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Sales

4

Student Societies & Entrepreneurs

sales 4 entrepreneurs

By Dr. David Bozward

Course Resource Pack

Video Page: <http://theessa.com/sales-4-enterprising-societies/>

Entrepreneurs have to be great sales people, yet time to learn and develop these skills is limited. **Sales 4**

Entrepreneurs is an online course, providing over 90 minutes of videos, online learning materials and worksheets for you to move your skills forward.

An amazing and important resource, **Sales 4 Entrepreneurs** builds the entire sales process for you, the **entrepreneur**, allowing you to develop and understand the problems and solutions which will allow you to sell directly to other business and end users.

Continually improving your **sales skills** and **knowledge** is essential if you are to satisfy demanding **customers** in rapidly changing markets. The course can be used in any order, allowing you to deal with today's problems as they occur. This is a **practical** course developing real life skills which can be used with your customers today.

You can view and review each section **over and over again**, ensuring you can understand the methods and keep on learning these important skills. Each section has learning material and worksheet

SMART objectives -the most well known method for setting objectives. S.M.A.R.T refers to the acronym that describes the key characteristics of meaningful objectives, which are:

Specific

- WHAT am I going to do?
- WHY is this important for me to do?
- WHO is going to do what? Who else need to be involved?
- WHEN do I want this to be completed?
- HOW am I going to do this?

Measurable

- How do I know when I have done it?
- Can these measurements be obtained?
- What are the numbers, quantity, comparisons?

Achievable

- Can we get it done in the proposed timeframe?
- Do I understand the limitations and constraints?
- Can we do this with the resources we have?
- Has anyone else done this successfully?
- Is this possible?

Realistic

- Do you have the resources available to achieve this objective?
- Do I need to revisit priorities in my life to make this happen?
- Is it possible to achieve this objective?

Time-Bound

- When will this objective be accomplished?
- Is there a stated deadline? (a defined time line)

Summary

Remember what gets measured gets done, so write your goals down, share them constantly with those who can help, are part of the goal and your team. Keep refining your goals to ensure achievable. If necessary, split goals down into achievable tasks.

Video Session: <http://www.youtube.com/embed/0MpfWT92mIU>

for one thing, you can't reach goals if you don't have them - so set them.

setting objectives

Create four SMART objectives using the forms below. These objectives should be completed in the next four weeks and ideally one per week.

Objective 1

What/Title: _____

Why: _____

Who: _____

How: _____

Resources: _____

Measurable: _____

Deadline: _____

Objective 2

What/Title: _____

Why: _____

Who: _____

How: _____

Resources: _____

Measurable: _____

Deadline: _____

Objective 3

What/Title: _____

Why: _____

Who: _____

How: _____

Resources: _____

Measurable: _____

Deadline: _____

Objective 4

What/Title: _____

Why: _____

Who: _____

How: _____

Resources: _____

Measurable: _____

Deadline: _____

After four weeks review these objectives and see how in the next four weeks you can do better at setting clear, more accurate and focused objectives.

Each of us develops communication techniques for trying to get our way in life. You are involved in selling when you want someone to do something every single day, so use your use persuasion skills to persuade someone to act into purchasing your products. Most people fail in sales as they are not resilience to people saying NO. If your target customer is only 1% of the market, then you should expect to receive 99 no's before you get one yes. So expect and be resilient to those negative messages. Do not give up too easily? You should recover quickly after rejection, is their an opportunity to develop a relationship which may bear sales later? Think about how you want people to sell you. Use your ego: respect yourself, your self confidence to believe in your product. Empathy is one of your best tools, put yourself in their shoes, determine the need they have.

How to **Develop a Positive Mental Attitude**

1. Learn about your common negative thinking patterns which halt your progression. These include filtering, personalizing, catastrophizing and polarizing.
2. Become aware of your own thoughts. So ask yourself and answer the question, "What am I thinking about right now?" several times each day. Over a period of months, this process will become automatic.
3. Identify your own negative thinking patterns. A thinking pattern is not necessarily "negative" simply because it is unpleasant--it is negative if it serves no useful purpose or is harmful to you in some way. Record these patterns.
4. Identify triggers that activate negative thinking patterns. Negative thoughts may be triggered by external events or people, or by thoughts or memories that immediately precede the negative thinking pattern. Record these triggers.
5. Examine your negative thinking patterns and compose positive thinking patterns to replace them. Record these positive thinking patterns and memorize them.
6. Intervene in your own thinking on a minute-by-minute basis to identify negative thinking patterns and replace them with the positive thinking patterns. If you have effectively identified your triggers, intervene as soon as the trigger occurs so that you can head off negative thinking patterns before they occur.
7. Monitor your vocabulary and use this same process to change your speaking patterns, because your speech affects your thoughts and vice versa.

One of the strongest most effective aspects of personal development is the practice of positive thinking. Some examples of positive thinking statements.

- I am having a terrific day today.
- I am healthy and happy.
- I get better and better each and everyday.
- I am very outgoing and I have lots of friends.
- I really like myself.
- I am a good person.
- I have a family that loves me.
- I can face any situation in my life with secure confidence.

Video Session: <http://www.youtube.com/embed/CjAIWzyMwC8>

Good sales people have a good attitude towards selling

positive mental attitude

Over several days ask yourself and answer the question, "What am I thinking about right now?". Write down five common negative thinking patterns:

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

Identify the triggers that activate negative thinking patterns. Negative thoughts may be triggered by external events, places or people, or by thoughts or memories that immediately precede the negative thinking pattern. Record these triggers.

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

Examine your negative thinking patterns and compose positive thinking patterns to replace them. Record these positive thinking patterns and memorize them.

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

Intervene in your own thinking on a minute-by-minute basis to identify negative thinking patterns and replace them with the positive thinking patterns. If you have effectively identified your triggers, intervene as soon as the trigger occurs so that you can head off negative thinking patterns before they occur.

the importance of product knowledge

sales
4
entrepreneurs

Have you ever been into a shop to buy something only to be disappointed when it is clear none of the assistants can answer your questions simply because they do not know the products? Product knowledge or lack of it makes a huge difference between those who make the sales and those who miss out. Everyone agrees, that without having a good understanding of what you are selling you are going to fail.

There are a variety of things you need to know from a product knowledge standpoint, such as:

- What does your products/services do?
- What they can't do (or can't)?
- Version History, Story
- Where is it made, By who?
- What your competitor's product/service can and cannot do?
- Trends in the marketplace that can/will impact your sales and/or customer perceptions?
- What your competitor's product/service can and cannot do?
- What your Unique Selling Proposition is?
- What your competitor's Unique Selling Propositions are?
- How other customers have uniquely used your product/service to improve their business?
- How your prospects have uniquely used your competitor's product/service?
- Trends in the marketplace that can/will impact your sales and/or customer perceptions?

For each of these find out as much as you can, store it in one document with pictures, diagrams and have this document to hand, even in sales meetings. If you are using a laptop you can say, let me refer to our product manual and it may provide you with the help needed.

Video Session: <http://www.youtube.com/embed/iiOvLJshcxQ>

You have to know the product features and specifications better than anyone else.

the importance of product knowledge



Research and understand each of the following:

What does your products/services do? (less than 25 words)

What they can't do (or can't).

- 1

- 2

- 3

- 4

- 5

Version History, Story

Where is it made, By who?

What your competitor's product/service can and cannot do.

	Can	Can Not
1	<hr/>	<hr/>
2	<hr/>	<hr/>
3	<hr/>	<hr/>
4	<hr/>	<hr/>
5	<hr/>	<hr/>

Trends in the marketplace that can/will impact your sales and/or customer perceptions.

- 1

- 2

- 3

4 _____

5 _____

What your competitor's product/service can and cannot do.

	Can	Can Not
1	_____	_____
2	_____	_____
3	_____	_____
4	_____	_____
5	_____	_____

What your Unique Selling Proposition is.

What your competitor's Unique Selling Propositions are.

How other customers have uniquely used your product/service to improve their business.

1 _____

2 _____

3 _____

How your prospects have uniquely used your competitor's product/service.

1 _____

2 _____

3 _____

Trends in the marketplace that can/will impact your sales and/or customer perceptions.

1 _____

2 _____

3 _____

Take the approach whereby the customers in the target market niche help define the marketing and sales strategy, the selling approach then becomes a natural extension of the marketing approach to these prospects. To do this you must understand how your prospects communicates.

Industry Knowledge

Many industries have their own language, acronyms or meanings which you will need to learn. You will need to understand this in daily dialogue with you prospect before they let you be supplier.

The more profitable and value of the industry, the more hype surrounding it, the more media attention and the more abstract common understanding becomes. The hype will mean the truth is harder to find for the average person (e.g. via Google) and therefore you will need to be more vigilant in your research. So learn facts not hype about any subject, have more than one source. Google doesn't count as a source, they just index.

Learn the industry through available trade Journals, Shows, and exhibitions which will allow you to understand the real players, news and views. Develop a true perspective and consensus of the industry which mean you are able to communicate with others with knowledge and understanding.

Following the social networks, Twitter and data feeds which ensure you are up to date with the developments. You may need to join or follow a trade organization or standard bodies to be able to have the up to date information, rules or possible routes to market. It may be easier to get a knowledgeable mentor who can both provide up to date information as well as the complete history of the industry. Attend trade shows to practice talking with the industry.

Learn all the acronyms and be able to understand them and speak using them in everyday discussions. Know when and when not to use them.

Prospects in the Network

Sales is about people and you will need to know who's who. So research the websites, social networks such as LinkedIn, Facebook and networking events to build both the knowledge and the contacts. Know your competitors by name and the key employees. Map out the entire network of people in the industry so you understand Who's Who and how you can get to everyone in the industry you need to.

Whenever you meet people find out what people you have in common and what introductions you can swap. Understanding the people in the market will ensure you have an understanding of the needs and also the ability to ask more direct and probing questions.

Once you understand who is who then you must be seen to be a player in the network, so establish yourself as knowledgeable, open to discussion and flexible in your approach. As a new business these are important drivers when selecting a new company to do business with.

Video Session: <http://www.youtube.com/embed/MdLJoSsrsq0>

Every market is a niche market, so exploit it

Take the approach whereby the customers in the target market niche help define the marketing and sales strategy, the selling approach then becomes a natural extension of the marketing approach to these prospects. To do this you must understand how your prospects communicates.

Industry Knowledge

Find five Blog site which cover your industry topic

- Blog 1 _____
- Blog 2 _____
- Blog 3 _____
- Blog 4 _____
- Blog 5 _____

Find five Web Magazines

- Site 1 _____
- Site 2 _____
- Site 3 _____
- Site 4 _____
- Site 5 _____

Social Media

- Linkedin Group _____
- Facebook Group _____
- Online Forum _____
- Discussion Group _____

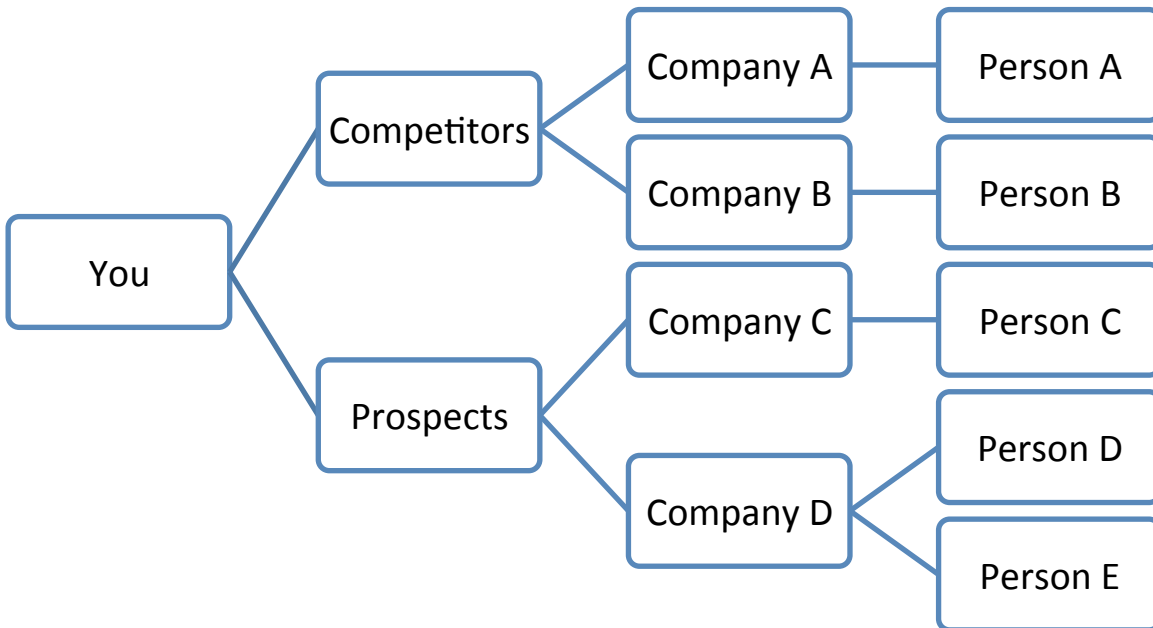
Twitter Feeds

- 1 _____
- 2 _____
- 3 _____
- 4 _____

Name four major exhibitions or events

- 1 _____
- 2 _____
- 3 _____
- 4 _____

Understand the Network of Prospects and Competitors



Successful cold calling essentially relies on your own attitude towards cold calling. Cold calling is traditionally the most challenging part of the selling process, yet the most profitable. Viewed negatively or passively, cold calling is merely a numbers game, where the sales person's calling is no different to a junk-mail leaflet. Somebody might respond - maybe one in twenty, maybe one in a hundred, yet cold calling is about moving a suspect to a prospect. Never anything more, you will NOT sell via the telephone and nor should you try.

