

WORK BOOK TWO



**MAKING
SALES
MADE SIMPLE (PART ONE)**

LEARN HOW TO DEVELOP YOUR SALES

TECHNIQUES AND SECURE MORE CUSTOMERS



COACHING ACADEMY SPECIALIST
Where Small Businesses Grow

Making Sales Made Simple

Part One

“Empower yourself and realise the importance of contributing to the world by living your talent. Work on what you love. You are responsible for the talent that has been entrusted to you.”

Catharina Bruns, Founder Work Is Not a Job

The Sales Psychology

- People prefer to do business with people that they Like, Know and Trust.
- People don't want to be sold to, so we have to get them to want to buy.
- People only buy what they want.
- People don't know what they want until they know what is available
- People are more motivated to avoid Pain than gain Pleasure. We sell change.

The Simple 5 Step Objective

1. It is agreed that the objective of a sales presentation is to make a sale.
2. To successfully conclude a sale the customer and or the salesperson needs to identify the Need, the Pain or the Problem in order that we can satisfy the need and or solve the problem.
3. In our endeavours to identify the need, we must draw on all of our skills. As the customers will not always, immediately confide in us, we need to get them to Like, Know and Trust us.
4. If we attempt to prescribe a solution before we have properly and thoroughly identified the need we may well be seen as a dodgy salesman in a hurry.
5. In identifying the need, we must establish which of our products and in what volume or value the customer is buying elsewhere or has a need.

The Plan

It is agreed that every situation will be different and we cannot possibly hope to standardise each presentation.

We can however decide on what we would hope to achieve in each presentation. We should be able to have established the key points that need to be covered and we should be able to control the order we deliver them in.

It is important that we are clear on what we hope to achieve as we need to be mindful that there may well be a limit to the time available. It does not always make sense to ask the customer, 'how much time do we have?', as we may well be imposing an un-necessary limit to the duration.

So we will frequently be working, 'blind', from a situation where we just do not know how much time is available.

In these circumstances, the sales person may well be tempted to rush through their presentation and at a cost. The danger is that we might be tempted to talk about the company overview before we have taken any interest in his company.

If I want you to take an interest in my holiday photos, my best chance of securing your genuine interest has to be when I have taken an interest in your holiday.

If a meeting has to be unavoidably cut short or terminated, it is universally accepted that it is best that this should happen when the customer is talking and not the salesperson. If the sales job is incomplete, we want a situation where the prospect/customer, is enjoying the meeting and wants to hear and learn more.

If we are pushed to conclude the meeting because of time constraints, we should resist the temptation to wrap up the meeting by handing over a brochure with a promise of prices to follow. When we do this, we might be reducing or eliminating the need for a follow up sales meeting where we should be looking forward to continuing to properly deliver and complete our standard presentation.

A top quality presentation invariably includes a series of questions.

If, whilst visiting your GP to address a serious health problem, and in the middle of the consultation, the doctor is called away on an emergency. Prior to leaving and as he puts his coat on, he writes a prescription and says 'try that and we can meet in a week'. You are quite entitled to question the reliability of the solution to your problem.

The Plan / Continued...

His company Background/Overview

When asking the customer for his company background etc., don't be surprised if he is not forthcoming. It may be that he is shy, not generally very talkative or perhaps he is testing how genuinely serious your question is.

Don't disappoint him by moving on without knowing. Tell him that our best clients benefit from a close relationship and that as we move forward, we do need to know as much as possible about his company in order that we are all singing from the same hymn sheet. It is in this way we can be of the most help to his company.

'Send me a Brochure'

The logic of refusing to hand over the brochure with the promise of prices to follow, is the same logic that when a sales person is trying to get an appointment. The easiest and most common way to get rid of the sales person is to request a brochure, if we fall for this ploy we generally have presented the customer with a solid reason to say 'I have everything I need and will call you when necessary'.

Stay in Control

If we rush and wrap up a sales meeting prematurely, we are losing control. We are invariably failing to establish the Need, the Pain or the Problem. It becomes very difficult at subsequent meetings to establish the size of the opportunity, when we are already on our way to (PARTLY) solving the problem with a small order.

So, if we have an outline plan of the bullet points to our presentation and the order in which they should be delivered, we should try to achieve this. If our presentation, i.e. the sales meeting is cut short and the opportunity demands it, we should re-schedule when we will re-cap and continue from where we left off.

How big is the opportunity?

For a sales person to decide on how much time and energy he should invest in a prospect, he fundamentally needs to know the size of the opportunity. We need to know how much does the customer currently spend elsewhere. It would also be helpful if we knew how many suppliers he currently uses for our products/services and what is his ideal scenario.

The Sales Presentation

Control the Call/Meeting

There should never be any doubt in the sales persons' mind, that you are in charge of the conversation. It is your job to see to it that the discussion proves purposefully towards your objective.

You should of course be familiar with the basic steps in a sales conversation.

First, you should be consistently alert for the points in the conversation when one subject has been adequately discussed and the time is ripe to move on to the next. For example you have asked "How is life at.....", they have given sufficient information, but seem unwilling to let the subject drop. Sensing that this should be the turning point in the conversation, you now move to take up the next appropriate subject. Sometimes the change of subject comes rather abruptly, but don't let this concern you, as you have a plan and you know where you are heading.

Occasionally you will encounter someone who tries to dominate the conversation through continuous talking. When dealing with a 'motor-mouth', it is often necessary to politely, but firmly interrupt, not with a statement but with a question, chatterboxes will always welcome questions, they may choose not to answer them, but they welcome them nonetheless.

"Mr....., what you are saying, (are saying not were saying, keep it in the present tense) is very true/very relevant/very interesting and may I ask you one question please? Then preface your question with a very brief statement followed up with your question to get you back on track.

By asking a question, you are forcing the other person to switch their thinking to your new topic. While they are doing this, you are listening and lining up your next question.

Don't be afraid to let the other person talk when you are back in control and getting the other person to focus on your questions.

You must maintain firm control of what subjects are discussed and to what extent. The ability to politely control a conversation is a skill possessed by almost every successful sales person.

The Sales Presentation/Continued....

Try to talk in an evenly paced voice. Not too fast and not too slow.

However, don't ever hesitate to slow down whenever you want to pick and choose words for exact meaning. Some sales people think that they have to talk fast to avoid losing control of the conversation, or allow the listener to question your level of confidence. Through asking questions or making statements that demand a response, keeps you in total control.

Let's consider one other reason why it is sometimes necessary to talk slowly. Simply stated, some people think slowly. When you encounter a person who is not too bright, by all means shorten your sentences and speak more slowly.

Acknowledge And Outweigh.

'If I were in your shoes, I know exactly how you feel, if I were you that is exactly how I would feel.'

The ultimate in control is to allow the other person to believe that they are in control, you will be asking questions that he can answer and will help you.

The very best conversationalists ask very good genuine questions and then listen and acknowledge what has just been said.

DON'T FORGET TO WATCH THE "MAKING SALES MADE SIMPLE (PART ONE)" VIDEO.