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The Sales Process ...and how to do it effectively!

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*“If you want to catch trout,
stop fishing in the swamp!”*



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This presentation

- The sales process
- 10 great sales tips
- Great ways to increase your average \$\$ sales

The Sales Process

The selling process has six key steps. Virtually every sales interaction will follow these steps, whether it lasts several minutes or several months:

- Prospecting
- Initial Contact
- Sales Presentation
- Handling Objections
- Closing the Sale
- Follow-Up and Service after the Sale



Prospecting

Finding qualified prospects for your products or services is a necessary first step in the sales process. You need to have someone to sell to!

Once you've identified prospects, you will want to learn all you can before you approach them.

- determine your sales approach and plan your sales calls
- determine which products and services best suit particular prospects
- uncover reasons why you should not pursue some prospects, saving you valuable time and resources





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Initial Contact



- **When the Prospect Initiates the Contact**
 - In a store or business location
 - By phone, mail, email, or through your website
 - To request information, ask questions and/or to make a purchase
 - Prospects might also call at odd hours to find out when you're open or where your store is located. Be sure your answering machine message, answering service or website answers these questions.

- **When You Initiate the Contact**
 - By appointment
 - Cold call
 - Cold call refers to a contact made with prospects who have not indicated they desire the call
 - You might hate doing it, but sometimes you need to make cold calls
 - e.g upgrading clients to a new phone plan
 - More efficient on the phone rather than to drive around town



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Ways to turning cold into warm!

- First, determine your objective and the purpose of your call. Your purpose may be to make an appointment, to inform, to question, to talk to a certain person, and to sell.
- Try to do a little homework before the call. If you know someone who may have insight or information about the prospect, call them.
- Send a fax or mail some information prior to the cold call.
 - Don't start with ..."Did you get the information I sent?"
 - Instead, try something like, "I sent you some information by fax yesterday; I'm following up to provide additional information . . ."
- When you're ready to make the call, make sure you have all the materials you need at hand.
- State your purpose quickly - within 15 seconds.
- Get prospects interested by asking questions that make them think.
- Make statements that build rapport and confidence.
- Use humour - people love to laugh.
- Be sincere
- Be friendly
- Keep your eye on the prize - never lose sight of your objective, regardless of the outcome of the call.



The Sales Presentation

The most exciting part of the sales process is presenting products or services to prospects. Finally, a chance to strut your stuff....or *'crash & burn!*

- Don't be afraid to be excited about your product. ...**PASSION!!**
- Be relaxed during sales calls.
- Let prospects talk 90 percent of the time; they'll tell you how to sell to them. You just need to listen.
- Limit the choices during a sales presentation. Too many options may prove overwhelming, resulting in them not choosing anything.
- Don't be afraid to ask for their business.
- Rate yourself after sales calls. Determine what you did well and what you need to improve upon
- Follow up, follow up, follow up.
It may take 3 to 5 exposures to get a sale.



Handling Objections

*"I already buy those products from ABC Company
and am happy with their product."*

- Don't be put off by an objection...it is a normal part of the sales process
- In fact, it's a signal that the sale is progressing and you're getting closer to a positive response
- More information?
- Anticipate objections. Rehearse answers to standard objections.
- Acknowledge your customers' position and then offer them new information.
- Don't assume why they don't want to buy...ASK THEM!
- If you must contradict what they are saying because you honestly believe they are wrong, provide factual information to clear up the misunderstanding



Closing the Sale

Although you should never be shy about asking for business, prospects will probably give you some signals when they are ready to become customers

Here are some signals that suggest they are ready to buy:

- Asking about availability
- Asking specific questions about rates, prices or affordability
- Asking about features, options, quality, guarantees or warranties
- Asking positive questions about your business
- Asking for something to be repeated
- Making statements about problems with previous vendors; they may be seeking reassurance from you that you won't pose the same problems
- Asking about follow-up service or other products you carry
- Requesting a sample or asking you to repeat a demonstration for them or for others in their company or family
- Asking about other satisfied customers.



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Helpful Closing techniques

- Quit talking after you ask a closing question. Give prospects the opportunity to say yes.
- Offer an added service, such as delivery.
- Offer a choice, such as "would you prefer the blue one or green one?"
- Offer an incentive such as a 10 percent discount for purchases made now.
- Don't give up too soon. Learn to understand prospects' buying styles; some people take longer than others to make a decision.



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After the sale

The sale doesn't start till they have said YES!

- That's when you start your relationship with a customer
- Building long-term relationships with customers will lead to...
 - More sales
 - Referrals
 - Testimonials
 - A great customer / supplier culture



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Do's and Don'ts..