What should your mindset be?

1. Shift your mindset away from 'making the sale' towards whether the fit exists or not. Look for what the other person is thinking and whether there is actually a real possibility of a fit. Do not assume they should buy what you have. Aim to qualify the suspect.
2. Focus on the beginning - not the end. Be sensitive to the early interaction with your suspect - keep your mindset and behaviour stay in the present moment and avoid pushing forward.
3. Try and help the suspect, do not pitch. Centre the conversation on the other person, not you, the product or the benefits.
4. Stop chasing the suspect - behave with dignity. Create an open pressure-free atmosphere - set a tone of equality and mutual respect - strive to be regarded as a helpful human being instead of a typical sales person.
5. Connect with your suspect rather than work through a list. Focus on how to make a true connection with each suspect - this naturally helps build trust - think about and discuss their issues, not yours.
6. Creating trust with your suspect is your primary goal - not making the sale. Creating genuine trust is the essence of building real relationships and real relationships turn into more sales.
7. Diffuse any pressure that you sense in the sales process. By diffusing the tension and pressure in the sales process between you and your prospects, you bring both of you closer to an honest and truthful conversation.
8. Change your language away from 'sales speak' to natural language that connects with people. By using phrases like 'would you be open to' instead of 'would you be interested in', you immediately set yourself apart as someone who is patient, open minded and willing to listen.
9. Understand your suspect 's problems deeply so that they feel 'understood' by you. By having a deep understanding of the problems that your prospects experience everyday, the easier it will be for you to really feel that you know and care about their situation.

Video Session: <http://www.youtube.com/embed/9633aa5Xljg>

Some top tips:

1. **Sound Like A Human Being** - Try not to sound like a robotic cold caller. That's what 95% of the cold callers sound like. You need to sound as though you are just calling up a colleague for a chat rather than a "have I got a deal for you" salesperson!
2. **Learn How To Get Through Gatekeepers** - You need to be able to identify a gatekeeper screen and also know how to get through them!
3. **Opening Is The New Closing** - Spend a lot of time on perfecting your opening to your calls. So many salespeople come to me and ask for tips on how to close a cold call. Just forget it! If you don't open your calls in the right way you will not even get to the close! That means trying out different openings and measure the response and reaction of the prospect. Keep refining and modifying the opening until you nail it.
4. **Understand Your Numbers** - Keep detailed records of the calls you make, what you said, the response you get etc. You can't manage and improve what you can't measure. Keep tabs on the voicemail messages you leave and which ones get the most number of returned calls. If it moves, measure it!
5. **Strong Work Ethic** - Even if you close 10 out of 10 calls on the bounce please keep going and carry out your planned number of calls for that day. A 100% strike rate is not sustainable. You may go 50 calls with no sales in the future and you may feel like you're in a slump when all it is are your averages catching up with you.
6. **Have Clear Objectives In Your Mind** - If your calling objective is to set an appointment then sell only the appointment! Don't go into the latest and greatest benefits of your products and services. Stick to your objective!
7. **Have A Secondary Objective In Mind** - Ok, so they don't want an appointment even if you gave them money for attending! What are you going to do then? You need to have a back up objective in mind. Can you find out who their existing supplier is? The length of the contract? There's plenty of info you can find out!
8. **Cold Calling Quick Wins** - There are some quick wins to be had if:
 - You can sound like and create the impression that you're well known to the decision maker
 - You can sound as though you're an important person who expects to be put through
 - You are polite! (A lot of cold callers in trying to sound important are out and out rude!)
 - Assume that you'll be put through in your mind
 - Assume that you'll be put through by not asking to be put through but by using the following:

Instead of:

"Hi it's Sean, could you put me through to James please?"

Use

"Hi Jenny, it's Sean, could you let James know that I'm on the line, thanks"

By using "thanks" at the end of the sentence it assumes you'll be put through and a lot of gatekeepers will assume that you know James and instead of giving you a qualification grilling and be made to look stupid if it were James' best friend they will put you straight through!

When we stop looking at cold calling from the sales person's viewpoint and from the customer's viewpoint, and start seeing it from a business perspective, cold calling becomes a wonderful opportunity that anyone can enjoy and optimize:

how sales people typically see cold calling	how customers see cold calling done poorly	what successful cold calling should be
fearful boring, repetitive unpleasant pressurised unimaginative rejections thankless confrontational unproductive demoralizing unhappy numbers game	nuisance unwanted indiscriminate, unprepared pressurising tricky, shifty dishonest reject, repel cold callers shady, evasive contrived insulting patronizing disrespectful	honest/open straightforward interesting/helpful different/innovative thoughtful/reasoned prepared/informed professional/business-like efficient/structured respectful enthusiastic/up-beat informative/new thought-provoking time/cost-saving opportunity/advantage credible/reliable demonstrable/referenced

Obviously the aim is to move cold calling behaviours and methods into the third column, and definitely to stop anything which produces the feelings and effects of the first and second columns.

Important basic cold calling process and script are:

1. Preparation - self, environment, knowledge, and who you represent
2. Introduction - key phrases explaining and positioning yourself and your purpose
3. Questioning - help, facilitate and enable rather than assume, sell and push
4. Objectivity - the mark of an advisor - do not sell
5. Listen and interpret - do not sell
6. Inform and educate - do not sell
7. Involve and coordinate - do not sell
8. Keep in touch - keep notes and keep informed - keep ultimate ownership (by now you will probably be selling)

Video Session: <http://www.youtube.com/embed/9633aa5XlJg>

Cold calling - A great way to start a new relationship

telephone calls



Example Cold Calling Script

Hello, this is [NAME] _____ from [COMPANY] _____, I'm hoping to talk to the _____ . (response)

May I ask your name? <Write name down>

Great! Oh, before you transfer me, could you please give me the name and extension in case we get disconnected. Thank you so much for your help. <Write name, extension number down>

(If you get resistance here) Let me tell you just a bit about our business and perhaps you could recommend what department I should be talking to. We have a

_____.

I was assuming that this would be the _____ department, but perhaps you could steer me elsewhere? Thank you very much.

People you spoke to:

Name	Role	Telephone	Email

New Facts

Before you go find out one new fact about the business out of the following:

- 1..... _____
- 2..... _____
- 3..... _____

Call to Action

- Meeting Date/Time _____
- Send Product Information _____
- 3..... _____
- 4..... _____
- 5..... _____

Where

Good sales people are always on the look out for opportunities to meet and interact with people. This can be in social activities, formal networking events or in their sports. Always remember that people buy from people.

You may have heard that sales is a numbers game, so the more people you meet, the better your chances of finding the leads you want. So you have to get moving and meet as many people as possible. Even if the person you meet can't help you, they may know someone who can.

So look out for Trade Events such as exhibitions, Conferences and Training Courses where you know potential customers will be. This gives you the opportunity to meet, talk, find out information and train yourself up to sale to these people.

Networking

Networking if done right is one of the best ways of getting to meet prospects and start developing a relationship with people within the industry. Networking is not selling, its about establishing & maintaining lines of communication with people. So you are connecting with people in order to: share information, resources and leads. Its always better to give than take in networking. Use it as a high savings account, the more you can save for the longer the better the reward. Spend the time getting to know people, finding out how you can help them and then and only then what they can do for you. If you can not do anything for them, maybe you know someone who does.

Before you attend a networking event determine your goal:

1. Decide who to talk to / Research your audience
2. Figure out:
 - a. Who are your targets, photos, bio, their network
 - b. What the person knows
 - c. Who the person knows
 - d. What In It For Me (WIIFM)
 - e. What is the timings / opportunities
 - f. Prepare conference & opening questions
3. Practice the opening speech & the request for a meeting
4. What dates are you free?
5. Prepare to handle doubters
6. Prepare to show & have the meeting
7. Follow-up: Thank-you's, nurture connections and keep track of contacts

Video Session: <http://www.youtube.com/embed/YJnKk5vUoal>

Being at the right place at the right time

Networking Session Plan

Decide who to talk to / Research your audience

1..... _____

2..... _____

3..... _____

Who are your targets, photos, bio, their network

Name	Role
1.....	_____
2.....	_____
3.....	_____
4.....	_____
5.....	_____
6.....	_____

Understand for each person:

- What the person knows
- Who the person knows
- What In It For Me (WIIFM)
- What is the timings / opportunities

Prepare conference & opening questions

1..... _____

2..... _____

3..... _____

A Pitch! – 60 seconds max

Opening Hook

Problem

Proposition

People

Proof

The Request for a meeting

Practice, Practice, Practice

What dates are you free?

- 1.....
- 2.....
- 3.....

Prepare to handle doubters

Prepare to show & have the meeting

Create a follow-up email:

Dear _____

Being at the right place at the right time

It's important that you develop effective processes for managing your time to balance the conflicting demands of time for generating new leads, networking, account management and following up.

Sort out your environment

Get organized and ensure you're the space where you work, this includes:

Work Space: Make sure you Desk, Office, Entrance allow you work free and easily. Make sure it is light with load of fresh air. Ensure the temperature is just right to make those all important calls and generate the business.

Computer: The computer desktop can become full of Icons or Shortcuts which mean nothing or don't get use. Create shortcuts straight to the document or folder you use the most and ensure this are on the front screen when you login. Create Bookmarks in you browser for those site you sue the most and ensure these bookmarks are organized, so you can find them easily.

Its easy to get a Virus via email or clicking on a website, so ensure you have virus protection and also make an offsite Backup of your files. There are online file storage sites which allow you to always have a 24/7 backup. Also ensure you have Mid Range computer which has the power to not keep you waiting.

People : If you are working with employees, contractors or any person, ensure you and they know the roles, responsibilities, goals for every task or project you are doing together. If everyone knows what is expected then it makes achieving those goals more obtainable. You should also have team meetings that have pre-agreed agenda, minutes and a follow up (even with your customers).

Focus

Procrastination is the scourge of revenue generation. It's important that you manage 'Your fear of doing things' you don't want to do and realise that the fear is often far worse than any possible negative results. Try to take decisions immediately when possible and when you don't need to gather more information pertinent to the decision. The best time to do something is usually NOW. Taking action generates the impetus for further action. Many applications to prestigious employers now need to be made in the first term of your final year and if you procrastinate you'll miss the deadlines.

- Fear of Dread
- Set goals
- Write down the tasks that need doing
- Do the tasks you like and are good at
- Every day achieve one of your goals
- Talk to a customer every day
- Every task has a goal – positive outcome

Video Session: <http://www.youtube.com/embed/DRD8iph4890>

Effective time management creates more time to enjoy what you like doing

Use an online calendar.

