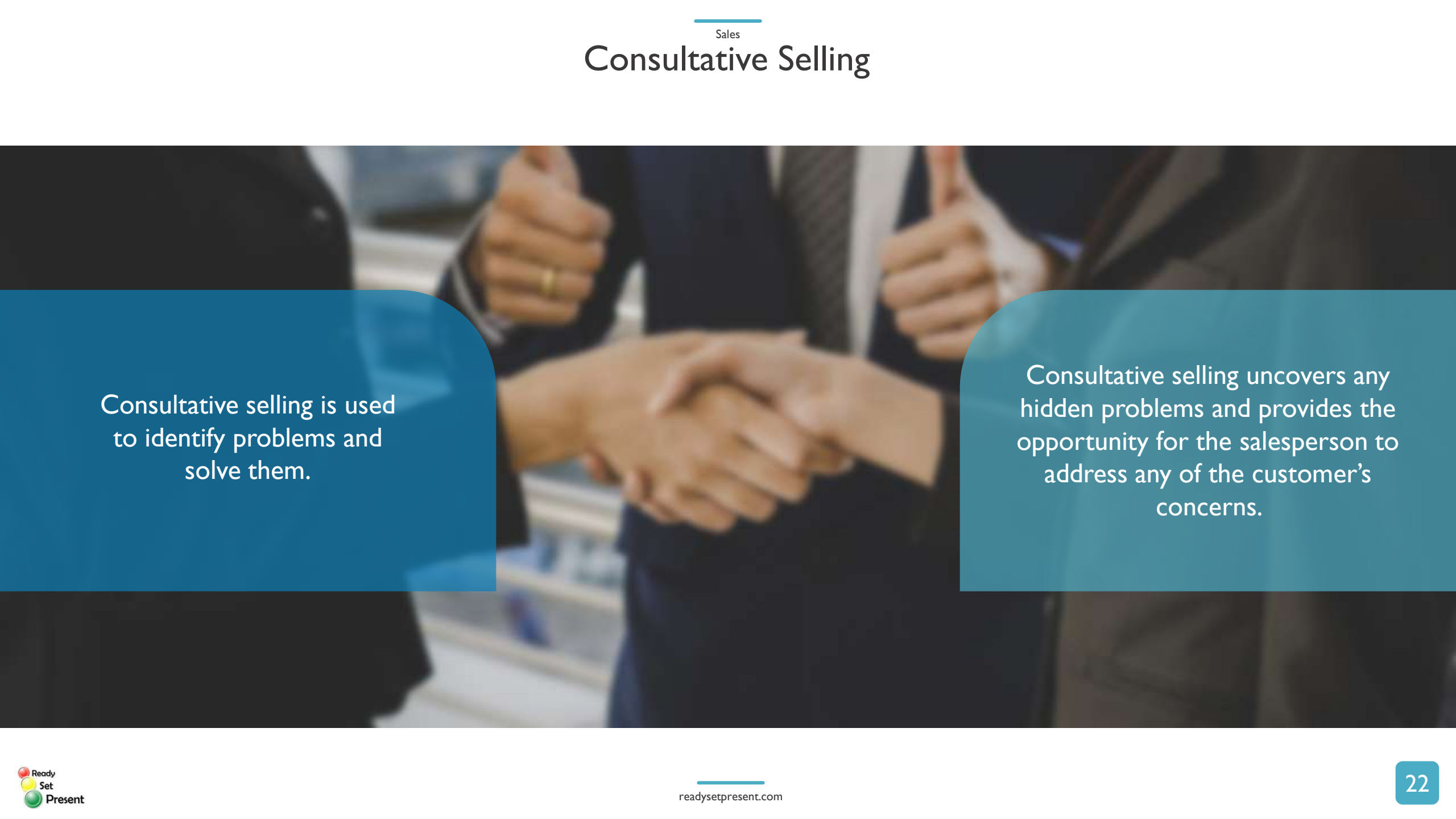
Sales

Adaptive Selling

Adaptive selling is the strategy of adjusting the presentation to best appeal to the customer.

Adaptive selling is a way of ensuring that you are helping the customer as best as you can and makes it more likely that the customer will be satisfied and buy your product/service.

