



**Passerelles
numériques**
A Gateway for Life

Lesson 5: Marketing - Basic Selling

Module 3 – Professional Life

Warm up questions

1. Have you ever sold anything at the market? If yes, what was it?
2. What did you do to increase your sale?
3. How did you deal with your customers?

A G E N D A

- 01 Definition of selling
- 02 Target selling
- 03 Attitude - make good impression
- 04 First impression
- 05 What makes a great sales person
- 06 New challenge
- 07 Value of communication

Instruction (15 minutes)

What is selling?

- Students work individually to define 'selling'.
- Trainer writes students' good answers on the whiteboard - using mind map.

BASIC SELLING

1. Definition of selling

- Selling involves 2 or MORE persons.
- They all want to reach an agreement.
- Agreement needs to satisfy all of them.

HELPING OTHERS TO DECIDE

BASIC SELLING

1. Definition of selling

Transaction between seller and prospective buyer
Money in exchange for goods or services

If you want to sell, focus on sales skills to
close the deal.



BASIC SELLING

1. Definition of selling

Selling =
The art of closing a deal



BASIC SELLING

1. Definition of selling

Telling is not selling.

The person that knows everything about his offering is an expert.
The person that tells everything about his offering is a nagger.

BASIC SELLING

1. Definition of selling

Different kind of selling: they all have the same goal

- High-pressure selling: Stress
- Persuasive selling: arguments
- No-pressure selling: relaxing
- Collaborative selling: exchange

BASIC SELLING

1. Definition of selling

Selling does not always involve a sales person.

- Buy gas for your car (sales build on simple needs)
- Buy a car (sales build on manufactured need) you think you need a new car because you have been persuaded to believe that.

BASIC SELLING

1. Definition of selling

marketing = selling

BASIC SELLING

2. Target selling

Importance of setting targets

- Selling requires time: Preparation, meetings, offers, follow up....
- Selling efforts must be focused on real potential customers.
- Targets must fit with the product or service to offer.
- Targets must be clearly identified and managed.

BASIC SELLING

2. Target selling

Selling requires time, preparation, follow up, ...

- Time: because when you rush into selling the customer will freeze
- A good preparation is half of the selling.
- Follow up: because you need to build a relationship

BASIC SELLING

2. Target selling

Selling efforts must be focused on real potential customers.

-Why would you try to sell a cow to a bakery instead of a butcher?

BASIC SELLING

2. Target selling

Targets must fit with the product or service to offer.

- Why try to sell an IT-student to a company without employees?
- Who has No need for people?
- This requires a study of the market.

BASIC SELLING

2. Target selling

Targets must be clearly identified and managed.

- Do your homework
- Do a market study
- Build up a relationship

BASIC SELLING

3. ATTITUDE

BE aware that your attitude and body language is being looked at.

BASIC SELLING

3. ATTITUDE

This is how you will be remembered
by your customer.

BASIC SELLING

3. ATTITUDE

- Smile! look happy at the meeting
- Sit STRAIGHT UP on your chair
- Don't play with your pen/note book/PHONE
- Don't shake your arms and legs
- Look YOUR CUSTOMER in the eye

If there ARE MORE PERSONS, look at each of them one after the other.

**A BAD ATTITUDE
IS LIKE A FLAT TIRE.**

**IF YOU
DONT CHANGE IT,
YOU'LL NEVER GO
ANYWHERE.**

BASIC SELLING

3. ATTITUDE

The importance of possitive attitude

- A positive attitude will create opportunities.
- A positive attitude will look constantly for new opportunitites.
- Use your set back / negative experience as learning process

BASIC SELLING

3. ATTITUDE

Do not promise or sell anything
that you can't deliver.

BASIC SELLING


3. ATTITUDE

Do not lose your customer's trust.
It will take a long time to build up
again.

BASIC SELLING

4. FIRST IMPRESSION

The first impression will
remain forever.

A man in a dark suit and white shirt is holding a white rectangular sign with his right hand. The sign contains a quote in bold black text. The background is plain white.

**You will never get
a second chance
to make a first
impression**

BASIC SELLING

4. FIRST IMPRESSION

- First impression is made within 17 seconds of meeting someone
- 55% is based on appearance.
- 7% is based on the use of word.
- 38% is based on tone of voice.

BASIC SELLING

4. FIRST IMPRESSION

Before you get sufficient time
to show your skills,
the first impression is already made.

BASIC SELLING

4. FIRST IMPRESSION

First impression is often
irreversible.

BASIC SELLING

4. FIRST IMPRESSION

First impression is determined by looking fit,
neat, confident, stylish and pleasant.

If you personally think this is wrong ... too bad
better accept it

BASIC SELLING

4. First impression

You can work on a first impression by

- Practising
- Smiling
- Being relaxed
- Showing respect

BASIC SELLING

5. WHAT MAKES A GREAT SALES PERSON

- Good listener
- Convincing
- CLEAN appearance
- Organised
- Product knowledge
- Humor
- Common sense

BASIC SELLING

5. WHAT MAKES A GREAT SALES PERSON

GOOD LISTENER

- Have the ability to listen to what the customer tells you to find out what he wants to detect opportunities.

BASIC SELLING

5. WHAT MAKES A GREAT SALES PERSON

Convincing

- Have the ability to convince by taking the lead you have to be persuading and you have to know your products.

