



# SalesPOINT

# Welcome



## Fire Alarm

- Remain calm and leave the building by the nearest exit
- Do not stop to gather personal items



## Mobile Phones

- Please turn mobile phones to silent or “vibrate”
- Opportunity to pick up messages during breaks



## Questions?

- Feel free to ask anytime – we need your participation
- There is time at the end of the day for major issues

## A Bit About You



**Please introduce yourself  
and tell us:**

- **Who do you work for ?**
- **What is your job ?**
- **What are you hoping to learn ?**
- **How will you use what you learn ?**

# Agenda for the Morning

1

Welcome &  
Overview

2

Your  
Attitude is  
Showing

3

Being a  
Good  
Listener

4

Positive  
Language



5

Give them  
what they  
want

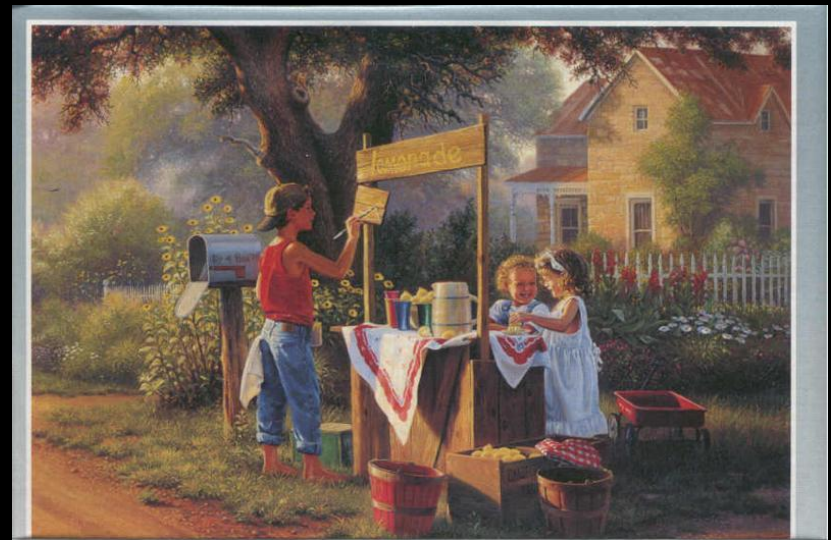
6

Handling  
Difficult  
Customers



# What Is Selling?

**Selling is  
finding out what  
the customer  
needs and  
persuading  
them to want  
your product**



# History of Selling

1920s	Early Industry	
1940s	Travelling Salesman	
1980s	Marketing Era	
2000s	Selling Solutions	

# The 4 stages of a sales call

**Opening the call**

How are you? Nice Weather? Is that a picture of your daughter? Did you catch that fish?

**Investigating**

Finding out facts, information, and needs.