1. Use your favourite online calendar: Google, Yahoo, Microsoft, Apple
2. Each Friday afternoon plan the next week
3. Use the calendar to sketch out each day
4. Complete every minute from 7am to 9pm (the working day)
5. Plan work, leisure, travel, meetings, reading, thinking, eating, ...etc
6. Sync the calendar on your computer, website, phone so you have it everywhere
7. Share it with everyone (you can hide the task descriptions)

Make a list of things to do each day.

Put them in priority order and keep them on your desk. This is your **MUST** do list.

1	_____
2	_____
3	_____
4	_____
5	_____
6	_____

- Do the most important or most unpleasant task first thing in the morning.
- Tackle time-consuming projects in stages.
- Concentrate on one task at a time.

Effective time management creates more time to enjoy what you like doing

the importance of keeping today's customers



Everyone in your business should focus on today's customers without exception. These customer pay the bills and therefore are key to your survival. New sales should be a small part of a successful business and therefore should be done by and only consume a small number of people.

You should be in Communications with your customers on a monthly basis, through account management contact (telephone, personal visits) or electronic (e-newsletters). If you can get your existing customer to buy an extra 10% then your business has grown 10%. Offering promotions and cross sales coupons to your customers allows you to develop more business.

Keeping your current customers is about providing them with customer service, normally a dedicated contact or person in the business who they can call and can help with any query, take orders and ensure the process of purchasing from you is as easy as it could be. They will also deal with returns and complaints. The most important aspect of customer service is the response time, the time from when the query (Email, Tel, Web, Order) was submitted to the time the customer is satisfied it has been answered. The longer this time the more opportunity your customer has to look around for a new supplier.

Maintain response times to customer requests, complaints and compliments. Most businesses state that they will respond to a customer within 24 hours to address their request. If a customer is on hold too long, has to wait three days to receive a response, they will often not return for your business.

Provide adequate processing time for refunds and credits. Investigate the reason quickly, assess all of the facts and then within 2 - 6 hours respond to your customer stating when they will receive their refund and if possible process all refund and credit request promptly. Start with the latest customer request and work your way to the most recent customer request.

Implement a "Satisfaction Guarantee" into your business. This will let the customer know that you are serious about maintaining relationships and that your customers come first. Implement discount and promotional programs, such as loyalty incentives, referral programs and affiliate programs, along with your current promotions and discounts on your products and services.

Maintain and update your web site, products, news and discounts, create a blog on your site with forms for customers to interact, ask and get answers to questions quickly.

Provide your customers with adequate communication portals such as email, phone, fax and postal mail. If customers feel that your business is unreachable or difficult to contact they will more then likely not return.

Offer customer service surveys and make them convenient for the customer to complete, this is a great way to get feedback and improve your business.

Always send "Thank you" letters to your clients, new and old. This shows customer appreciation and will keep them returning for your business knowing that you run a professional and friendly operation.

Video Session: <http://www.youtube.com/embed/dSNkhSoKcWY>

Today's customers pay today's salary costs

the importance of keeping today's customers



List you five best customers & revenue for next month

1.....	_____	£/€//\$ _____
2.....	_____	£/€//\$ _____
3.....	_____	£/€//\$ _____
4.....	_____	£/€//\$ _____
5.....	_____	£/€//\$ _____

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Provide adequate processing time for refunds and credits. Investigate the reason quickly, assess all of the facts and then within 2 - 6 hours respond to your customer stating when they will receive their refund and if possible process all refund and credit request promptly. Start with the latest customer request and work your way to the most recent customer request.

Implement a "Satisfaction Guarantee" into your business. This will let the customer know that you are serious about maintaining relationships and that your customers come first. Implement discount and promotional programs, such as loyalty incentives, referral programs and affiliate programs, along with your current promotions and discounts on your products and services.

Maintain and update your web site, products, news and discounts, create a blog on your site with forms for customers to interact, ask and get answers to questions quickly.

Provide your customers with adequate communication portals such as email, phone, fax and postal mail. If customers feel that your business is unreachable or difficult to contact they will more then likely not return.

Offer customer service surveys and make them convenient for the customer to complete, this is a great way to get feedback and improve your business.

Always send "Thank you" letters to your clients, new and old. This shows customer appreciation and will keep them returning for your business knowing that you run a professional and friendly operation.

Today's customers pay today's salary costs

Preparing for the sales appointment

Thorough preparation before a sales call is critical to achieving a good conversion rate of potential clients into firm orders. You need to make sure you're knowledgeable about your client's needs as well as your own. In the sales meeting, if you struggle to answer any objections or queries or appear to be underprepared, you will almost certainly lose any potential sale.

Research the client and check their website and any advertising (including recruitment, press releases and founders history) that they are currently using. Look at other businesses in their industry and who their customers are - knowing about your potential client's customers is vital for understanding what the client's needs and issues might be.

Be aware of your competitors and what they offer - this helps you to decide how to make your business stand out. See our guide on how to understand your competitors.

Who's attending and why, what are their objectives, goals and required outcomes. Who do they report to and what part of the business are they involved with.

Prepare a list of questions - called the need find - to ask your potential client, based on your research. This can expose any potential issues they have that your product or service could solve. You can use this list of questions as a template for your future sales calls.

Set out your objectives for the meeting. Do you want to:

- Secure an order?
- Raise awareness for the future?
- Set up another meeting with other key stakeholders?

Attention to detail is very important in preparing and achieving a good sales meeting.

Your Journey

What is the location of the appointment, is there car parking, what is the travel time and possible issues on getting there. If you are travelling via public transport, research the timings, changes and walking distances. Does the building have a reception and also a reception for the company?

You will need to check in 5-10 minutes early at the company's reception desk. Read the "sign in sheet" to understand which competitors have been in before you. Always. Consider whether to write your name/company legibly or not.

Always provide an extra effort to be friendly with reception, presenting a professional and friendly attitude. While in reception review your written plan briefly while looking very relaxed (even if not).

Video Session: <http://www.youtube.com/embed/-Xw7FaorHOk>

Meetings with an goal of selling

meetings & appointments



Meeting objective

Meeting

Date / Day of Week _____

Start Time _____ AM/PM

End Time _____ AM/PM

The Client

Attendee Name	Role	Responsibility	Reports to

Website

Homepage Highlights _____

Company Founder(s) _____

History _____

Recent Announcements _____

Advertisements _____

List of questions

Business Status _____

Product Status _____

Plans for Future _____

..... _____

..... _____

..... _____

..... _____

The competitors

Name	Products	Their USP	Our Defence/USP

The Trip

Trip Date _____

Start Address _____

Start Postcode _____

Start Time _____ AM/PM

Mode(s) of Transport _____

End Time _____ AM/PM

End Address _____

End Postcode _____

93% of our communication is nonverbal communication and is broken down as follows:

- 7% verbal
- 38% tonal
- 55% physiological

Given that selling is largely about communication and that 93% of that is nonverbal communication it would make sense for you to examine nonverbal communication as a persuasion technique, wouldn't it?

First few minutes matter...

Your prospect will be looking for nonverbal visual cues from you and therefore it is important to get these right before the meeting. Therefore remember to:

- Your dress. Plan it
- Look them in the eye and shake firmly
- Smile broadly
- Show personal enthusiasm in body language
- Body Posture and Gestures
- Head position tilt/lean/changes
- Breathing rate/pattern/shifts – fast v slow, high in chest v low in stomach, sudden sigh
- Heart rate (can be seen at the base of most people's necks)
- Fingertips on face or lips
- Hands facing up
- Body lean...
- Tension in upper body
- Shoulders raise quickly & unconsciously

Understanding the meeting

The first indicator is the voice characteristics and via understanding the tone you can understand the current state of the person:

- Monotone voice = boredom
- Slow speech, low pitch = depression
- High voice, emphatic pitch = enthusiasm
- Ascending tone = astonishment
- Abrupt speech = defensiveness
- Terse speed, loud tone = anger
- High pitch, drawn-out speech = disbelief

Listen for the emphasis of certain words in a sentence and how they are saying it.

It is important that you listen and look at the people you are communicating with and there are things we can see if we keep our visual attention focused on our customers while we interact with them. Things like:

Body Posture and Gestures

- Head position tilt/lean/changes
- Breathing rate/pattern/shifts – fast v slow, high in chest v low in stomach, sudden sigh
- Heart rate (can be seen at the base of most people's necks)
- Fingertips on face or lips
- Hands facing up
- Body lean...
- Tension in upper body
- Shoulders raise quickly & unconsciously
- Time for processing answers

The importance is to watch and understand the messages which are being provided to you. For example, often when a person is listening intently they tilt their head to one side. When someone is thinking about something they'll often lean back in their chair and look up, sometimes they'll move one hand up to their chin while they do it.

The Face

People convey a lot of information with their facial expressions.

- Blink rate/pattern
- Smiling/frowning
- Nostril dilation
- Upper lip movement
- Lip biting
- Eyebrow movement/scrunching/lifting
- Squinting
- Lower lip swelling with blood (when swollen you can't see lines on their lips)
- Blinking when answering
- Skin Colour (sort of like blushing but not quite as noticeable)
- Skin Tonus (is the facial skin shiny or not)

The Eyes

When you are communicating with someone pay very close attention to their eyes. People collect information in the brain using their eyes. From your perspective as you look at someone, if you see their eyes go:

- Up and right - they are accessing old pictures in their head
- Up and left – they are imagining or creating pictures
- Midline and right – remembering old sounds
- Midline and left – creating sounds in their head
- Down and Right – they are talking to themselves inside
- Down and Left – they are accessing feelings.

Not everyone is wired exactly this way as some people have the left and right sides reversed. To be absolutely sure how someone is wired just ask them one simple question that requires them to remember something. If they look to wards YOUR right then they are normally wired.

Video Session: <http://www.youtube.com/embed/oVcG18Vxves>

93% of our communication is nonverbal communication

This worksheet involves you working with other people, so find someone you know and is willing to help provide an objective view of your style and communication method.

Cloths

Using a search engine, e.g. Google images, find five photographs of leading people in your industry. These should be well known people within the sector. Add all the images onto one page and review how they look as a group, why do they dress this way and how does this portray them as business leaders, people you want to do business with and respect?

Given that these people set the standard within the industry, how can you dress to ensure you are both part of the industry and look someone who has their own style. What cloths will you wear to back up your image as business person to your next meeting?

head	_____
top	_____
bottom	_____
accessorize	_____
bag	_____
mobile phone	_____
note taking	_____

nonverbal visual cues

Watch people in a busy coffee shop and try to understand if they are interested in their conversation. Take time to understand how these reactions look and what feedback they give the other person.

- Look for Body posture and gestures.
- Head Position
- Body Lean
- Time for processing answers
- Blink Rate
- Smiling
- Eyebrow
- Skin Colour

Practice your introduction

Video yourself walking into a room and introducing yourself, your business and the product. This should be a three to five minute video which you can take using any camera or mobile phone.

Review it with a friend/ business partner and write down a SWOT analysis.

Strengths	Weaknesses
Opportunity	Threats

Now plan how you can:

- ✓ Make a statement of your Strengths
- ✓ Eliminate your Weaknesses
- ✓ Make more of your Opportunity
- ✓ Understand your Threats

The Eyes

With a friend our business partner who you know well. Ask a series of questions which means they have to:

Tell the truth

Have to remember a fact

Have to make something up

Have to tell a lie

Each time you ask a question look at their eyes and see how they move, so you can see, start to notice and understand how people are developing the speech and information they present to you.

Why?

Take for example the insurance industry. There are so many insurance agents out there. Say you know Charlie, Jack, and Daniel and all three of them are from the same insurance company. All three of them approach you to tell you about their company's insurance products. All three of them are selling to you the same product. What makes you buy from Charlie rather than Jack and Daniel?

Basically, one thing... you like and trust Charlie much better than the other two.

As you can see, selling yourself is much more important than selling your product.

Rapport

This should be natural and part of the dialogue you have with the prospect. Before you meet them you should learn something about them, via LinkedIn, Facebook or through conversations on the telephone. This should allow you to find something in common to use as a basis to build a rapport, outside the product or service you are offering.