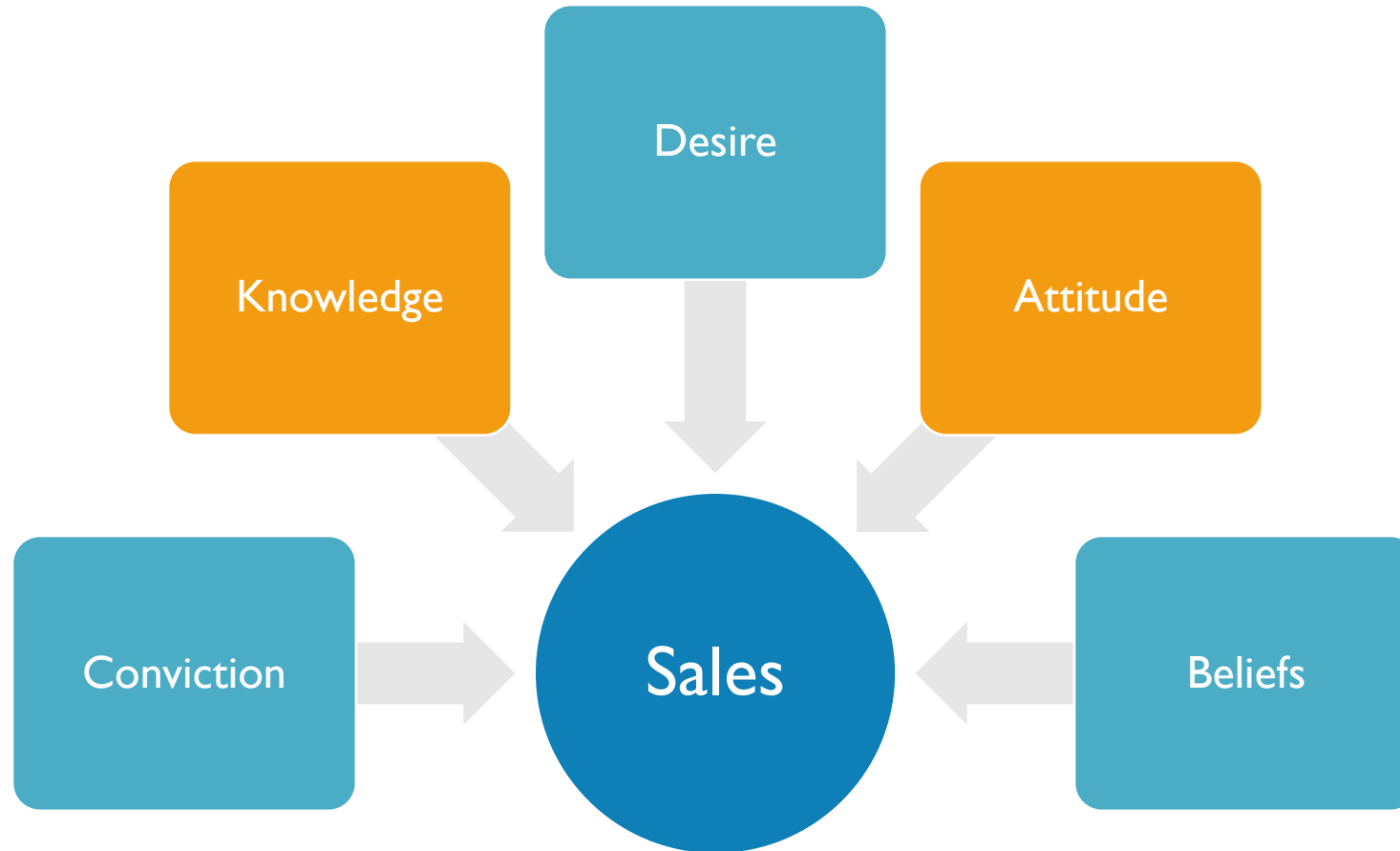
Consultative Selling

A background image showing a close-up of two business people in suits shaking hands. Both individuals are giving a thumbs-up gesture, indicating a successful agreement or partnership. The image is slightly blurred, focusing on the hands and the positive gesture.

Consultative selling is used to identify problems and solve them.

Consultative selling uncovers any hidden problems and provides the opportunity for the salesperson to address any of the customer's concerns.

Sales Success Diagram



Communication

Use the AIDA method!

A

- Attention
- (Attract the attention of the customer.)

I

- Interest
- (Foster the customer's interest in the product/service.)

D

- Desire
- (Increase the customer's desire for the product/service.)

A

- Action
- (Encourage the customer to take action.)