- Continuously improve your sales skills, learn from others and stay open to new ideas.
- Be sincere about your desire to help the prospect. Making the sale should be your secondary objective.
- Contribute more than just your product. Provide industry news updates, creative ideas, and business advice as part of the service you offer.
- Be direct with your communication. Beating around the bush only frustrates people. Answer all questions. Never patronize.
- Thank people who refer prospects to you. If the referral results in business, send a small, business-related thank-you gift also.
- Never lie. Don't badmouth the competition or say negative things about their clients. Don't gossip.
- Don't overbook yourself so much that you don't have time to listen
- Be available for your customer



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10 'guaranteed to work' tips



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10 'guaranteed to work' tips

- Find out in advance how much time you'll have
 - Allow 60% of time for presentation
 - 40% to handle objections, close the deal
- Make your sales pitch relevant
 - No generic presentations!
 - Research your client first and tailor presentation



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10 'guaranteed to work' tips

- **Get Their Attention**

- 80% of sales success is a direct result of a good opening statement or headline. This is your first impression.
- It should be crafted with the utmost care or planned ahead
- Whether you are face-to-face with a prospect communicating through direct mail, on the radio, or website
 - *“John just before we start, I saw your ad last night on TV...brilliant!”* (ego)
 - *“BTW I just wanted to thank you for sponsoring the local soccer team... My boy plays for the Under 10s”* (recognition)
 - *“I’m going to talk to you today about a promotion and I’m sure you’ll say it cant be kosher...but just work with me and I’ll show you how to double your sales in one month!”* (on the same side)
 - *“I know you’re sales are down because I’ve already spoken to 3 others in your industry, but I’ve got something today that can help”* (empathy)



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10 'guaranteed to work' tips

- Throughout your presentation, get reaction or involvement from your prospects
 - "Here, try this on?" "Smell this!"
 - "How would something like this help?"
 - Interactive presentations keep prospects more involved and interested.
- Communicate all your unique strengths
 - Everyone says their widget is better
 - Tell them "Why you're the best choice"
 - *"The reason why our product is better is because...."*
 - *"The reason why you want to order from me is because..."*



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10 'guaranteed to work' tips

- Use visuals - Make it interesting, relevant and readable
 - Slides, charts, photos, flyers, product samples
- Get to the point
 - Don't waffle, stay on track, know your key points and get to them fast...everyone is busy!



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10 'guaranteed to work' tips

- **Sell the Benefits not the Features**

- Feature

- *“It’s a twin turbo, 360HP, dual carb, fuel injected, cast iron engine custom made in USA and tested in the flat waters of the salt lakes ...yada yada”*

- Benefit

- *“You’ll be the quickest boat on the water, and with a 10 year guarantee if anything goes wrong we’ll replace it!”*



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10 'guaranteed to work' tips

- **Use testimonials**
 - From same industry
 - From people they may know
- **Have fun and be yourself!**
 - Connect, build rapport, look around the office for clues on their personality / likes etc

**people like to deal
with people they like!**



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40 ways to quickly boost your average \$\$\$ sales





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Boosting your average \$\$\$ Sale



- Increase your prices
- Up sell
- Cross sell or add on (Mc)
- Use a checklist
- Allow payment terms
- Carry exclusive lines
- Rearrange store layout
- Point of Sale
- Impulse buys
- Sell with either / or question
- Create package deals
- Create bulk buy deals
- Gift with \$X purchase
- Allow EFTPOS, cards

Boosting your average \$\$\$ Sale



- Make sure clients know your full range
- Charge consulting fees
- Sell service contracts
- Sell extra warranty or insurance
- Train your team
- Use sales scripts
- Train your customers (Ikea)
- Stock more high priced items
- Create a quality image
- Only service A grade customers (80/20)
- Sack C & D customers
- Allow trade-ins
- Offer home delivery
- Charge for delivery

Boosting your average \$\$\$ Sale



- Customer incentives for bigger purchases
- Add value
- Offer Giveaways with perceived value
- In store promotions
- Flashing light specials
- Ask people to buy more
- 4 for the price of 3
- Educate on value not on price
- **DONT DISCOUNT!!!**

Boosting your average \$\$\$ Sale



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*“You have to stay in shape.
My grandmother started walking
five miles a day when she was
60. She's 97 today and we don't
know where the hell she is!”.*

- Ellen DeGeneres

MORAL

Keep reinventing yourself, stay in shape, keep practicing your sales pitch... but don't forget your goal!