You have to be the expert in the product or service and therefore this is your number one goal in developing the rapport with them.

Start

Develop an opener which will show you are someone who has thought about the meeting, has been doing their homework and wants to ensure this meeting is going to be mutually beneficial to both parties.

Middle

You need to develop multiple levels of trust with the client and this can only be developed by knowing your client better. Developing a personal relationship is important in developing this extra dimension in sales. It does not have to be too personal, just something you have in common, for example, same football team or liking for a similar clothes designer.

End

The last thing you say will stay with the client for some time afterwards. Make this stand out and be something which ensures you stay in your client's mind. So develop these farewells so they are both natural and also friendly.

Video Session: <http://www.youtube.com/embed/pS9qLRAnX9Y>

Before someone will buy from you, you have to sell yourself first

how to sell yourself

Before you meet the prospect, you will need to have something to get the relationship started.

Get yourself a power opener...

Develop four openers which you can use, depending on the situation:

- 1 _____
- 2 _____
- 3 _____
- 4 _____

Find something in common

Develop four questions which could be used to find something in common. This could be people, sports, cars, cloths, hair style, children....

- 1 _____
- 2 _____
- 3 _____
- 4 _____

A friendly farewell...

Develop four goodbye which you can use, depending on the situation. This should leave your customer knowing your are important to them:

- 1 _____
- 2 _____
- 3 _____
- 4 _____

Before someone will buy from you, you have to sell yourself first

We can split the reasons why people buy into a number of factors which you need to understand before starting to sell. A person will have one or more of these factors which you can then base your sales strategy on.

Community

Human beings are social creatures and we love to be a part of something – a community, a lifestyle, a club. It doesn't matter what you call it as long as people feel they are a part of something bigger, a sense of belonging.

Having a product or service which is clearly your brand and others can recognise it. Try and create a community around your product either online or via social events.

Scarcity

This factor feeds off the first, if so many other people have already purchased then it must be good and also I will be in a good community or others. You may see "only 5 spaces left" for a course which then creates a sense of urgency and timescale to do something about it.

By creating a sense of scarcity around your product or idea you will increase demand and the value of the product.

Recognition

People buy products because they're looking for recognition. They want to be recognized wearing the latest style and carrying the most technologically advanced phone. They want people to notice them.

You should create a sense of recognition around your product within your target customer segment. This will ensure both the brand and the products are easily spotted within the community.

Prestige

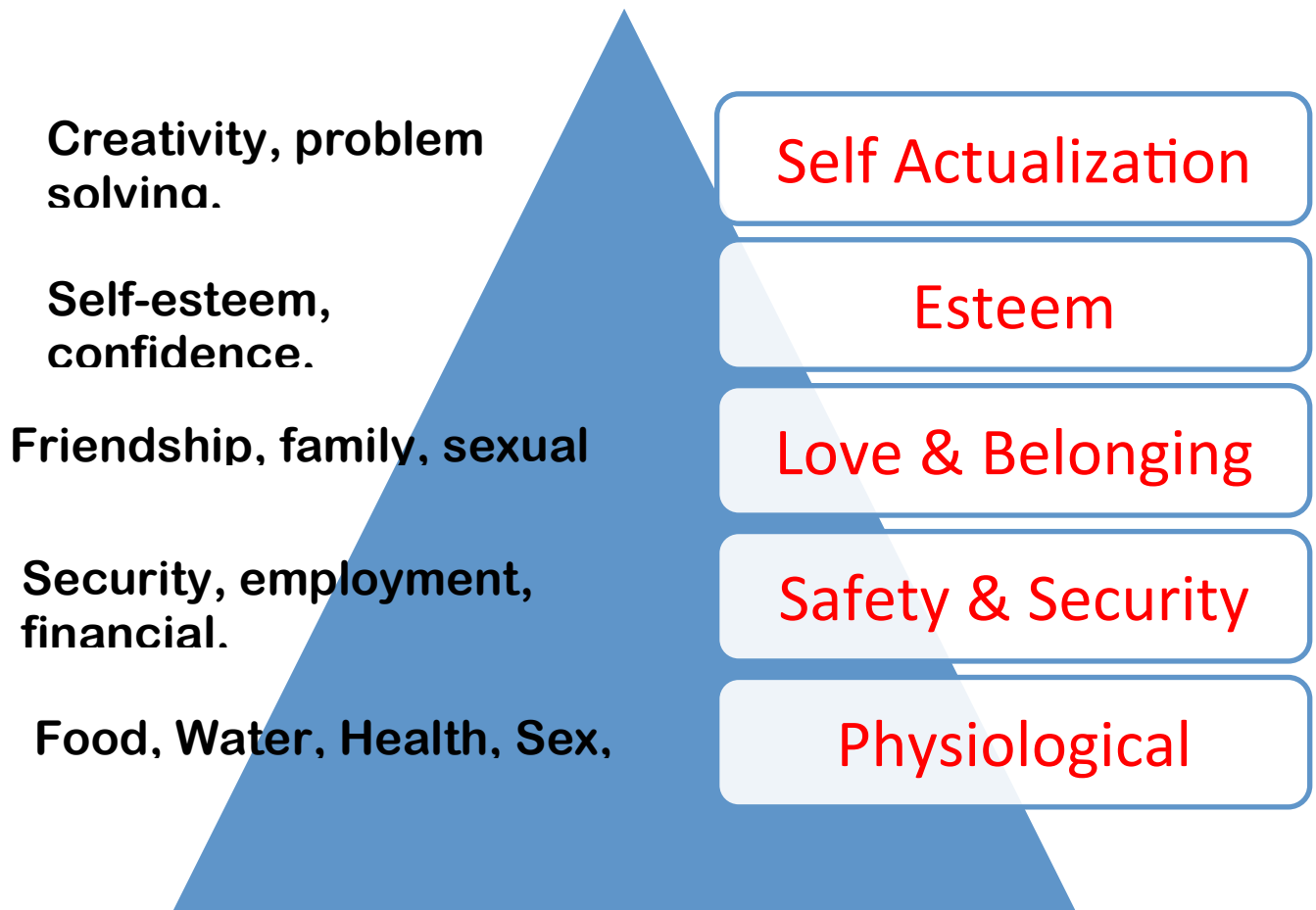
Why do people buy luxury items? Why do people purchase products with better packaging? Why do people buy standard products in up market stores? It's about the prestige of what and where people purchase the product.

You should create an aura of prestige around your product by positioning it in the market and point of sales opportunities. Prestige does not come from price alone.

Needs

Maslow's Needs provide upwardly mobile set of needs which you should use to evaluate where your product fits and also use in evaluating prospects. If you are selling 'Bottled Water' then it comes under the most Physiological needs.

Maslow's Basic Needs



Once you have understood your prospects needs, you can develop a set of questions which can develop the unique requirements of the customer.

Video Session: <http://www.youtube.com/embed/Jty00aL94mA>

It's all about needs

why people buy

Choosing one product you will be selling:

Product Name _____

Product Description _____

Community

What community does your product aim at: _____

Name five characteristics of this community and a different product benefit for each.

Characteristic	Product benefit
1.....	_____
2.....	_____
3.....	_____
4.....	_____
5.....	_____

Scarcity

Look at three of your competitors who make their products more scarce and state their strategy.

Competitor	Scarcity Strategy
1.....	_____
2.....	_____
3.....	_____

Using this knowledge how can you create a scarcity with your product:

Recognition

Look at three of your biggest competitors and state how their products are recognised by others, especially the general public.

Competitor

Recognition Approach

- 1..... _____
- 2..... _____
- 3..... _____

Using this knowledge how can you create a greater product recognition:

Prestige

Look at three of the most prestigious competitors and state how their products are received by others, how the packaging and price positions the product.

Competitor

Approach

- 1..... _____
- 2..... _____
- 3..... _____

Using this knowledge how can you create a greater product prestige:

Needs

For each of Maslow's Needs provide how your product fits to this need. It may not but try to find a way it could, a sales tactic which will ensure you could make it work in this need.

Need

Product benefit for this Need

- Self Actualization _____
- Esteem _____
- Love & Belonging _____
- Safety & Security _____
- Physiology _____

questioning skills - open and closed questions

Questions are the best way to find out information about your prospect and ensure you understand their needs and develop a firm relationship with them. If you ask the wrong questions, you'll probably get the wrong answer, or at least not quite what you're hoping for, so think about the questions before hand and plan them into the meeting.

Asking the right question is at the heart of effective communications and information exchange. By using the right questions in a particular situation, you can improve a whole range of communications skills: for example, you can gather better information and learn more; you can build stronger relationships, manage people more effectively and help others to learn too.

Closed questions

A closed question can be answered with either a single word or a short phrase. For example 'How old are you?' and 'Where do you live?' are closed questions. Closed questions should be used to obtain facts from the prospect or client and therefore should be used to:

- Get facts.
- Puts the prospect at ease, as they are easy to answer.
- They are quick to answer.
- They keep control of the conversation with the questioner.

This makes closed questions useful in the following situations:

Usage	Example
As opening questions in a conversation, as it makes it easy for the other person to answer, and doesn't force them to reveal too much about themselves.	<i>It's great weather, isn't it?</i> <i>Where do you live?</i> <i>What time is it?</i>
For testing their understanding (asking yes/no questions). This is also a great way to break into a long ramble.	<i>So, you want to move into our apartment, with your own bedroom and bathroom?</i>
For setting up a desired positive or negative frame of mind in them (asking successive questions with obvious answers either yes or no).	<i>Are you happy with your current supplier?</i> <i>Do they give you all that you need?</i> <i>Would you like to find a better supplier?</i>
For achieving closure of a persuasion (seeking yes to the big question).	<i>If I can deliver this tomorrow, will you sign for it now?</i>

Open questions

An open question is likely to receive a long answer. Although any question can receive a long answer, open questions deliberately seek longer answers, and are the opposite of closed questions. Open questions have the following characteristics:

- They ask the respondent to think and reflect.
- They will give you opinions and feelings.
- They hand control of the conversation to the respondent.

This makes open questions useful in the following situations:

Usage	Example
As a follow-on from closed questions, to develop a conversation and open up someone who is rather quiet.	<i>What did you do on your holidays?</i> <i>How do you keep focused on your work?</i>
To find out more about a person, their wants, needs, problems, and so on.	<i>What's keeping you awake these days?</i> <i>Why is that so important to you?</i>
To get people to realize the extent of their problems (to which, of course, you have the solution).	<i>I wonder what would happen if your customers complained even more?</i> <i>Rob Jones used to go out late. What happened to him?</i>
To get them to feel good about you by asking after their health or otherwise demonstrating human concern about them.	<i>How have you been after your operation?</i> <i>You're looking down. What's up?</i>

Open questions begin with such as: what, why, how, describe.

Using open questions can be scary, as they seem to hand the baton of control over to the other person. However, well-placed questions do leave you in control as you steer their interest and engage them where you want them. They allow the prospect to question their own beliefs and verbalise their current thinking.

When opening conversations, a good balance is around three closed questions to one open question. The closed questions start the conversation and summarize progress, whilst the open question gets the other person thinking and continuing to give you useful information about them.

Video Session: <http://www.youtube.com/embed/QyG2TmEhG3g>

Asking the right questions keeps the conversation going

questioning skills - open and closed questions

Practice both closed and open questions:

Opening Questions – Open Questions

Topic	Question
1.....Weather.....	_____
2..Office Environment....	_____
3.....	_____
4.....	_____
5.....	_____

Needs Discovery Questions – Open Questions

Topic	Question
1.....	_____
2.....	_____
3.....	_____
4.....	_____
5.....	_____

Get Facts - Closed questions

Topic	Question
1....Quantity.....	How many are you looking to purchase?_____
2.....	_____
3.....	_____
4.....	_____
5.....	_____

The most important skill you can develop as a sales person is the ability to listen and understand what your prospects are telling you. There are two forms of listening active and passive. Most people develop lazy passive listening skills which mean they hear the words, don't process the aural sounds into understanding and follow through with feedback.

Understand the speakers body language ensures you are developing a higher understanding of the situation. Avoid letting the speaker know how you handled a similar situation. Even if the speaker is launching a complaint against you, wait until they finish to defend yourself

Engage yourself to understand what is being communicated to you

Active listening is about using every sense, processing the words, creating understanding and following through with encouraging feedback.