Professional Salesmanship

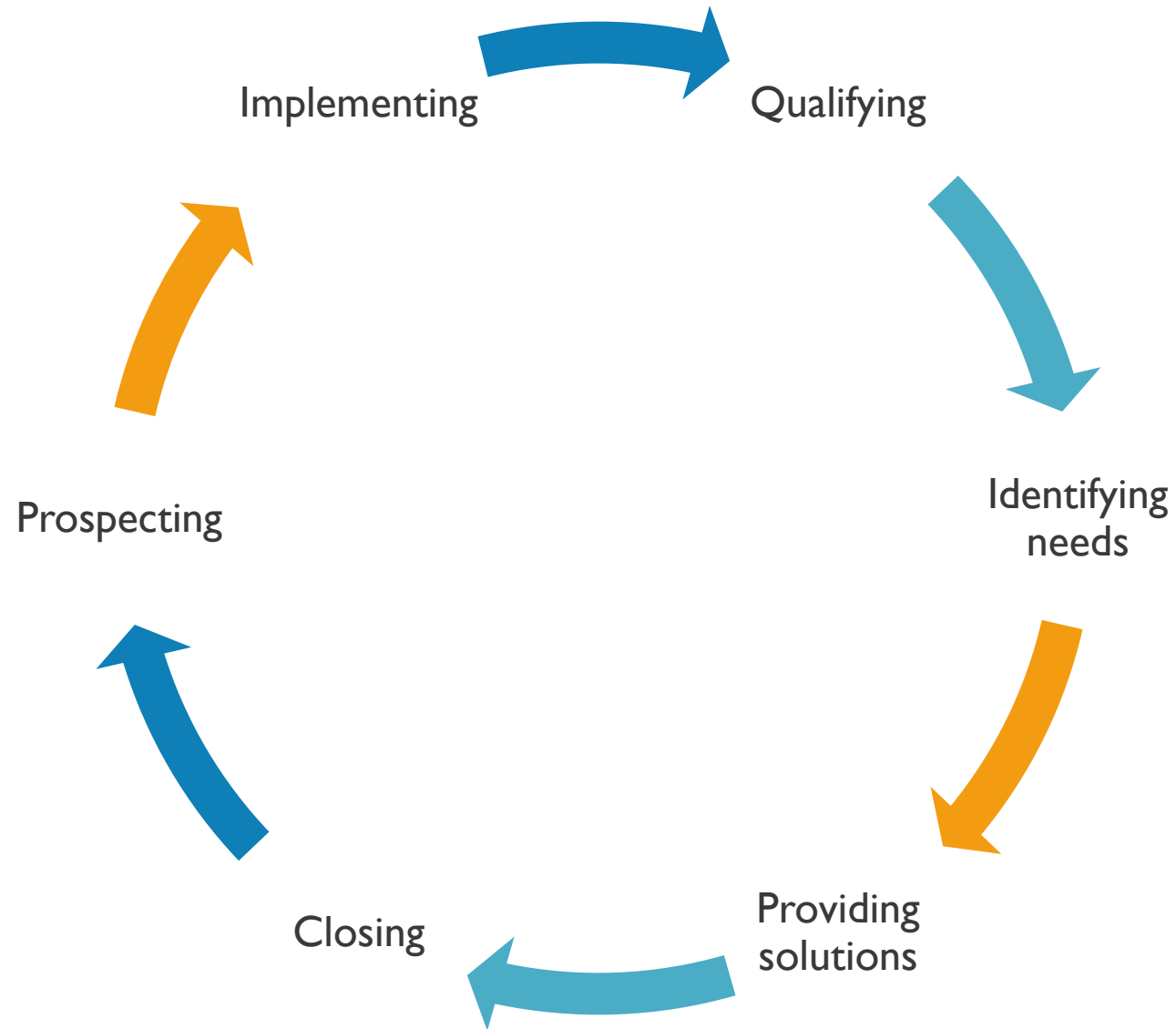
(2 of 4)

Top producers don't
allow title shock to
intimidate.

Top producers don't talk
past an order.

Top producers ask
for the order.

The Sales Cycle



Presentation

(2 of 3)

Memorized Presentation:



- Presentation is well-planned and organized
 - Salespeople cover the same information
 - Gives salesperson confidence
 - Length is pre-determined
 - All necessary information is given
- Presentation can seem fake and rehearsed
 - Less personal
 - Doesn't allow for conversation
 - May not address specific customer needs
 - Can be confining to the salesperson
 - Limits time




CLOSING SALES



Sales

Closing Sales

(1 of 2)



Closing sales can be very satisfying.

Closing boils down to simply asking for the order.

However, the key to successful closing is earning the right to close.

You do this by selling well before you attempt to close.

