

“Winning at Sales”

CDC “Fridays @ the Corridor”
“Growing Your Business” Series

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My Goals

- 1) Enhanced Understanding of the Buying/Selling Process (BSP)
- 2) How to Improve your Sales Process
- 3) Ultimately CLOSE More Sales

Tom Leonard – Can this guy Sell?

- Graduated Cornell University
- Recruited to sell Soap for Procter & Gamble
 - 1 year sales, 3 yrs sales management
- At Wilson Spt. Goods: Sales Mgt, VP Marketing, VP Sales
- Samsonite Luggage: VP Mkt, VP Sales & Mkt
 - President age 40-49
- President 4 Co's (Ajay Spts, Pro Golf Disct., Aspen Pet Products & Dippin' Dots Ice Cream)
- Started Leonard Strategic Advantage last fall
 - “Truly help clients prosper -- and have fun doing it!”

Ground Rules

- When you have a Question....ASK
- Not a Soliloquy
- Will be Group Participation...

“What do each of you consider a Sale?”

- TL reading: “Getting someone to understand/accept your point of view – then Sign the Order!” (TL: CLOSE!)
- Zig Zigler: “The Transference of Feeling”

ZZ: “The Transference of Feeling”

- = Passion!
 - For what you Do!
 - For what you feel!
- To “Win at Sales”: the ability to transfer your feelings to the prospect
 - And ASK for the business

Q1: What's your Closing Rate?

- Q2: Why do you think it's so different?
 - Very often it's Our Attitudes
 - SMILE & Maintain a Positive/Winning Attitude

The Buying/Selling Process (BSP)

- 1) Introduction
- 2) Gaining Favorable Attention
- 3) Discovering Wants & Needs
- 4) Presenting Benefits & Consequences
- 5) Getting Commitment
- 6) Follow Up/Execution

Suspect vs. Prospect

- What is a Suspect?
 - Answer: someone in your Target Market
- What is a Prospect?
 - 1) Decision Maker
 - 2) Has a Need/Desire
 - 3) Ability to Pay

Rules for the Buying/Selling Process

- R1: Think of Traffic Lights – Green, Red, Yellow
- Need a Green/”Allowance” to move to the next step
- How do you know?
 - Body Language – eyes/ears, watch/listen

Rules for the Buying/Selling Process

- R2: Start at the beginning of the process on each new meeting
 - People like to warm-up
 - Confirm Facts before proceeding

Rules for the Buying/Selling Process

- R3: Listen Carefully
 - To what they say
 - So you can tie back your benefits and strengths to their needs
 - Listening -- is Key

BSP Step One: Introduction

- Two Keys
 - 1) Their Name
 - 2) SMILE – Make them Smile
 - Maintain eye contact
 - Green Light?

Step Two: Gaining Favorable Attention

- Where you build rapport
- Focus on your prospect/buyer
- Listen
- Could be asked to describe “what do you do?”
 - “Elevator Pitch”
 - Value Statement

“What Makes a Good Value Statement?”

- Creates interest in you
- Defines the Value you bring to clients
- Gives person a reason to continue the discussion
- Sell yourself – before you can sell a product or service

Here's my Value Statement...

- “I help people Measurably Improve...
 - Both their Business
 - And their Lives!”

Your Value Statement...

- Bottom Line:
 - Be natural for you
 - Communicate Your Passion – for what you do

BSP 3: Discovering Wants & Needs

- The point where most people have Trouble
 - THE #1 – or #2 Importance Step
- Come in & Present what your company can do...
 - You have probably run a Red Light!
- Need to find out about your Prospect's Company
 - W/W/W/W/H/W

Questions need to be Open-ended

- Avoid Yes/No questions... (w/w/w/w/h/w)
- Goals of Step 3...
 - Reinforce your rapport & credibility
 - Gain complete understanding of the prospect's situation
 - Let the prospect tell you how to help them buy from you
 - Stimulate the prospect's Interest & Urgency

Tips -- for Discovering Wants & Needs

- 1) 80/20 Rule – Listen 80%, Talk 20%
 - Better you listen, the Smarter you'll be perceived
- 2) Refrain from Evaluating/Judging the info shared
 - Stay Focused to gather thoughts/facts
 - Listen for opportunities – vs. present solutions
- 3) Most of your questions should be open-ended (w/w/w/w/h/w)

BSP 3 Questioning Tips

- 4) IF prospect refuses to answer, or gets defensive...
 - change to a more comfortable topic and return later
- 5) Be Alert to your prospect's behavior
 - Will guide you through the process
- 6) Resist the Urge to talk about solutions

Questioning Techniques

- What categories for questioning?
 - 1) Goal/Problem solving
 - 2) General/Situational
 - 3) Consequence/Reward
 - 4) Decision making

1) Goal/Problem Solving

- What are you trying to accomplish in your organization?
- What kind of challenges do you currently face?
- What are the goals of the department? How do they align with the corporation's goals and directions?