**Demonstrating  
Capability**

Showing you can solve their problem

**Obtaining  
Commitment**

Getting an agreement to proceed to a further stage of the sale

2

**Excuse Me  
Your Attitude  
is Showing**



# Opening

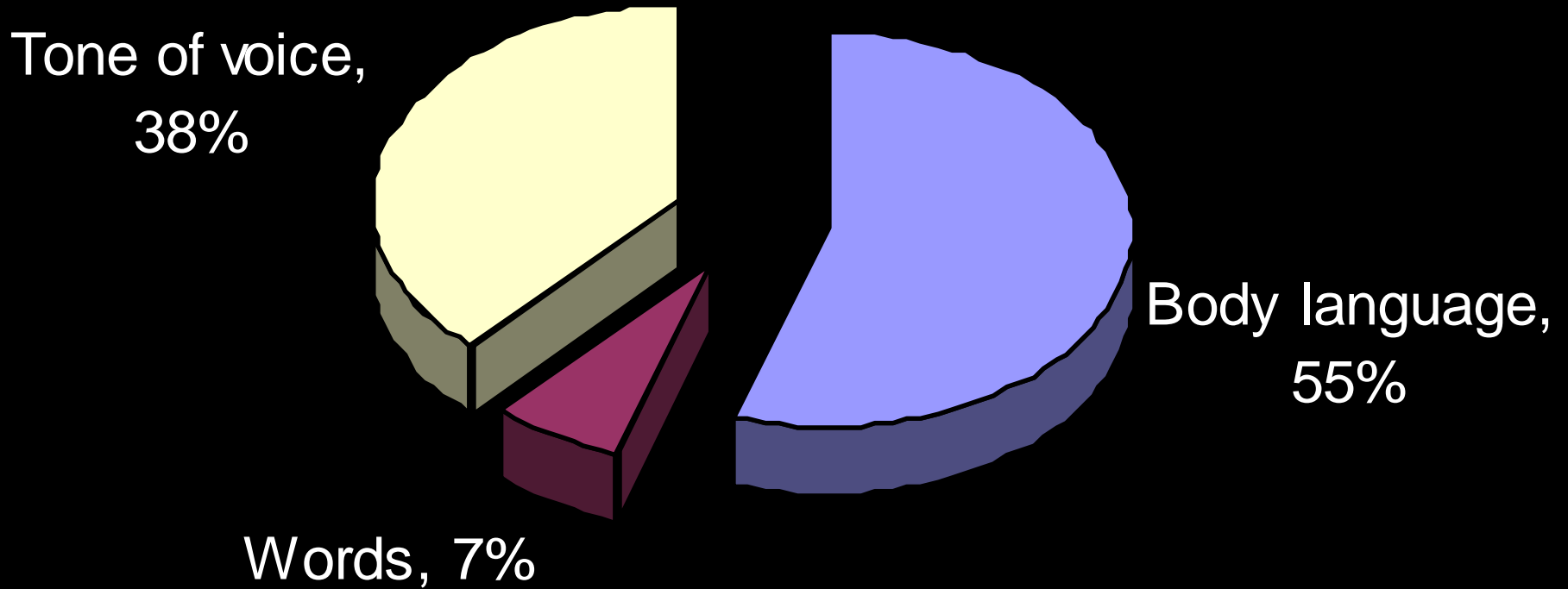
1. Do it with a smile (voice is more pleasant)
2. Identify yourself and who you represent
3. Identify the right contact
4. If person is uneasy, ask for a “better time to call”

# Body Language - How people communicate



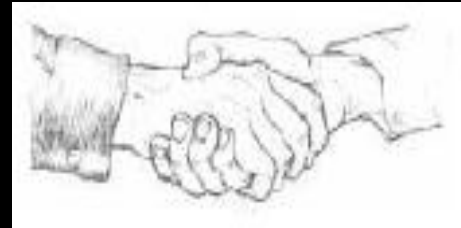
**What is she saying ?**

# How people communicate



# The handshake – creating trust

**Dominance**



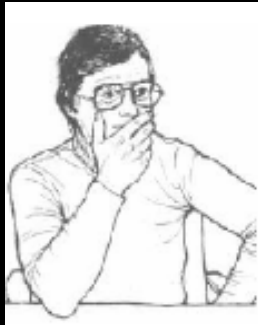
**Submission**



**Equality**



# Body language



**I won't say it**



**I don't believe it**



**It's not true**



**I'm not sure**



**I'm thinking  
about it**



**I'm bored**

## Group Exercise

What qualities does a great sales person have?