Feedback

Encouraging - It is the technique through which the speaker is encouraged to continue talking. The expressions like "I see" are generally used in this activity. The technique of 'encouraging' is an effective way to reinforce the speaker's belief that one is listening to him keenly. It also helps the speaker understand which part of his speech is being appreciated and helps him elaborate on that particular topic.

Paraphrasing - In this process, the words spoken by the speaker are presented by the listener in different words. The benefit of paraphrasing is that the speaker gets positive feedback and ensures that whatever he has spoken is being understood by the listener. This prompts the speaker to proceed further and stops him from repeating the same statement more than once.

Reflecting the Feelings - The activity of reflecting the feelings is similar to paraphrasing. In paraphrasing feedback about the meaning of words is given, while the feelings underlying the words are reflected in this activity; identification and sorting of the speaker's feelings is carried out in this process. If one is listening to a client, reflecting the feelings helps the speaker understand that one empathizes with his feelings; it encourages the speaker to proceed.

Summarizing - As the name suggests, this activity involves summarizing the sentences of the speaker. It is somewhat similar to paraphrasing except for the fact that summarizing provides a complete and comprehensive feedback.

Ten Tips for Developing Effective Listening Skills

1. Understanding the difference between 'active' and 'passive' listening.

To listen 'actively' means to be engaged, involved. You are actively using every sense you have to listen.

To listen 'passively' means you hear the words with your ears. You are letting the sound of the words wash over you rather than going forward to meet and greet them. They 'go in one ear and out the other' very easily.

2. Eliminate outer distractions.

If you are giving someone your full attention then sounds other than those you want to hear can distract. Turn off what you can and consciously block the rest.

3. Eliminate inner distractions.

Quell the urge to think about anything other than what you are hearing. If you allow your mind to wander you are letting yourself lapse into 'passive' rather 'active' listening.

4. Pay close attention to the speaker's body language and in particular the face and hands. Watch for non-verbal cues giving suggestions as to how the spoken information is to be interpreted.

Click for a quick basic guide to body language . If you're unfamiliar with the notion of 'reading' the way a person holds their body, this will serve as a good introduction.

5. Listen to the tone of the voice.

What feelings does it evoke? What does it let you know about the speaker's emotional state beyond the words they are using? Listen too for changes in tone, pitch or pauses within the speech. These can signal subject shifts or transitions. They may also be letting you know what is important and what isn't.

6. Listen to the tone of the words chosen to express the speaker's ideas. Most of us use differing vocabularies depending on whom we are speaking to and what it is we are saying. What is the speaker's choice of words saying to you beyond the words themselves?

7. Pay close attention to cues heralding note-worthy information or summary statements. Example: 'There are two things I want you to remember...', 'There are three important steps. The first is...', 'To sum up...'

8. Resist the urge to respond or react.

Let the words communicate with you freely. They are not free if you are already deciding what you're going to say because you have shifted your focus from the speaker to yourself. A premature outburst either in your mind or outloud can block communication.

9. Practice playing-back what 'you think' you heard. If it's appropriate check your understanding. Use your own words to paraphrase and or/summarise what was said. Ask if you heard rightly. Get confirmation or clarification.

10. Be aware of cultural-difference.

Body language varies significantly across cultures as does what can and what can't be talked about. Before leaping to a conclusion reflecting your own interpretation or prejudice, ask.

Video Session: http://www.youtube.com/embed/C8zNx_larUw

The greatest sales skill you will ever learn

Practice Listening - Online

1. Go to Youtube.com
2. Search for an interview
3. Open the video recorder on your pc
4. Press play
5. Watch the interview
6. Stop the recording
7. Review the recording and take notes about each of the following movements:
 - a. Face, Eyes, Mouth
 - b. Hands
 - c. Body
8. Repeat to ensure you have developed better listening skills

?Search Online listening tests?

The greatest sales skill you will ever learn

In this stage of the sales process you have to take the qualified prospect through a series of questions and answer sessions to determine or identify the requirements of the prospect. We have developed our questioning skills and understand the standard needs.

During this question and answer session, you as the sales person will attempt to help your client identify and qualify the real business need or 'gap' between where the prospect is today and where they need to be in the future. Based on the gap, needs can be clarified to determine if the solution will fill all or part of this overall gap.

Needs can be explained another way: the salesperson who uses selling skills to uncover prospects needs then tailor the response to them. The solutions presented relate directly to the prospects situation and needs. Features are still mentioned, but the emphasis is on the benefit – or value – to the prospect. These salespersons are called Needs Satisfaction Sellers and satisfy the prospective customer's organizational needs by addressing problems and opportunities.

So it seems logical to assess your prospective customer's needs, not wants, from the beginning. 'Wants' are different. Think about this, who would rather eat chocolate than an apple? We all want chocolate, but we probably all need an apple. Really listen to your prospect and help them decide what it is they need, not want.

What's the difference between what people need and what people want? Needs are high level of awareness, related to a specific product and factually oriented. Wants have a low level of awareness, unrelated to any specific product or service and are emotionally based.

Prepare in advance the questions you'll ask.

Of course every prospect is unique and every selling situation requires some variation, but certain basic questions that come up in every meeting and can be planned in advance. By carefully planning these questions, you can make sure you cover all bases and that you're wording them properly. There is one caution: be careful not to phrase them so they sound canned or for every prospect. Customize them to this prospect and make them sound spontaneous.

Ask need-based questions. In this 'probe step' you want to do more than get your prospect to talk; you want to find out what he or she needs. Therefore, frame questions that will give you insight into how prospects perceive their needs.

Ask questions that help you identify problems to be solved. Usually there's one overriding problem that needs to be resolved in the prospect's mind – a circumstance or situation you can understand by asking the right questions.

Ask questions that help you pinpoint the overriding buying motivations. Buying motivations and needs are not always the same. Buying motivations have to do with desires, feelings, taste, and so on.

Ask questions that are easy to answer. Questions that require knowledge the prospect doesn't have can often make him or her feel dumb. The smarter you make your prospect feel, the smarter they'll think you are and the more they'll like you.

Use questions to guide the interview and keep the tone positive. Some people love to ramble on and on, but by skilfully using questions, you can keep the interview focused and moving in the right direction.

Ask – and then listen. The prospect can't talk while you are talking. Besides, you can't learn while you're talking. Don't just get quiet and think up something to say next – besides, you should already have your list of questions ready to go – instead, listen to every word that prospect says and analyse the words, the tones, and the gestures.

Remember; you can talk people into buying, but you can often listen them into it as well. Questions are your greatest selling tool. The better you become at asking questions, the easier it will become for you to sell.

Video Session: <http://www.youtube.com/embed/cOndTLWNSiI>

We know needs are important

identification of needs

Needs Discovery Questions – Open Questions

Topic	Question
1.....	_____
2.....	_____
3.....	_____
4.....	_____

Develop need-based questions.

Need	Question
1.....	_____
2.....	_____
3.....	_____
4.....	_____

Develop questions that help you identify problems to be solved.

Need	Question
1.....	_____
2.....	_____
3.....	_____
4.....	_____

Develop questions that help you pinpoint the overriding buying motivations.

Need	Question
1.....	_____
2.....	_____
3.....	_____
4.....	_____

sell the benefits – not the product

Benefits SELL and Features DON'T!

A well-created benefit is a psychological trigger that compels a person to some action to purchase, due to their nature and the needs they have. It should be used to manipulate the sales encounter so that action is taken to buy a product by overcoming all possible sales objections and enticing the buyer to take action NOW.

People buy based on emotion not logic

The best benefits should have an emotionally-charged trigger, but make it clear that it is urgent to act on the impulse to buy; otherwise, the customer might lose valuable time or money through inaction.

What Are Features?

Take a look at the list of features below, taken directly from current advertising and marketing materials.

- Self-setting alarm clock
- Address book synchronized to the cloud
- One-click purchase on a web site
- Custom events
- Open 24 hours
- Re-Chargeable Batteries

Each is a feature—a factual statement about the product or service being promoted. But features aren't what entice customers to buy. That's where benefits come in. A benefit answers the question "What's in it for me?," meaning the feature provides the customer with something of value to them. So—and this is where most businesses go wrong—that must mean:

- The benefit of a self-setting clock is convenience.
- The benefit of address book synchronisation is you never lose your contacts.
- The benefits of one-click web site purchase is instant purchase of products.
- The benefit of custom events is that they're designed just for you.
- The benefit of a store open 24 hours is you can buy when you want.
- The benefit of re-chargeable batteries is the product can be re-charged for continuous use.

While these may seem like true benefits, they're really just elaborations on the features. So what is truly a benefit?

Benefits Are Results

The best way to understand the true benefit of your product or service—or to answer the "What's in it for me?" question—is to focus instead on results. A customer's perception of each feature's results is what attracts him or her to a particular product or service. When someone chooses a VCR with a self-setting clock, the assumption is that the benefit is convenience, but the actual

results are that they don't have to read the instructions, watch a blinking 12:00, and, most important, feel stupid. Those results are the true benefits.

When you try to sell the features of your product or service, you're making the customer do all the work to figure out why they want the feature. It's in a seller's best interest to draw the connection for them. But to do that, you have to know the results yourself. Let's take another look at that features list to see the possible benefits from the customer's point of view:

- Self-setting clock: I won't feel dumb!
- Losing contacts on my phone makes keeping friends with people hard
- One-click purchase make me experience the on the website faster and better.
- Custom programs: It will accomplish exactly what I need, and I won't have to worry paying for services I don't want.
- Open 24 hours: When I craves pickles and ice cream at 4 a.m., I won't be disappointed.
- I can recharge my device anywhere.

By this time, you should be mentally going over every sales pitch or marketing message you've been using with great trepidation and rightly so. If you look carefully and honestly, you'll most likely find that your benefits are really just more features.

Video Session: http://www.youtube.com/embed/kcpicxs7_vs

Benefits sell, features don't

sell the benefits – not the product

Applying This Knowledge To Your Business

So now that you understand the difference between features and benefits, how do you apply this to your own business so you can start marketing your benefits? The three-step solution is one you probably already know. As a matter of fact, you'll probably slap your forehead and groan.

1. Know your customer. To know your customer, you must gather as much information as humanly possible on each market segment. You have to gather demographic data (age, sex, household income, family size, number of credit cards, media preferences and so on) and psychographic data (value system, primary hot button, behavioural style, response mechanisms, fears, passions and so on).

You can get much of the demographic data from studying your present customers. (If you haven't had any customers yet, this emphasizes the importance of selecting a narrow target market to explore.) You can probably guess their age and health from their appearance, their family and marital situation from their conversations, their economic level from the way they dress and their behaviour, and so on.