BASIC SELLING

5. WHAT MAKES A GREAT SALES PERSON

Clean appearance

- Always show up nicely in respect to your customer with correct dresscode to be professional

BASIC SELLING

5. WHAT MAKES A GREAT SALES PERSON

Product knowledge

- The person that knows his product will sell better.
- You will get more respect from the customer.
- This will be told to other persons.

BASIC SELLING

5. WHAT MAKES A GREAT SALES PERSON

Humor

- Be able to understand and use humor
- You can create a positive atmosphere that lightens up a conversation.

BASIC SELLING

5. WHAT MAKES A GREAT SALES PERSON

Common sense

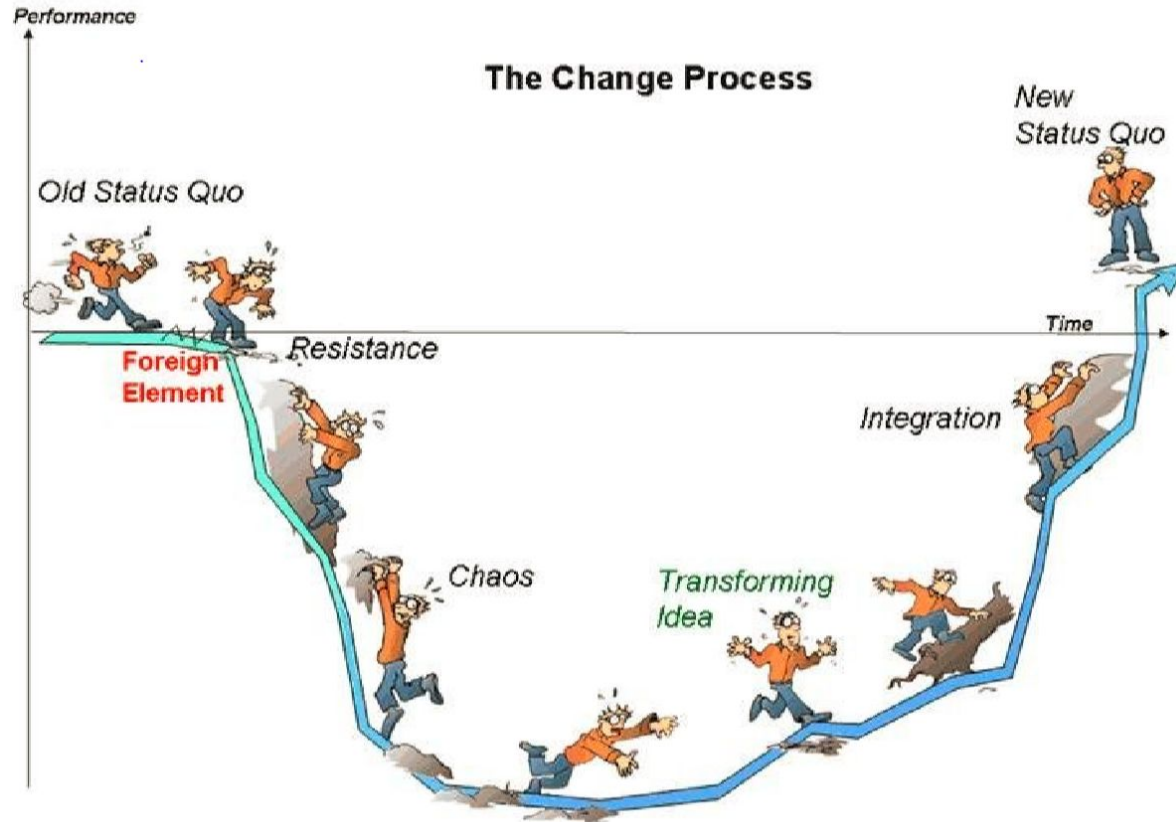
- Be intelligent
- You can work yourself out of any situation.
- It shows your intelligence.

BASIC SELLING

6. NEW CHALLENGE

Everything is difficult
before it becomes easy!

HENRY FORD



**DON'T LOOK BACK
YOU'RE NOT GOING
THAT WAY**



Instruction (50 minutes)



- Students work in groups of 4 to discuss why a good communication can enhance your sales.
- Each group presents it to the class.

BASIC SELLING

7. VALUE OF COMMUNICATION

WE need to listen ...
to better communication!

BASIC SELLING

7. VALUE OF COMMUNICATION

Why do we need to listen better?

- Listening to your customer will give you more understanding to better your communication with him.
- You want to speak the same language as your customer to better succeed in your selling/relationship.



BASIC SELLING

7. VALUE OF COMMUNICATION

Have you ever wondered why we have two ears and only one mouth?

BASIC SELLING

7. VALUE OF COMMUNICATION

Talk less - listen more

A salesperson should listen twice as much as she speaks and repeat back to the customer what the client said and ask for confirmation.

BASIC SELLING

7. VALUE OF COMMUNICATION

Talk less - listen more

Customers love to be listened to

Taking the time to listen to your customer can set the sales professional apart from competitors who push too hard.

BASIC SELLING

7. VALUE OF COMMUNICATION

Be careful in your communication

- What we say
- What he understands

BASIC SELLING

7. VALUE OF COMMUNICATION

The value of the communication
is what the CUSTOMER remembers!



Thank you !



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