# What qualities does a great salesperson have?

## The 12 "P"s



Polite

Punctual

Prepared

Practical

Precise

Patient

Positive

Persuasive

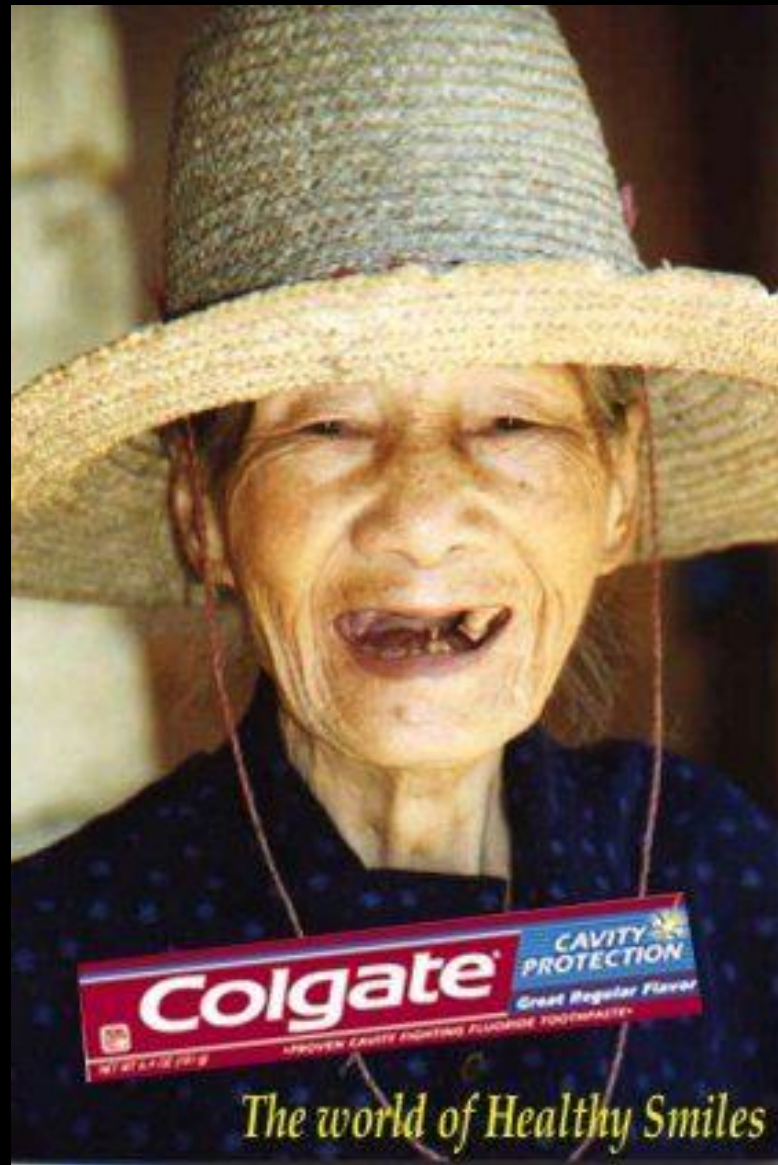
Personality

Planning

Product  
Knowledge

Professional

# Believe in your product – who uses it?





# 3

## Being a Good Listener

## True or False ?

If you want to sell something, it's better to give information than to seek it

**FALSE**

More sales are lost through doing a poor job of investigating customer needs than for any other reason

**TRUE**

A customer's needs usually start with a want or desire

**FALSE**

**Opening the call**

**Investigating**

**Demonstrating Capability**

**Obtaining Commitment**

Has more influence on your success than any other part of the sales process

Unless this stage is done well, the other stages will have low impact and be unlikely to lead to a sale

The key purpose is to uncover the customer's needs and develop them into WANTS

Investigating is done through questions and your ability to be a good listener

# Reflect - paraphrase

- **Reflect What Is Said (In your words)**
- **Reflect Feelings**
- **Reframe**
- **Capture the essence of the communication**
- **Move toward problem solving**