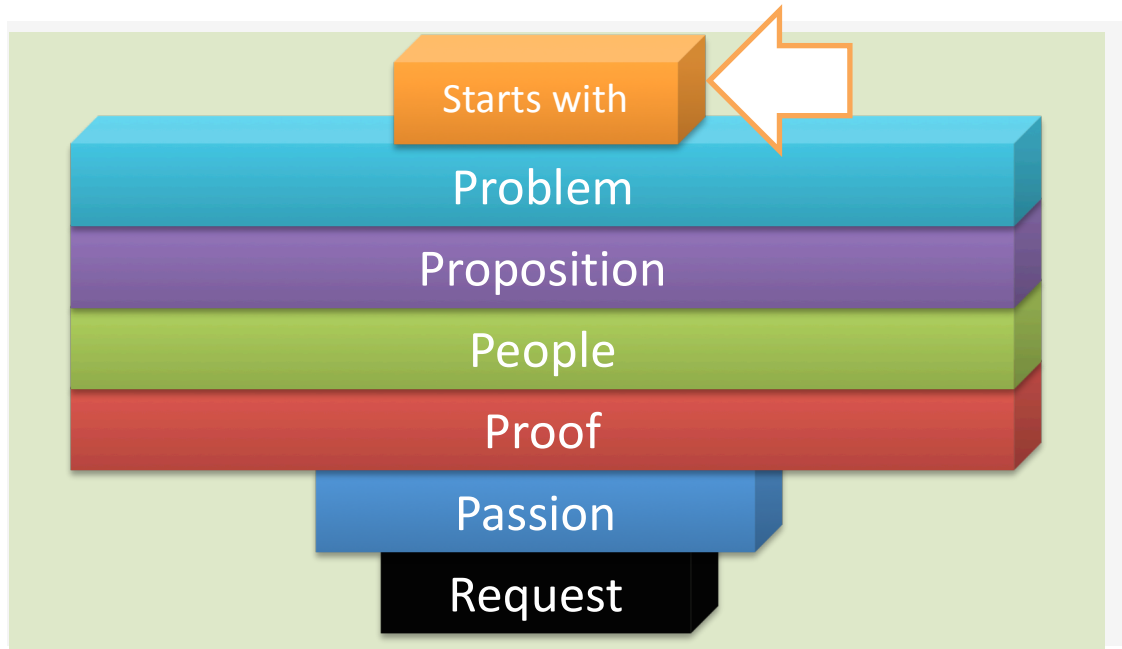
Demographic Data	Details
1...Age.....	_____
2...Family Size.....	_____
3.....	_____
4.....	_____
5.....	_____

2. Change your point-of-view. Whenever you function from your own point of view, you automatically fill in the blanks with assumptions. Unfortunately, prospects can't do that. No matter what type of business you have, you're bound to think it's great because you fully understand what you're offering. But a prospect knows little or nothing about your offerings. That's why they can't make the same connections about it that you can. Your demographic and psychographic information will allow you to discover what patterns exist among your customers. Using that information, you must learn to put yourself in their shoes as the buyer. Approach your own product or service as if you'd never seen it. Then ask yourself-and anyone else who will answer-"What results will that feature bring me?" and "Why would I want to consider buying or switching change?"

Develop empathy with your target customer

3. Think in terms of results. There's nothing wrong with the term "benefits," but if you refocus the problem to think in terms of "results," the situation becomes clearer. Your dilemma isn't features vs. benefits, but rather features vs. results. Start with your current features, and then take each one into the results phase.

This is the time where opportunity meets capability and you have to meet the challenge. The powerful presentation contains seven powerful points to get across to your prospect.



Hook

Your prospects enter your sales pipeline **HERE!** This is the point where you can hook their attention and ensure they are engaged through the entire presentation. This first sentence needs to be delivered with confidence, sounding as if it was part of the conversation, yet engaging the audience at their level. If you can make the hook, so that they interject, this will put your prospect in control as soon as possible and also ensure they are at ease.

People buy based on emotion not logic, so also add some emotion into the hook so your prospects start to have an emotion attachment to you, your company and the product being presented.

Problem

Describe the pain your target customer has and the problem you aim to solve. Put a cash value on the problem and quantify how large it is to the nation or worldwide. Describe your target end customer, what are their demographics, income, age, sex, location and their needs. Finally describe your competitors in the market and how they address this issue.

Proposition

This is the main stage of the presentation whereby you need to clearly state the solution you have. Describe your service, product, company or cause, including the end customer's experience. Identify and highlight the unique selling points and competitive advantage you have in each market segment or user demographics. Remember that benefits **SELL** and features **DON'T**, so highlight the benefits of the product.

The next step is to describe the business model and how you are charging for the product. It may be easier you state “we use a leasing business model and charge on a monthly direct debt basis” or “sale or return on each boxed pallet using a 30 day invoice cycle” Depending on the type of product and sales strategy you may not state the price at this point. But expect them to ask.

Finally end this stage with why should they care about the product and ensure you keep the emotional attachment to the product connected.

People

People buy from people who are like them. So start with the story behind the business, clearly stating the businesses ethics, founders and financial backers. The prospect is sitting their thinking about ‘can they or do they have a history of delivering’. To ensure this is answered cover some of the key members of the team who will be delivering the product: CEO, Sales, Marketing, Operation and Finance. Describe how the team work together and how each one is focused on delivering the product to this prospect.

Proof

Up to now it’s just talk and talk is cheap. Every customer needs proof of who else is using this product NOW, what customers are in the pipeline and what feedback you have had from each group.

You will need to show and demonstrate the product, there and then. This is the point, if it could go wrong it will, so plan for every possible issue which could go wrong. Provide copies of press releases, independent reports or review and any press cuttings you may have. Leave copies so they can look through these at a later date and show their bosses. What Patents do you have which ensure your product is unique and competitors are lacking certain USPs.

If talking to investors now talk about cash flow, budgets and spreadsheets. Print these out and at this point walk them through the logic of the finances.

Passion

Throughout the presentation show passion for the product, the team, the ability to deliver and the unique aspects of the product. Your audience will pick up on this and connect with you.

Request

The final statement is a request for action. Don’t be afraid to state what you require, the number of sales, the price or the delivery date.

Video Session: <http://www.youtube.com/embed/nVz4qYbyxjQ>

Presenting the benefits

powerful presentations

sales
4
entrepreneurs

Hook

Problem

Proposition

People

Proof

Request

Some people cannot say no and therefore hide behind a process, a management team or a committee. This creates opportunities for you as you now know they are devolving the decision to others, who you may be able to influence.

You need to understand which clinical procedure and non-human approach they intend to take. This is an opportunity to make more relationships within the organisation enabling you to develop a better understanding. It also enables you to: **Make it more personal & Keep calling**

There are a number of answers they can provide you, and these are:

Yes

This is the answer you have been looking for and this is where all the hard work starts because you have to deliver on your presentation, continue to develop the relationship and develop a sales pipeline which will ensure this client because a sustainable revenue stream for your business.

Yes, But please change this

This is an important step but you need to understand the risks in taking these new specifications and the cost and time scale associated with this. Don't be thinking I need the order if you can not deliver. This is where you start to negotiate and remember they have stated they want the product, in some form.

No

This is where you have to understand what went wrong and how you can be part of their buying cycle next time. Is it price, timing or specification? Was it your approach or some aspect of the business.

Lower Your Price

This is hard as they have come back with a yes but are driving a hard bargain. Your approach should be. To meet your budget requirements and still deliver a site of the highest quality, you'll need to remove this bit of functionality here. This particular part isn't critical to your business objectives. By doing this we are moving back into a consultative sales and then can demonstrate the needs they have and the opportunity to work together. However, before you concede:

- Demonstrate the benefits to your client
- Eliminate any concerns you think they might have
- Finish with a strong close
- Ask for the business

Video Session: <http://www.youtube.com/embed/7dx-QLDdoVQ>

Getting the deal done

turning quotations into orders



You will need to evaluate the options available to you for each of the following sales outcomes. Think about both about you and your customer for each.

Sales Outcome ->	Yes	Yes, Change needed	Maybe	No
Action Available				
People: Who to deal with?				
Product: What change can be made?				
Promotion: What else can we do?				
Price: What can we change?				

These are a normal step in the sales process, in fact if you don't get them you should worry. As they are normal, you should plan for them and be controlled in your handling. Therefore we have a simple step by step process to handle objections.

Listen

Stop! Do not try to jump in at the beginning - this may cause further objections. When you interrupt them, you are objecting to their objection. If you refuse to listen, then their next steps may well be towards the door. Use active listening methods, nodding and physically showing interest. They are trying to tell you something that will help you sell to them, which is a gift from them to you. If you do not listen, then their next step may well be towards the door.

Question

As appropriate, ask some questions. This not only shows you are interested in them, but it also gives you more information with which to make the sale. As you question them, watch carefully for body language that gives you more information about what they are thinking and feeling.

Remember that this is not an interrogation, and that giving them the 'third degree' will turn them off. So keep your questions light and relevant. You might also tip the bucket at this time, asking them if there are any more concerns (=objections) that they have, and which, if you can resolve them, you might gain a close. It is not always necessary to ask questions. Be deliberate about what you are doing if you do.

Think

Thinking is a good thing where you are adding a little pause into the proceedings, thus demonstrating how you are taking their objection seriously. If you can't handle the objection there and then, do you need to get back to the office and discuss it with the team, then state so and state a date and time to come back. Best practice is to handle it now, after some thought.

Handle

This stage may sometimes only be a few seconds after they object or it may require more time in the previous three steps. Now, when you are ready, use the objection-handling method that you believe will work best. Or make up your own. You are under no obligation to try and force-fit a method where it is unlikely to work.

Check

Finally, check to find out whether your objection-handling worked! Ask if you have answered their question. Ask if there are any more concerns. As necessary, handle outstanding objections.

Video Session: http://www.youtube.com/embed/XLUX_5NVZwg

Normal and positive part of sales

objection handling

Think about the process and write down what you can do and say at each step in the process below?

Listen

Question

Think

Handle

Check

multiple decision makers

sales 4 entrepreneurs

If you are dealing with a committee who need to have a democratic process in deciding to purchase your product, you have to understand who and what you are dealing with. So research the problem and ensure you can influence the outcome.

Who?

The end user, as to whether they like the product, find it usable and that it meets their purpose.

End user representatives, such as trade unions, managers, etc.

Technical experts: who advise on the details of science and technology involved.

Product experts who assess product detail for functionality, integration, performance and other factors.

Budget-holders who will sign off the money for any purchases. The larger the amount, the higher up the organization the final signoff is likely to be (and intermediate levels may also be able to veto the purchase).

Process owners who are in charge of how things get done, including how things get purchased.

Gatekeepers who control access to people and information.

Managers who manage any of the above people, who want to know what is going on and approve or dismiss things as appropriate.

What can go wrong?

Member availability. Depending on the makeup of the group (executives, department/program heads, etc.), it can be very difficult to assemble all the members at one time. The primary responsibility of the individual group members in the company is usually their position, not their capacity as a group decision maker. Consequently, they may limit their scheduling flexibility.

Lack of group ownership. Many times, due to politics and the protection the group offers, no one takes ownership. It's often easier to vote with the majority rather than their conscience as to what they think is truly best. It can be a matter of individually perceived self-preservation.

Member motivation and commitment level. These levels aren't equal from member to member which can slow the decision making process. If a member is assigned to the committee whose department or individual responsibilities won't be affected by the decision, their level of interest may wane and they may simply vote with the majority rather than giving the proposal their complete consideration.

Conflicting personalities. Groups and committees are often the place where individual vendettas are realized. A member may have a grudge or ill feelings toward another and his

decision may be rooted solely in spite. Rather than making a decision that's in yours or his company's best interest, he discards sound reasoning and feels victorious in slaying his foe's recommendation.

Individual buying motives. Although the group may have a set criteria for members to adhere to in making their decisions, each individual makes his or her own buying decisions in precise psychological order based upon their own buying motives.

Video Session: <http://www.youtube.com/embed/3NuGhtslwdU>

Committees can't make decisions

multiple decision makers

sales
4
entrepreneurs

In your target customer name the person who is the following:

Role	Name	Job	Have Spoken to?	Active/Passion/Negative
The end user	_____	_____	Y/N	_____
End user representatives	_____	_____	Y/N	_____
Technical experts	_____	_____	Y/N	_____
Product experts	_____	_____	Y/N	_____
Budget-holders	_____	_____	Y/N	_____
Process owners	_____	_____	Y/N	_____
Gatekeepers	_____	_____	Y/N	_____
Managers	_____	_____	Y/N	_____

Who is your champion from the above list?

Now draw and network diagram of who knows who and if their interactions are positive or negative, so you can understand the relationships within the business.

One of the hardest tasks as an entrepreneur is deciding on what to charge people. You want to make a profit, gain market share and develop a meaningful brand which consumers respect. However, this doesn't come out with a number which you can enter into paypal or your customers hand.

Your pricing policy

There are basically three ways to decide on the price. Once you know these you can apply discounts or create pricing strategy which are meaningful. However, this needs to be understood before you say we offer you a 20% discount to the consumer and 3 months later enter the bankruptcy court.

- **Cost Plus Based Pricing**
 - After you've determined your break-even points which establish floors for your price, you add the profit you would like.
- **Market Orientated Pricing**
 - Setting a price based upon analysis and research compiled from the targeted market.
- **Competition Based Pricing**
 - Setting the price based upon prices of the similar competitor products.

Do you offer discounts?

When asked: State the benefits, features and product fit to their needs. Then confirm the price again.

