

***THE STEPS OF THE SALE
&
KEY SALES INITIATIVES***

BUILDING RELATIONSHIPS

**“ Do unto others as they would want done unto them.”
—The Platinum Rule**

Concentrate on your attitude and the way you are perceived by others. The act of selling yourself is a process of listening and developing the right solutions for your customers. For example:

- **Smile through the phone** — use variety of pitch and tones in your voice — remain enthusiastic and positive.
- **Actively listen** — make notes of important information. Including personal information of the decision-maker.
- **Remember customers’ name** — write down customers’ name, and use your customers’ name when appropriate.
- **Build rapport** — listen for cues from your customer to open up discussion.
- **Use open-ended questions** — The best way to gather the most information is to get your customer talking. The best way to achieve this is by asking open-ended questions. For example, questions which begin with; **why, how, what, tell me about**. Then compliment them with closed ended questions like: **when, who, which, where, how, many, how much, do you, are you, will you**. Remember to use 4 open-ended questions for every 1 closed. Also use indirect questions vs. direct questions. Example: **Direct** questions are very blunt and straightforward they tend to be threatening. Where by, **Indirect** questions are softer and veil your intent. The response from an indirect question tends to be longer also.
- **Communicate** — stay relaxed and remain clear and concise with your customer on the phone.
- **Look for common ground** — for example, look at the customers’ web site before you call, this will answer basic company questions and give you an opportunity for discussion with your customer.

We can’t tell you exactly what to say to build a connection with your customers’, however; if you are committed to developing your “book of business” then relationships are they key.

DEVELOPING YOUR DATABASE

1. There are some areas we need to develop to build a correct profile of our customers. Here are some:

Company Size/Profile:

- These are specific to the company's products
-
-
- Check Customers Website
- "What are the target markets for your products?"
- "What are some things that could help your business run more smoothly?"

Who is the Decision Maker?

- "Would you be responsible for (**product you are selling**) purchasing
- "Would you be responsible for purchasing (**additional products you offer**)
- "Other than yourself, who else is responsible for (**product you are selling**) purchases?"
- "What is your company's typical process when making these types of decisions?"

About Decision Maker:

- "How do you prefer to be contacted?"
- "What are your responsibilities at (**Company Name**)
- "Describe some of the challenges you are going through in your current position?"

2. By investing early in the relationship with the customer, you are able to manage your time more effectively in the future.
 - Record all interactions in your contact management database
 - Begin setting times to follow up with your customers

DETERMINE NEEDS

To effectively understand your customers' needs, invest some time understanding the customers' problems.

PRE-DISCOVER QUESTION:

What items are you calling about?

LEAD-IN:

To help you better, may I ask you a few questions?

QUESTIONS:

Could you describe to me what you are going to use the _____ for?

What have you been using for _____ in the past?

What did you like about _____?

What would you have changed?

What could your current supplier do better to meet your needs?

What is your timeline for purchasing _____? (Availability)

Do you have any specific needs in mind? (Get them thinking)

Can you describe any future changes you expect to happen with your organization?

What other options have you considered?

SUMMARY:

Based on what you are telling me, _____, you are looking for a _____ that does _____, _____, and _____. Have I missed anything?

DEVELOPING OPEN-ENDED QUESTIONS

Change the following closed-ended questions to open-ended questions.

1. **CLOSED** - "Have you worked at this company for long?"
OPEN - _____
2. **C** - "Are you responsible for making this decision?"
O - _____
3. **C** - "Have you looked at competitive products to this?"
O - _____
4. **C** - "Is service quality important to you?"
O - _____
5. **C** - "Are they're some objectives you have in mind in regard to making this change?"
O - _____
6. **C** - "Do you buy **(ADD ON'S)**?"
O - _____
7. **C** - "Do you buy from **(Your Major Competitor)**?"
O - _____
8. **C** - "Has anything changed since we spoke last?"
O - _____

THE RIGHT SOLUTION

1. Is the product I'm about to present to my customer:

- Available when they need it?
- Offer a value added solution to the customer problems?
- Fit the customer's budget?
- Compatible / Better than what they currently use?