## **Group Activity – listening skills**

**Speaker - Talk for 2 minutes about something you would like to buy**

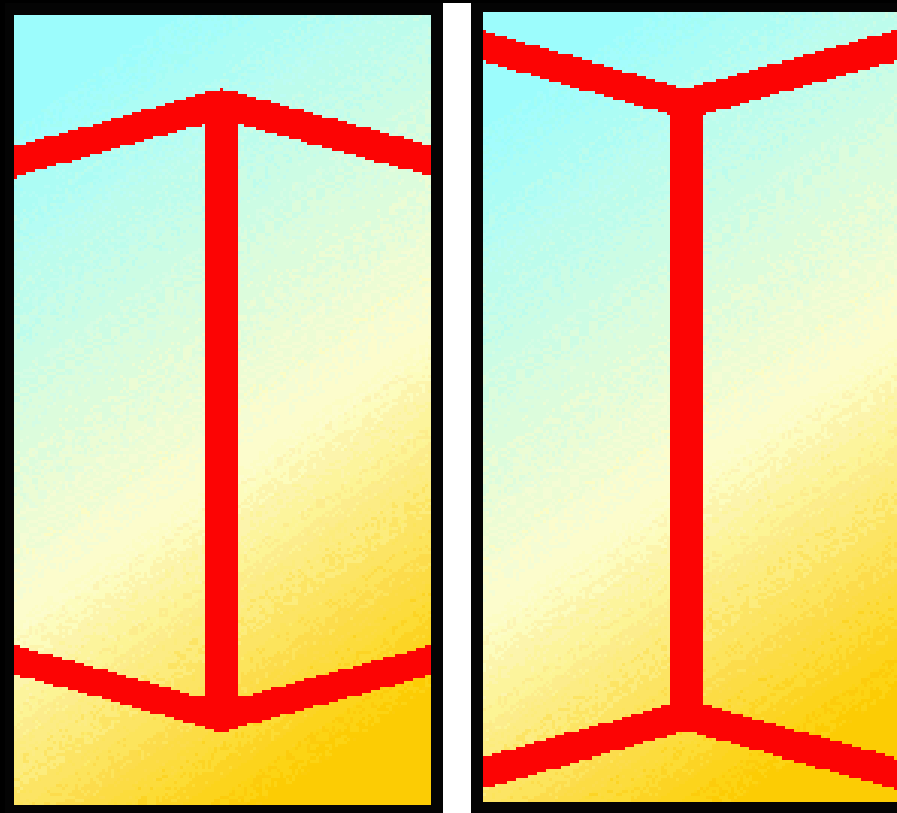
**Listener - Listen and then reflect (in your own words)**

**Observer - Observe the skills and take notes**

# 4

## The Art of Using Positive Language

# Which line is longer ?



# Avoid obligatory language

- **You must ...**
- **You ought to ...**
- **You should ...**
- **You have to ...**
- **You need ...**

**How would you re-phrase these ?**



# Open and Closed questions

“May I help you?”

“No”

Are? Do? Will? Have? Can? Would?

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“How big is your lawn?”



“What sort of mileage do you do?”



Why? How? Who? Where?

# Open questions



**Watch a chat  
show host, like  
Parkinson.**

**An absolute  
master of asking  
open questions**

# Group activity



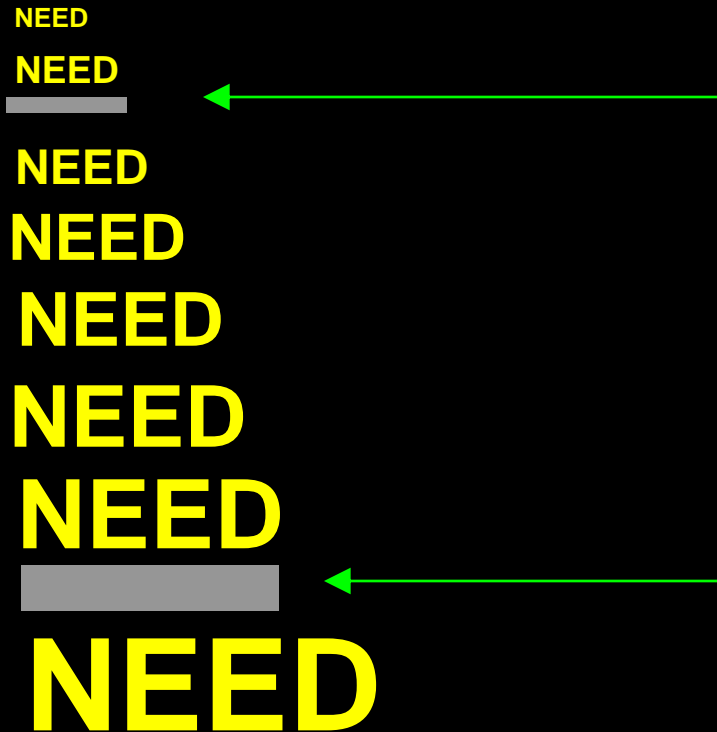
# 5 Give Them What They Want

<p>Know your product</p>	
<p>Know your customer</p>	

## Some essentials

1. **Best Times To Call?**
2. **Review account notes**
3. **Make a checklist of objectives for the call**
4. **Take control**
5. **Focus only on the person you are calling**
6. **Ask **situation** questions**
7. **Listen for the difference between needs and wants**