- If they continue to ask, reconfirm
- If they continue to ask, offer them a discount with a referral, or increase order quantity.

Consumer Discounts

There are a number of consumer discount which are standard that you should know about. Research the industry to ensure you know the ones which will be used and asked for.

- **Price deal:** A temporary reduction in the price, such as happy hour
- **Loyal Reward Program:** Consumers collect points, miles, or credits for purchases and redeem them for rewards.
- **Pence-off deal:** Offers a brand at a lower price. Price reduction may be a percentage marked on the package.
- **Price-pack deal:** The packaging offers a consumer a certain percentage more of the product for the same price (for example, 25 percent extra).

- **Coupons:** coupons have become a standard mechanism for sales promotions.
- **Loss leader:** the price of a popular product is temporarily reduced in order to stimulate other profitable sales
- **Free-standing insert (FSI):** A coupon booklet is inserted into the local newspaper for delivery.
- **couponing:** Coupons are present at the shelf where the product is available.
- **On-line couponing:** Coupons are available online. Consumers print them out and take them to the store.
- **Rebates:** Consumers are offered money back if the receipt and barcode are mailed to the producer.
- **Contests/sweepstakes/games:** The consumer is automatically entered into the event by purchasing the product.

Trade Discounts

There are a number of trade discount which are standard that you should know about. Research the industry to ensure you know the ones which will be used and asked for.

- **Trade allowances:** short term incentive offered to induce a retailer to stock up on a product.
- **Dealer loader:** An incentive given to induce a retailer to purchase and display a product.
- **Trade contest:** A contest to reward retailers that sell the most product.
- **Point-of-purchase displays:** Extra sales tools given to retailers to boost sales.
- **Training programs:** dealer employees are trained in selling the product.
- **Push money:** also known as "spiffs". An extra commission paid to retail employees to push products.

Video Session: <http://www.youtube.com/embed/6ty9iBrw8Ps>

Lets talk money

pricing and discounts

What is your cost Plus Based Pricing?

Your Cost _____(A)

Plus/Profit _____(B)

Price _____(A+B)

Find out three prices from the competitors (Market Orientated Pricing)?

	Demographic	Price Willing to Pay
1	_____	_____
2	_____	_____
3	_____	_____

Find out three prices from the competitors (Competition Based Pricing)?

1	_____
2	_____
3	_____

What deals are you prepared to do?

Price deal _____% £/\$_____

Loyal Reward Program Buy ____ and get ____ Free

Pence-off deal _____% £/\$_____

Price-pack deal _____% £/\$_____

Coupons _____% £/\$_____

Loss leader _____ at a cost of _____

Coupons _____% £/\$_____

On-line couponing _____% £/\$_____

Rebates _____% £/\$_____

Contests/sweepstakes/games _____% £/\$_____

The aim of the sales process is to move the suspect to a prospect to a customer. This stage is about moving them towards the customer by closing the sale, steps 5 & 6 below.



Look for buying cues...

A look of information will be passed over in the form of non-verbal, so look for the yes's. These could include smiling, nodding and body language which shows they like and agree with what you are saying. Listen for the verbal clues, such as 'Sounds good...' which will help understand how fast to move forward to the close.

If they start focusing on the delivery timelines or dates, terms in discussion, pulling out forms, contact details, or looking up stock/inventory then this is the time to move into the close.

Closing

The trial close is the point when you ask them if they are ready to commit. This may uncover more issues/needs and therefore you will need to address further objections. The following statements could be used in your trial close:

- Is this what you had in mind?
- Would this do the job for you?
- How does this look?

If still no...

What specifically doesn't seem as though it meets your needs? Which then allows you to meet these objections and ask again.

Video Session: <http://www.youtube.com/embed/Y8N6sjMIqUQ>

Moving forward towards closure

closing the sale

Name three common buying clues you receive

- 1 _____
- 2 _____
- 3 _____

Write down three trail close, statements you could use

- 1 _____
- 2 _____
- 3 _____

What are three common objections you receive?

- 1 _____
- 2 _____
- 3 _____

What is the best to verbally answer these objections

- 1 _____
- 2 _____
- 3 _____

What three ways could you follow-Up a “Don’t want to buy” Statement?

- 1 _____
- 2 _____
- 3 _____

What three ways could you follow-Up a “I am not sure right now about buying” Statement?

- 1 _____
- 2 _____
- 3 _____

There are over 99 closing techniques (which we cover in another course), so here are just three techniques you can remember, use and develop as your own to sell your products. The key factor is to make it your own and be able to use it in the heated sales situation, thereby ensures your success.

Alternative close

The alternative close creates results by offering more than one clearly defined alternative to the customer. The number of alternative should be very few - two or three is often sufficient. If you offer too many alternatives, the customer will then be faced with a more complex problem of how they choose between the many alternatives offered.

If you can back the alternatives using the customers own words or needs then this ensures higher success. You are offering them a choice based on their needs which means it should be acceptable.

Examples

- Would you prefer the green one or the yellow one?
- Would you like one box or two?
- Which of these three instruments seems best for you?
- Shall we meet next week or the week after?
- Which would you prefer the single case or pallet quantity?

Companion Close

It is normal to have at least two people representing the customer. So rather than sell directly to the person you are targeting, sell to a person they are with. They were invited into the meeting for a reason of being a sounding board, influencer or evaluator.

Start by being friendly with them (the target person won't mind this) then gradually increase the selling to them. When they are making approving noises or say they would like one, start selling to the real target of the sale. This works when selling ice cream on the beach to selling to large international corporations.

Examples

- Hello young man, that's a nice hat! Do you like shoes too?...Do you like these?
- Good day sir, madam...You seem to like this too, madam...Which shade is best?...

Summary close

Summarize the list of benefits that the other person will receive, telling them the full extent of what they are getting for their money. Make it sound impressive, using full phrases and attractive words. Go into detail, separating out as many sub-items and features as you can.

But also fit the description into a reasonable space of time. Your goal is to impress them with what they are getting, not to bore them with excessive detail.

Examples

- So as well as the basic product, you are getting free delivery, a five-day exchange assurance plus our comprehensive guarantee.
- This comes in an easy-carry box and includes a remote control, with batteries included, of course!
- With the 10% gain in factory efficiency and unique new volume price program lets get this on the books. When would you like delivery?

Video Session: http://www.youtube.com/embed/prRFhWSd_1c

Sales is about Closing

techniques for closing the sale

For each close think of four ways to conduct this close using your products or services.

Alternative close

- 1 _____
- 2 _____
- 3 _____
- 4 _____

Companion Close

- 1 _____
- 2 _____
- 3 _____
- 4 _____

Summary close

- 1 _____
- 2 _____
- 3 _____
- 4 _____

The sales presentation, meeting objections and associated stress involved should deliver a positive response from your prospect. However, we all know there are three possible outcomes: Yes, Maybe and No. You need to be prepared for these and ensure you can manage each outcome in a highly professional manner which will ensure they want to continue building a relationship with you.

Yes

This is the outcome we have been hoping for, so don't let the jubilation go to your head and just focus on celebrating. There are a few more questions we need to ask:

- What, When, How, Who
- Specification and Quality
- Do we need to sign a Contract
- When will you provide a purchase order
- How much money and when
- Payment terms
- Contact Details of all the people involved

The answers to each of these questions have to be written down, you will need to follow it up with an email to the customer stating this is your understanding of the meeting.

Maybe

You must try and understand what objections lie between you and your prospect and if these are eliminated, is it a Yes. If there are a number of objections then calmly write them down and state a date and time when you will either in person or via email come back and answer these. If they need to have internal discussion what is the date of next communication, meeting and how do they want you to follow up. Don't allow them to say we'll get back to you, as they are the customer and it's your responsibility to do the chancing. Arrange the next telephone call and follow up with an email stating the outcome of the meeting and how you can progress to ensure a fruitful relationship.

No

A No should be taken as a 'Not Now' or 'I don't see the benefits of your product'. If they say no then you will need to run through your prepare questions to ensure you understand and collect feedback on the performance of the sales material. Consider using a more consultative sells technique?

Focus on this being the start of a great business relationship and therefore you need to stay in touch, providing them with monthly newsletters. Ask them for referrals to other companies they deal with.

Video Session: <http://www.youtube.com/embed/fv7OpZSeOno>

Always stay on the bright side

organising the next step

Yes – What are the questions to ask?

What _____

When _____

How _____

Who _____

Specification and Quality _____

Do we need to sign a Contract _____

When will you provide a purchase order _____

How much money and when _____

Payment terms _____

Contact Details of all the people involved _____

Maybe & No

If this happens what will you do, write down the steps you will take following the meeting to meet the objections and continue to build the relationship. Complete ALL Nine.

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

7 _____

8 _____

9 _____

Consultative selling is about getting an indebt understanding of the problem and then creating an intelligent, effective and creative solution. It's about collaboration, building trust, adding value to the relationship. You will need to enter the relationship with the mindset of a consultant and base you Q&A sessions on finding their key drivers. You will need to focus on them and not wining the sale, so you can create solutions. Don't be afraid to say not for me, pass on contacts who could help or provide expert advice. Consultative selling involves five distinct stages:

Recognition of Needs

You will need to help the prospect recognize all the aspects of their needs. At the end of this stage, the customer must be able to define all their needs and be able to discuss them in a prioritised order. A successful entrepreneur will be the one who can get the customer define his/her needs in a way that closely matches with the solution he/she is trying to sell.

Evaluation of various options

In this stage, a salesman must be able to present multiple options to solve the customer's need with a solution based on your product range. A salesman must convince that the solution he is trying to sell can meet customer's needs in more than one way. This will set the stage for the salesman to show the value of his solution and demonstrate that his solution is superior to other competing options.

At this stage, it becomes essential to show the true value to convince the customer that his solution has a higher ROI (return on Investment) or lower TCO (total cost of ownership). A successful salesmen will be the one who can convince the economic value of his solution to the customer.

Resolve all concerns

Selling solutions is always a complex sale. There will be few persons (also called as customer champion) in the customer company who will be supporting one solution, while there will be few persons who will be opposing it. People who oppose a particular solution will always raise concerns - regarding its functionality or ease of use etc., and will raise objections based on these concerns.

You main task at this stage is resolve all concerns and convince all doubters that his solution will work. This is essential because in most complex sales, decision makers will be putting their career and reputation at stake by opting to buy your solution - and if they perceive that your solution does not work for someone then they are more likely to back off.

Purchase

Purchase of any individual solution is not simple. The purchase is a complex process involving several contracts, SOWs (Statement Of Work), payment terms, software support contracts etc. Your job in this stage is to work with the legal departments on both the companies - his own & customer's firm and ensure that the purchase goes through smoothly. A salesman must answer

any questions regarding the legal terms and resolve any objections to contract terms as quickly as possible.

Implementation

A salesman's job is not done with the sales contract. He/she must oversee the implementation and see to it that the software is implemented in the way the customer expected. The salesman must then organize training for the customer on how to use the new software - and see to it that the software delivers the value he promised to the customer.

Video Session: <http://www.youtube.com/embed/LPGPzwmaCIA>

Adding value through consultation

What is it?

Negotiation is the **art** of reaching an **agreement** by resolving differences through **creativity** using back and forth **communication** designed while leaving the other side **intact** and **positive**.

