



SELLING ISN'T: Profiteering, brow beating, a gladiatorial contest.

SELLING IS: Delivering 5-star services or products and helping your clients to purchase them.

Definitions:
Marketing = The process by which you accumulate a reservoir of people who may, one day, be interested in buying.
Selling = The process by which you help a person who is in the reservoir make an informed and well-timed decision to buy.

20 STEPS TO SELLING ● Preparing to Sell ● Selling Skills ● After The Sale

Preparing to Sell

1 PREPARATION

Be mentally prepared before you begin to sell. Self-confidence is crucial. *'You cannot achieve anything personally or professionally from a starting position of low self-esteem.'* Dan Sullivan.

Tools: Clean Sweep Programm
 Helium Culture in the workplace
 21-Day Positive Focus Programme

2 ATTITUDE

The reason people don't ask a client to buy is fear of rejection. To sell effectively it is essential to adopt the right attitude to rejection. If someone says "No" they don't want to buy your product or service, all you have to do is follow these simple steps:

You ask: *"Is that no never, or is it no, not now?"*

If they say "No, never", then just walk away from the conversation and delete them from your reservoir. If it's "No, not now" then say, *"That's fine - tell me when would it be OK for me to make a diary note to contact you again?"*

3 PRACTICE

Practice on others, NOT your clients.
 Take time out for selling skills training.
 Schedule periods of time to train yourself and your team on selling skills - either in-house or at another location.
 Use role play [see Strategies 4 and 5].

4 Create the TIME to learn to sell and in which to sell

You can't sell in a rush - be sure you create ample space in which to sell properly.

5 Create a MENU of all the services you offer

Do your clients understand everything that you can do for them?
Do they understand how it can benefit them?
Is your menu written to focus on OUTCOME first and METHOD second?
 Make a list of the top 10 products/services that you offer:

1 _____	6 _____
2 _____	7 _____
3 _____	8 _____
4 _____	9 _____
5 _____	10 _____



"Selling is a very sensitive, compassionate, ethical, professional way to help your clients to make decisions."

Chris Barrow

"Selling is 98% understanding people, 2% product knowledge."

Joe Gandolfo

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Dale Carnegie sales skills courses.
 Sales training literature: books, cassettes, interactive websites.



Selling Skills

8 LISTENING

In a sales conversation: The BUYER = the one who should TALK the most
 The SELLER = the one who should LISTEN the most.

- Key skills:
- Eye contact
 - Body language
 - The most important listening skill = SILENCE!

9 Develop EMPATHY with the client

- Listen carefully
- Use silence
- Mirror their body language
- Make sure you understand: a) the background to the client's desire for a conversation b) the context in which client is asking for the conversation c) what exactly the client's needs are.

10 OPENING the sales conversation

There are three options:

The first: *"How can I help?"*

Stop talking and LISTEN.

The second: *"If I could make one wish come true - about how our product/service could help you - what would that wish be?"*

Stop talking and LISTEN.

The third: *"If I could wave a magic wand, and you could have the perfect outcome of our professional relationship, what would it be?"*

Stop talking and LISTEN.

11 FACT FINDING

Hard facts: Name, address, contact/bank details, etc.

Soft facts: How do you feel about ____? How would it feel if ____?
 What's really important to you about ____?

Write down 2-3 'soft-fact' questions that you would feel comfortable using and start incorporating them into your sales conversations:

1 _____ 

2 _____

3 _____

12 Understand the client's HOT BUTTONS

What's the hook that will help to make the client take action?

Is there an up and coming event in the client's life that could create a deadline or focus for the sale?

What do they really need and want?

You find this through asking soft fact-finding questions such as the ones above.

13 CHALLENGING the client - 'Playing tennis at the net'

The sales conversation is very similar to a game of tennis. Imagine that you are playing at the net. You have total control while the person on the other side of the net is running back and forth along the baseline chasing all the shots.

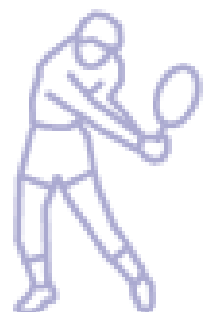
How do you stay at the net in a sales conversation?

DON'T JUMP INTO answering questions. Instead, insist that the client determines the answer him/herself.

Example: Client: *"I don't know. That seems very expensive."*

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'7 Habits of Highly Effective People'
 [esp. Chapter 5]
 by Stephen Covey
 'Selling the Invisible'
 by Harry Beckwith





Instead of running to the base line and coming up with reasons why your service is such good value for money - STAY AT THE NET and ask a question, such as:

"What is it about the price that concerns you?" or

"Could you clarify something for me - are you concerned about the value of the investment or the timing?" or

"If we could find a way of fitting the investment into your budgets, would that be acceptable?" or

"If you could wave a magic wand, how would you want to pay for this service?"

ROLE-PLAY THE TENNIS GAME!!! Stop running to the baseline. Stay at the net!

14 RECOGNIZE the moment of truth = the point that the client says 'yes'

If they say 'yes' - stop your presentation and sign them up. Even if you haven't finished what YOU want to say - you have finished what THEY want to hear! Due diligence and paperwork can follow later.

15 Give people OPTIONS

People like choices - so let them have different service choices; different treatment options; different payment options, etc.

Note: If you give people three choices, they are most likely to choose the middle one:

Example: • Bronze Service • Silver Service • Gold Service.

16 Dealing with Objections

Two Key Tactics:

1 Anticipation.

Research, role-play all possible objections - why people would say no - rehearse an appropriate response. Build the answers to those objections into the way you present your products and services.

2 Feel - Felt - Found

When a client raises an objection, simply say:

"I understand how you FEEL - you're not the first person who's said that they FELT this was a problem. But what I've FOUND in practice is that people who have proceeded to the next level have been happy with the outcome."

17 CLOSING THE SALE

When do you do this? When the client is ready - not when you are. This doesn't have to be complicated. Just ask: *"Is there any reason why we can't get started?"*

If the response is YES - ask what the reason is, and deal with the concerns.

If the response is NO - get the paperwork out and sign the deal.

If they want to THINK ABOUT IT - talk it over with their spouse etc - that's fine but don't let them off the hook. Stay in control by asking: *"When would you like me to phone you for a decision?"*

After the Sale

18 CEMENT THE SALE

- Send written confirmation - a short summary on one side of letterhead, and/or
- Send a thank-you card - *"I enjoyed meeting you, looking forward to working with you, etc."*

19 REFERRALS

Post sale is a good place to ask for referrals.

"I'm delighted you decided to proceed with my recommendations. Right now is there anyone you'd like to receive a copy of our Welcome Pack?"

20 APRES-SALE - 'Marginal Marketing'

The following are great ways to add value to clients and get people talking about your unique service [see more on this in Strategy 7 - Create a Low Cost Marketing Engine].

- Birthday cards
- Good luck cards
- Postcards from vacation
- Bottle of wine
- Bunch of flowers
- Clippings service
- Cinema tickets

TIP!

One of the most useful questions to ask in any sales conversation is 'compared to what?'

Client: *"It seems like a lot of money"*

You: *"Compared to what?"*

TIP!

If most of your clients are choosing the gold option, then your prices are too low!