# Develop a strong need



A solution here, while the customer's need is still small, has little impact

If you develop a strong need, then your solution will have more impact on the customer

**S - Situation**

**P - Problem**

**I - Implication**

**N – Need satisfaction**

**S - Discuss, understand and explore the situation**

**P - Next identify the problem that exists or could arise.**

**I - Explain, discuss and emphasise the implication of the problem**

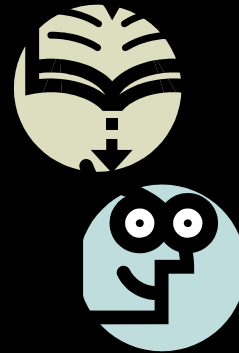
**N - Turn this **NEED** into a **WANT** or opportunity to solve the problem and sell your product**



Know  
your  
product



Know  
your  
customer



**Problems**

**Difficulties**

**Dissatisfactions**

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**Clear, Strong**

**Wants and Desires**

**Develop  
the needs**

**Into  
WANTS**

# Types of questions

How many of your staff have been trained?

**Situation**

Are you happy with the type of training available?

**Problem**

How do you generate sales leads?

**Situation**

Do you find it difficult to generate sales leads?

**Problem**

How satisfied are you with this machine's output?

?

Is this machine over 10 years old?

?

## Activity – situation and problem questions (5 mins)

- 1. Think about a typical customer you might be selling to.**
- 2. Write down 3 situation questions (background information you need before probing for problems)**
- 3. Write down 3 problem questions that you might be able to ask the customer.**

# 6

## Handling Difficult Customers

## **7 Steps for Resolving the Angry Customer's Problem**

- 1. Deal with feelings first. Listen and respond with empathy.**
- 2. Ask questions to get specifics about the complaint**
- 3. Summarise caller's problem to get agreement**
- 4. Offer a choice of alternatives to fix the problem**
- 5. Let the customer decide which alternative to use**
- 6. Follow through on what you agree to do**
- 7. When possible, do something extra**

## Exercise - Focus on the solution

**Customer:** “I’m really disappointed in the service I’ve received from your company.

I’ve called three times for technical support on your product, and each time I’ve had to leave a message.

Nobody has returned my calls, and if I don’t get help today, I want to cancel my order and get my money reimbursed”.

**Salesperson:** “We have a lot of new accounts and we’re kind of overwhelmed at the moment.

The tech support people have been really busy. You just have to be patient.

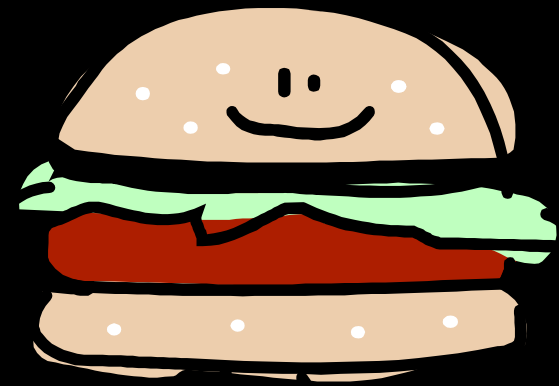
I’m sure they’ve received your messages and will call you back when they can”.

**Can you improve in this ?**

# How to give bad news

The sandwich technique:

Inset the bad news in-between  
two pieces of good news

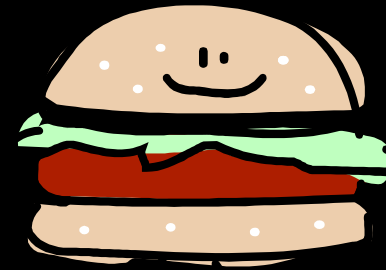




# Exercise – The sandwich technique

Think of some bad news.

How would you frame it  
between two pieces of good  
news ?