YOU should focus on creative collaboration, rather than traditional confrontation, or a winner-takes-all result

- A good negotiator Creative
- Versatile
- Motivated
- Has the ability to walk away

Preparation

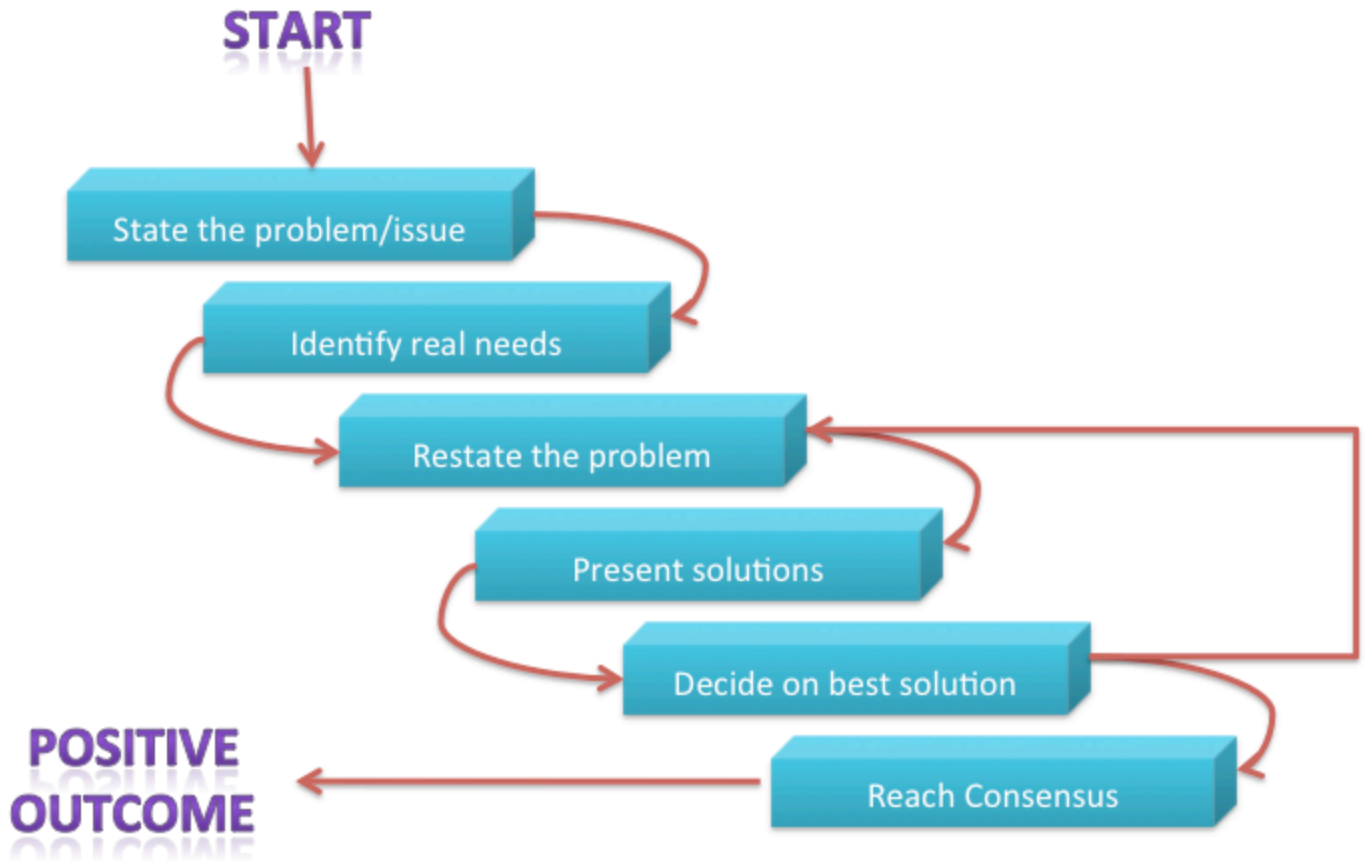
- Know what your interests are and why you value them
 - What is the issue at hand
 - What are the "needs" vs. "wants"
 - Know the strengths and weaknesses of your position and self
 - Self awareness, personality characteristics, emotional intelligence
- See things from the other side's point of view- why they are negotiating?-
 - Research the interest of the other side
 - What are their needs (security, autonomy, recognition)
- Be aware of the unpleasant consequences for both sides if your idea/proposal is not accepted
 - If you succeed who else might be affected, harmed, advanced?

Planning

- **Brainstorm all alternatives that could satisfy your needs**
 - **Be creative and expand the pie**
- **Know who is supportive and who is not/less**
 - **Does this person has the authority to make the decision?**
 - **Are there any penalties for bluffing?**
 - **Are there time limits associated with negotiations?**

During the Meeting

- **Bring the list of your main points and a set of questions**
- **Try not to interrupt; the more they reveal, the more you'll learn**
 - **Re-state as impartially as you can "as I hear it...)**
- **Stay open to new information**
- **Take notes**
- **Focus on interests. Not people, not Gains**
- **Use objective criteria to make decisions and be sure the other party does as well**
- **Redirect personal attacks onto the problem at hand**
- **Listen actively and reflectively**
 - **Listen also for what is not said**
- **Learn from what the other side says**
 - **Stay open to new information**
- **Synthesize the information you hear and use it in you**
- **Be prepared to walk away if an agreement is not reached.**
- **Write a email if contract or agreement is required.**
 - **(e.g., "If I don't hear by x, will assume that it stands")**



Common Errors

- Assuming shared values
- Assuming similar communication preferences
 - Big picture thinking or detailed analyses?
 - Stories or facts?
 - Time to process or get decisions over with?
- Expect reciprocity
- Avoiding conflict
- Trying to prove how smart or “right” you are by talking
- Not listening carefully

Video Session: <http://www.youtube.com/embed/qqQGNFdo8sg>

Getting a mutual agreement

Preparation

What do you hope to accomplish through the negotiation?

1 _____

2 _____

3 _____

What would the best result look like?

1 _____

2 _____

3 _____

What outcomes would not be palatable?

1 _____

2 _____

3 _____

Why would these outcomes not be palatable?

1 _____

2 _____

3 _____

What are the must have needs and interests?

1 _____

2 _____

3 _____

What are the like to have needs and interests?

1 _____

2 _____

3 _____

Develop a SWOT analysis for the negotiation

Strengths	Weaknesses
Opportunity	Threats

What is the other side's best alternative to a negotiated agreement and position?

The people for the other side:

- 1 _____
- 2 _____
- 3 _____

Their business circumstances:

- 1 _____
- 2 _____
- 3 _____

What, specifically, they want from this deal:

- 1 _____
- 2 _____
- 3 _____

The value this deal has for them:

- 1 _____
- 2 _____
- 3 _____

The availability of a replacement deal:

- 1 _____
- 2 _____
- 3 _____

Getting a mutual agreement

We know that something will go wrong, they just do, but you need to understand where the risks lie and how to ensure you manage the customers expectations and continue to build the relationship. Here are 13 tips to keep out of trouble.

1. You don't get out there

Sales is a contact sport and you have to keep meeting people and making new contacts. Its a numbers game whereby you have to meet x people to get y leads which result in z sales.

2. Do not qualify the prospect

Everyone is a suspect which you should talk to and then qualify there need until they become a prospect. Knowing where these people are on your sales pipeline is important in understanding who and when they want to buy from you.

3. Not being you

You have to be yourself as you will spend a lot of time with customers and taking the time to develop a relationship.

4. Too busy thinking about what you say

You must listen to what people are saying and leave enough time to think afterwards. Remember that listening is one of the most important skills for sales.

5. Not building the credibility

We have to trust brands, companies and people who we buy from. You must ensure that you are a creditable person who they want to do business with. If you are failing in this take along another person who can ensure you both come across with creditability.

6. No calls returned

At the end of everyday ensure you have cleared and returned all you voice mails. You can still call people up to 7pm, even if it is to leave them a voice mail saying you were in meetings all day and as their business is so important to you, you wanted to get back to them when you could.

7. Not improving your sales skills

This is a skill you will need to develop every day and looking at ways to improve your skills, the approach through feedback is very important.

8. Not getting in front the decision maker

You must create a map of the business you are doing business with. Small businesses are easy to understand, CEO, COO, Finance Director and ten members of staff. Larger organisation have many levels of management which can sign off certain products and amounts. Ask and confirm in an email your understanding of the organisation.

9. Covering the same as the other sales persons

The same presentation, the same benefits, the same price, the same quality of service, the buy must be getting bored. Look at approaching different sectors, markets and also presenting what you have in a different way.

10. Not enjoying what you are doing

You become an entrepreneur to run your own business, not to become a sales person. However, your business will fail if you don't sell, so you have to find the sweet spot for selling, getting to know your customers and enjoying the opportunity to find, develop and mature those relationships.

11. When getting Objections

Remember that objections are great opportunities to tell the prospect more about you business, your product and even about yourself. This opportunity should not be missed and you should look forward to this. So remember to:

- a. Adding additional information
- b. Turn objections into a question
- c. Is this the only objection you have?

12. If you can't measure it you can't improve it

You have to record everything you do and also measure who, when and what people said they wanted. This will help you to

- a. Small improvement make great success
- b. Keeping sales data: sales ration
- c. Activity targets leads to your sales goals
- d. Quality prospects, calls, appointments, leads, sales ,,,...

13. Every buying decision are emotional

So look at how you can make your sales process more emotional and create that attachment which will ensure your sales are higher.

Video Session: <http://www.youtube.com/embed/Og5uPP2m9vw>

everything

what could go wrong

You don't get out there: Name three ways you are getting out there?

- 1 _____
- 2 _____
- 3 _____

Do not qualify the prospect: How are you going to qualify your prospects?

- 1 _____
- 2 _____
- 3 _____

Not being you: Name your three core values?

- 1 _____
- 2 _____
- 3 _____

Not building the credibility: Name three ways you can achieve this

- 1 _____
- 2 _____
- 3 _____

Not getting in front the decision maker

- 1 _____
- 2 _____
- 3 _____

Covering the same as the other sales persons: How are you going to be different?

- 1 _____
- 2 _____
- 3 _____

When getting Objections, I am going to...

1

2

3

If you can't measure it you can't improve it: Name three measure you will use to improve your sales skills

1

2

3

Every buying decision are emotional: Name three ways to engage that emotion

1

2

3

The easiest sale you will ever get is from an existing customer. The fastest way to get new customers is from referrals from existing customers. The best way to improve your business is by getting feedback from existing customers. Ok, I think you understand, you have to build a good relationship with your existing customers.

Start by meeting all the top decision makers in your customer and understand who is responsible for what in the business. Know at least 5 people in each customer as staff turnover and movement is something which will occur regularly.

Benchmarking is important in understanding your customers and also your competitors. So create some core indicators which will allow you to compare customers and your competitors. These may be sales volume taken from you, your competitors, their turnover, profitability..etc.

Start forecasting your customers sales volume over the coming months: sales pipeline. Set the targets and measure how you are increasing sales.

Make them know how good you are and don't take it for granted by sending over newsletters and letters of appreciation.

When you have more than 10 customers, Its time to start putting the date into a computer and this means we need a Customer Relationship Management (CRM) tool. The basic could be in a spreadsheet moving to dedicated desktop applications or online solutions. The basis records needed are:

- Names,
- Contact Details
- Interactions (Emails, Letters, ..etc)
- Meetings Summaries
- Upcoming Schedules
- Generates
- Pipeline stats
- Segmentation

This will also allow everyone to see what is happening, including the operations part of the business who should be delivering and understanding what is in the pipeline.

Video Session: http://www.youtube.com/embed/9MqyQztNF_0

Managing the growth

How are you going to keep track of your customers?

Think about the tools you need to keep track of people, conversations, the outcomes of meetings and the products sold to customers.

Simple Applications

Calendar	Google,
Address Book	icloud, Google
Backup	Dropbox, Icloud

CRM

Online crm.html	http://www.smallbizcrm.com/free-single-user-
Software Package	SugarCRM

Bulk Email Software

Online	MailGhimp
Software Package	Bulkmailer, Outlook

Depending on your budget, flexibility required and IT capability, you will find a solution using the above tools.

About David Bozward

David has over 20 years entrepreneurial business experience, and provides thought provoking, insightful and instantly usable techniques for use in everyone's business during his workshops and personal development seminars.

In the last two years he has worked with over 20,000 people looking to start a business, developing their techniques, entrepreneurial mindset and the increasing motivation for starting and continuing their businesses. Thousands of these have started and are still making money and expanding their business during this recession.

David Bozward is a serial entrepreneur, motivation speaker, mentor and authority on small business growth and inspires start-ups across numerous sectors. He is an inspirational workshop speaker focusing on motivation, networking, pitching and sales generation. Everyone walks away motivated with new knowledge and skills which they can put to good use.

Author of "The Motivated Entrepreneur" , "Why Be Enterprising" and Co Author of "Make Your Passion A Success" with Dan Sodergren aka Your Marketing Trainer



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Thanks and Good Selling