Think MONEY

Sales

Meetings controlled with your questions.



Obstacles: how to avoid them.



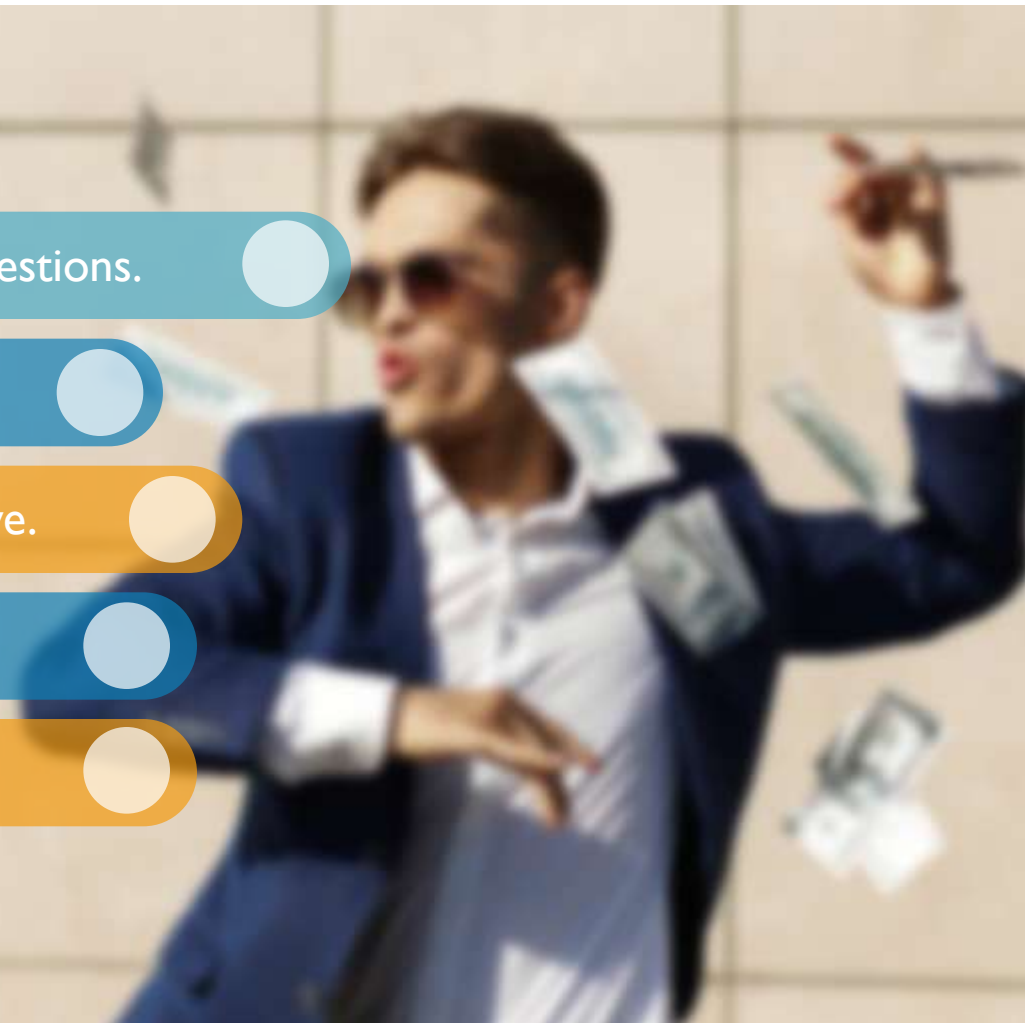
Need to create real value incentive.



Endorsement from a third party.




Yes! You understand your client.



Closing Conversations Contain These Questions

(1 of 3)



Are you looking for
this kind of product at
this time?

What is your overall
budget for this kind
of deal?

Have you ever
done this kind of
deal before?

Sales


Customers Are Ready To Buy

(1 of 2)

When you have shown them that your product/service meets their needs – you have helped them solve a problem.

When you have put their objections to rest, or you have demonstrated that the benefits far outweigh the objections.

A Headline Must Set You Apart



You must find a headline that is unique and works for you and your product!

You must answer “what opportunity or need does your deal address?”

You must use the DEP factor to compel the buyer to close the deal from the moment he or she hears the headline.

Sales Recognize Buying Signals

Buyers signal their readiness by:

Asking questions about timing and delivery.



Becoming quiet.



Looking seriously at your literature.



Saying phrases such as, “I like what I’m hearing.”



Take advantage ,and try to close when you detect these signals.

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