# Lunch



# Agenda for the Afternoon



**7** Features, Benefits & Needs

**8** Overcoming Objections

**9** Listen for Buying Signals



**10** Close the Deal

**11** Discover Additional Opportunities

**12** Your 5-Day Plan

*The End!*

# 7

## Matching Features & Benefits to Customer Needs

# The difference between Needs and Wants

**Needs** – Customer says he has a problem, difficulty or dissatisfaction.

**Wants** – statement by the customer of a want, desire or intention.

Asking questions will uncover the customer's needs  
– then further questions will develop those needs  
into wants.

## The difference between needs and wants

**“The factory is not as efficient as it could be”**

**“We are probably losing money on that”**

**“I need a machine to keep scrap levels below 4%”**

**“Our present system cannot cope with the orders”**

**“I will only upgrade the old machine with a fully programmable one ”**

# The difference between needs and wants

**“Our present system cannot cope with the speed”**

**“We need a faster system”**

## A FABulous Approach

- Stressing benefits is a very powerful selling technique
- FAB selling technique helps emphasise benefit
  - **Feature**
  - **Advantage**
  - **Benefit**





## Product's Features: So What?

- **Feature – a physical characteristic**
- Many salespeople emphasise features
- Examples:
  - Size
  - Color
  - Price
  - Shape



# Product Advantages

- **Advantage – what the feature does**
  - How a product can be used
  - How a product will help the buyer
  - Examples:
    - Easier to park
    - Uses less fuel
    - Gives you better visibility

# Benefits - Why do people buy these?



- ❑ Diamond ring
- ❑ Camera
- ❑ Drill
- ❑ Football tickets



# The art of persuasion

**A**

**Begin with an Attention getter that relates to the customer's needs**

**I**

**Create Interest in the product, service or idea by stating specific customer benefits**

**D**

**Create a Desire to respond positively by giving evidence of the value of the product**

**A**

**Encourage Action by asking the customer to do something**

## Group Activity

Analyse newspaper ads



1. Find the *attention-getter*
2. What draws the reader's *interest*
3. Where are the benefits that create *desire*
4. How is *action* urged or encouraged

# Don't oversell the features !



# 8

## Overcoming Objections

# Overcoming objections



**Objections  
are the rungs  
on the ladder  
to sales  
success**



# Remember when you were 7



# Common Objections

<b>Need</b>	<b>An objection based on the actual need for the product</b>
<b>Product</b>	<b>An objection based on the product itself which could include colour, size, or style</b>
<b>Price</b>	<b>An objection based on the price of the item. Usually seen with high-quality, feature rich products.</b>
<b>Time</b>	<b>An objection based on a hesitancy to buy the product immediately.</b>

## Pre-handle the objection

**Your goal is to  
determine objections  
before asking for the  
sale**

# Answer the objection

- 1. Listen – Don't interrupt**
- 2. Agree – Be sympathetic**
- 3. Check – ask questions back**
- 4. Restate - how needs were developed into WANTS**

# Overcoming objections

## Customer

“This TV is overpriced!”

“I’m not sure. I have to think about it.”

## Salesman

“This other TV has similar features, it’s half the price and is only a few inches smaller.”

“I understand that you need to think about it, but perhaps there is something I did not explain clearly enough, is there anything you would like to go over one more time”?

