

Sales



Sales Funnel Model



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.

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 overcoming them.
- ✓ Follow guidelines for closing sales successfully.

Definition – Sales

- ✓ Commodities that have been sold, especially the number of successful sales that have been made.

Sales Do's and Don't's (1 of 4)

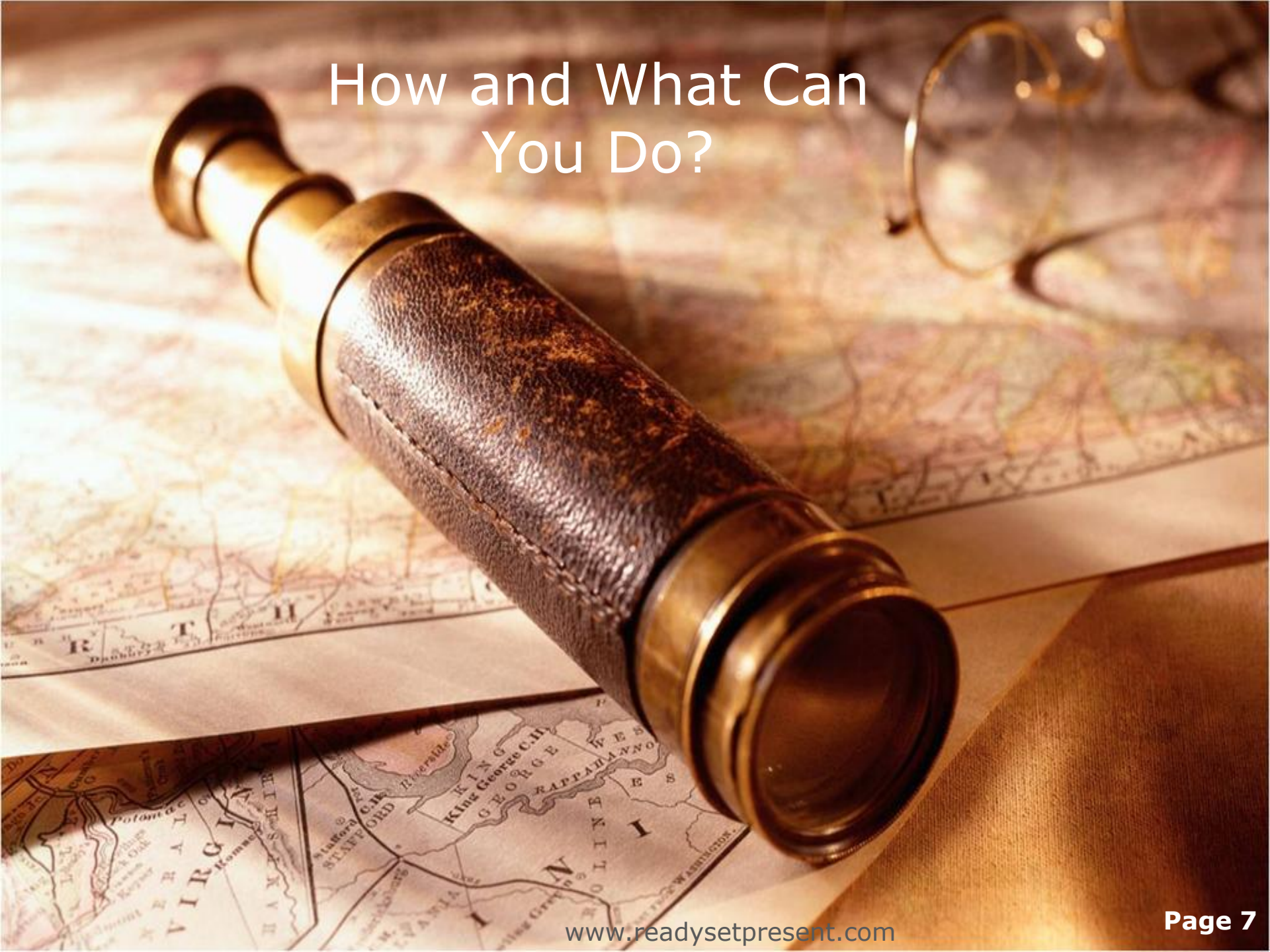
Do's

- ✓ 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.

How and What Can You Do?



How and What Can You Do?

- ✓ When it does occur, why do you lose existing accounts to competitors?
- ✓ What can you do to strengthen relationships with your existing accounts?
- ✓ What factors or events might get in the way of achieving these goals?

Value-Added Selling Techniques (1 of 6)

- ✓ Refer to your experience with other organizations to show customers that you understand their business and industry and are qualified to meet their needs.

Value-Added Selling Techniques (3 of 6)

- ✓ Link the customer to any support people in your organization who can help, advise or add value to the customer's use of products and services.

Value-Added Selling Techniques (4 of 6)

- ✓ Respond promptly to customer inquiries and stay in touch with a number of people in the customer's organization, not just the top decision makers.

Value-Added Selling Techniques (5 of 6)

- ✓ Initiate discussions about innovative ways customers can solve problems or improve operations, and work with them to act on these potential improvements.

The Competitive Advantage



The Competitive Advantage

(1 of 4)

- ✓ **The Physical Product Itself.**
 - (Competitive features and benefits).

- ✓ **The Deal.**
 - (Terms, credit, availability, delivery, installation, ongoing support and application ideas).

The Customer's Point Of View



Closing Sales





Download **"Sales"** PowerPoint presentation at **ReadySetPresent.com**

170 slides include: 16 do's and don't's, 13 points on how to increase sales, the AIDA communication method, 6 points on value-added selling techniques, 14 points on competitive advantage, 13 points on professional salesmanship, 6 points on the sales cycle, 31 points on and examples of needs, 6 points on identifying needs, 4 points on questioning strategy, 14 points on the 3 steps for handling customer objections, 6 points on how to empathize, 6 common objections and responses, 4 features, benefits and solutions, 4 points on closing sales, 4 points on the danger of ignoring signals, 4 points on when customers are ready to buy, 3 points on the dangers of manipulation, 11 questions for closing conversations, 9 points on avoiding obstacles, 5 warnings, 3 points on headlines to set you apart, 11 points on knowing your buyer, 4 points on not being forceful, 3 points on raising your own objections, 5 points on recognizing buying signals, 10 points on closing scenarios, 8 slides on closing strategies, 17 points on hoops clients can make you jump through, 4 points on committee buys, 16 action steps and much more!

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