2) General/Situational

- What changes have you seen in your industry?
- What have been the significant events that have formed and shaped the organization?
- What can you tell me about your business?

3) Consequence/Reward

- How will the organization benefit if you are able to meet your goals (reward)?
- What's the impact of not meeting your sales goals (Consequence)?

4) Decision Making

- Please describe the decision making process for this project?
- What do you want to see in a proposal? Who will need to review it?
- Has a budget been established?
- Is there anything else?

BSP 3: Questioning Techniques

- Write out examples of each type as it relates to your business....
- 1) Goal/Problem Solving
- 2) General/Situational
- 3) Consequence/Reward
- 4) Decision Making

BSP 3: Discovering Wants & Needs

- Not solving their problem or fixing something
- Understating the Scope of the issue
- Often this is the end of meeting #1/time
- Be respectful of their time
- Schedule a follow-up appointment
 - “Have some ideas that I want to formalize”

BSP 3: Post Meeting

- Determine if you have enough information to move to the next step
- If not, “start” the next meeting with questions on the other information you need
- If yes, then ready for...

BSP Step 4: Presenting Benefits & Consequences

- Now you can talk about your capabilities
 - And how your company can help
- Reestablish Rapport & Review the Situation
 - As you understand it
- Make sure your prospect has bought into the issues
 - And has a desire or need to solve them

BSP 4: Benefits & Consequences

- KEY: match your features/benefits to the specific needs/issues from the discovery process
 - TL: Problem/Solution
 - Opportunity/How to capture it
 - Cost/Savings

BSP Step 4: Presenting Benefits & Consequences

- Goal of this Phase: help prospect make positive decision to do Business with You!
- May involve a presentation
 - Or a casual conversation
 - Let the prospect decide

BSP 4: Benefits & Consequences

- Proposals – often a prospect will ask for one
 - Be careful –
 - Ask the prospect what they need
 - To make a decision
 - To do business with you

BSP 4: Benefits & Consequences

- Proposals may NOT be required
 - But can be typical Next Step
- Attempt to calculate the Return on Investment
- Make your Solutions tangible
 - Aid to your prospect
 - Allows them to Focus on your Products/Services

Step 4: Benefits & Consequences

- If proposal required, find out...
 - What's required
 - Who the audience is
 - How it should be presented
 - You always want to present solutions in person!

BSP 4: Benefits & Consequences

- When presenting, demonstrate...
 - Thorough understanding of the situation
 - The Objectives you will help them achieve
 - Your approach (achieving objectives)
 - Measurable outcomes

BSP Step 4

- When presenting, demonstrate...
 - A Return on Investments (ROI), if possible
 - How long it will take
 - What is the Investment
 - Use the Term Investment -- vs. Cost
 - A convincing Summary

BSP Step 4: Benefits

- Power Point or handout Proposal
 - Limit your slide to six bullet points!
 - And no more than six words per bullet point!
- Once all objections/clarification met...
 - Getting commitment should be Natural Conclusion

Step 5: Getting Commitment

- Look for commitment at each step
- Does not mean you're closing at each step...
 - But permission to move to next step (BSP)
- Here – you are trying to CLOSE the deal
- Closing should be a natural outcome of the Process...

BSP 5: CLOSE!

- No guarantee you will CLOSE
 - But if you stick to the BSP...
 - Your CLOSE ratio will dramatically increase!
- Read body language
- You need to ask for the business/order
 - Should be natural conclusion...
 - If you've gotten commitment along the way

BSP 6: Follow-up Execution

- Make sure the sale doesn't end at the presentation
- For some: sales only/hunting
- For others: sell and execute what sold
- Bottom line: understand your Role

BSP Step 6: Follow-up/Execution

- Make sure you follow-up – do it well
 - Continue to establish rapport
- Maintain your relationship w/ Decision Maker
 - Look for opportunities to develop relationships throughout the organization
- Look to Over-Deliver
 - And create value throughout the organization
- Look for Opportunities for more business
 - “Round Up”

The Buying/Selling Process

- 1) Introduction
- 2) Gaining Favorable Attention
- 3) Discovering Wants & Needs
- 4) Presenting Benefits & Consequences
- 5) Getting Commitment – CLOSE
- 6) Follow-up & Execution

Today's Goals/Objectives

- 1) Enhanced Understanding of the Buying/Selling Process (BSP)
- 2) How to Improve Your Sales Process
- 3) Ultimately CLOSE More Sales

Next Steps

- Go out and apply the Principles learned today!
 - And Close more sales!

- CDC “Sales Skills” Seminar possibility....
 - Interest level.....?

Questions...?

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