## Exercise

**What is the most common objection you get when selling your products ?**

**What could you say to a customer – before he raises the objection – to reduce it's impact ?**

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# Listen for Buying Signals

## Buying Signals

**In closing, as in  
many other  
aspects of life,  
timing is  
important**



# Buying Signals

**“When can you deliver?”**

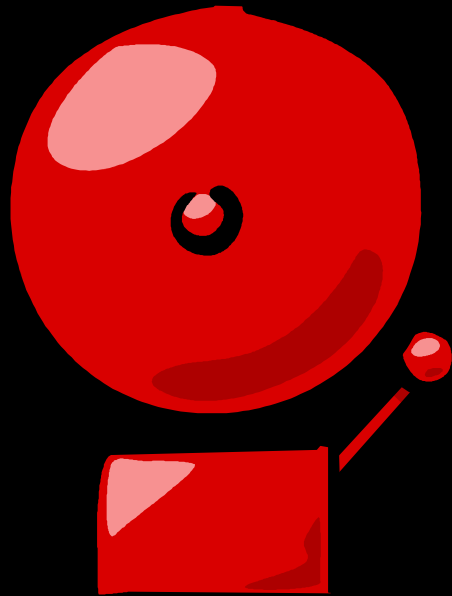
**“That’s interesting”**

**“Do you have it in stock?”**

**“What about servicing?”**

**"Have you got it in blue?"**

# Buying Signals



**When you hear what you believe to be a buying signal, investigate it, question it and find out for certain.**

## Exercise

How would you answer each of these buying signals ?

**“When can you deliver?”**

**“That’s interesting”**

**“Do you have it in stock?”**

**“What about servicing?”**

**"Have you got it in blue?"**

10

**Close The Deal**

# True or false

When the customer has stated the problem – and it's one you can solve – you should immediately offer your solution

**FALSE**

Develop a strong need



# Why should I change ?

**Money**  
**Time**  
**Disruption**  
**Effort**



**Problems**  
**Difficulties**  
**Dissatisfactions**

**COST OF CHANGE**

**COST OF PRESENT**

## Implication questions

“Does the lack of training make staff feel unimportant”?

“If this machine is unreliable, how much additional cost does that lead to during a year”?

“Do people leave because they don't feel they are progressing in the company“?

“Has the problem with late deliveries damaged your credibility with customers”?

**S - Situation**

**P - Problem**

**I - Implication**

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**S - Discuss, understand and explore the situation**

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**I - Explain, discuss and emphasise the implication of the problem**

**N - Turn this NEED into a WANT or opportunity to solve the problem and sell your product**



## Need satisfaction questions

“Would it help if you could”?

“Why would training be useful for your managers”?

“How much time would it save if you had .....“?

“What else would you gain from that type of training...”?

Move the customers attention away  
from problems and focus it in  
solutions.

# Creating Wants

“Would it be important to do something about that”?

“Would you want to find a way around that problem”?

“Is this important enough that you would want to take action“?

“Would you like delivery on the 15th or the 30<sup>th</sup>”?

## Closing the sale

“Do you want to go ahead with this”?

“Is there anything stopping us from going ahead”?

“Which one of those options would you prefer”?

“My recommendation is that you go with this one ... your thoughts”?

11

**Discover  
Additional  
Opportunities**

# Suggestion selling

**Encourages the customer to purchase additional goods or services.**

**Related Merchandise** includes products that complement what the customer is purchasing.

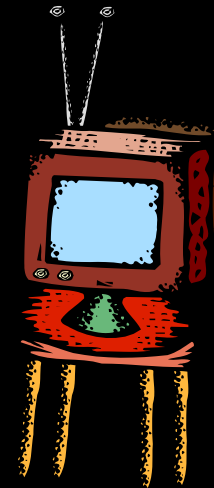
**Larger Quantities** – can be used when a customer is buying an inexpensive item.

**“Do you need anything else?”**

**“Would you like a scarf to go with your new coat?”**

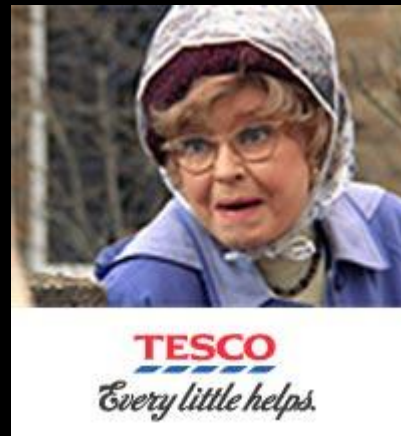


**“For only £10 I can guarantee your new TV for 5 years”**



# Group Exercise

Write down 3 examples where suppliers have “attached” extra products



# 12

## Your 5-Day Plan



# 5-Day Plan

**Day 1** Think of your product's features and advantages

**Day 2** Practice using Situation questions

**Day 3** Practice using Problem questions

**Day 4** Practice using Implication questions

**Day 5** Practice using Need satisfaction questions