2. Focus on the customers urgent needs, and relate your presentation to what you and your customer have discussed.

- **Tieback-** (Remind customer of need)
"You were mentioning you needed a _____"
- **Feature-** (What urgent need is)
(CORE PRODUCT) has a _____."
- **Advantage-** (What does the feature do)
"... This allows you to _____"
- **Benefit-** (What does the feature mean to the customer)
" (Customer's Name)...That means it will save _____ and increase _____."
- **Grabber-** (A question to make sure that you have identified the item that is truly important to the customer.)
And _____ is important to you isn't it?

3. Hook your customer with your solution by:

- A tieback presentation to the discovered needs
- Stress benefits
- Paint a picture
- Be enthusiastic
- Use the customer name and continue to build rapport

Build value: talk about ADD ONS & SERVICES early

GAINING COMMITMENT

1. Look for customer buying signs:

If you hear questions regarding:

- Price
- Availability
- Warranty
- Ownership
- Your opinion
- Policies
- Delivery
- Accessories
- Leasing
- Credit terms

Then...they are interested.

2. Ask a testing question to gauge customer readiness to commit

- “How do you feel about _____?”
- “What do you think about _____?”
- “Can you see this _____ fitting your needs?”

3. Ask the customer for a commitment:

(Direct) – “Would you like to purchase this _____?”

(Assumptive) – “Which credit card did you want to use?”

Use a test question first. **(Alternative)** – “Did you want _____ or _____ delivered to you on _____?”

(Smallest Item) – “You said you needed _____ Would you like 2 to get started?”

(Urgency) – “Currently we have 15 left... are you planning on placing this order today?”

(Alternative) – “How would you like this shipped... Overnight or 2 day Express?”

(Puppy Dog) – “... Try me once; put me to the test the product has a 30-day money back guarantee. If for any reason we don't exceed your expectations you can put the bill in the shredder and I'll issue and immediate pick up!”

**REMEMBER:
YOU HAVE TO ASK FOR THE SALE
&
ALWAYS SAY “THANK YOU!”**

COMPLETING THE SALE - ADD ON SELLING

1. By selling with the intent of exceeding the customers' expectations, you.
 - A. Save the customer time.
 - B. Save the customer money in the long term.
 - C. Increase satisfaction for the customer.
 - D. Build your reputation as a solution provider.

2. Solution Selling requires us to be sales professionals instead of order takers, it.
 - A. Allows you to use a consultative sales approach.
 - B. Increases your sales which = increased income.
 - C. Creates repeat customers
 - D. Secures your company's position in the industry by increasing its sales and profits, which will allow more growth.

3. How do you sell ADD ONS?
 - A. Plant the seeds to create a desire for the item—either for the immediate purchase or the future sales.
 - B. YOU MUST present Early
 Often
 Always

4. Discover what the customer wants
 - A. Use open and indirect questions
 - B. Look for related items...You are the expert.
 - C. Visualize the customer using the product

5. Give the customer a reason to:
 - A. Tell others about your insight and professionalism.... REFERRALS.
 - B. Buy from you again. It's easier to keep customers than to get them the first time!

Always think about the next item...don't be too eager to end the sale

KEY SALES INITIATIVES

Exceed Monthly Team Goals

Revenue =

GM\$=

GM% =

Talk Time =

Exceed Monthly Individual Goals

Revenue =

GM\$= _____

GM%=

Talk Time =

4 Hours of Selling Time

100 Dials

Contact 100% of Accounts Each Month

Measured by: Contact Management Software
 Alpha Highlight Report

Leave a voice mail message whenever possible

- Primary =
- Secondary =

Add Fax and E-mail to 100% of Accounts

Offer Net 30 Terms to All Accounts (If Applicable)

Close 3x on Every Call

- What needs do you foresee in the next 30-60-90 days?
- What products do you have a need for today?
- Just to let you know, we are currently running a special on...
- We also have a great....

Pre-plan 25 Calls per Day

Set an Objective for next Call

Schedule a call back date

Document Every Call !!!!!!!!!!!

Add a Minimum of One New Contact per Account

Ask for a Referral

Follow up on 100% of Shipped Orders

2-3 Days after Ship Date