

Everyone is Selling Something

Before you can sell you need to:

- Understand your product/service
- Understand who buys your product/service
- Plan out your sales process

Steps of a Sales Process



Generate Leads

Generating leads is the process of finding people who fit your customer profile.

How will you capture leads from your marketing?	
What source(s) will you use to generate non-marketing leads?	
What tool will you use to track leads through the sales process?	

Qualify Leads

Qualifying is the process that allows you to find out whether a lead is actually a prospect. A prospect is someone who has the potential to become a customer.

What questions will identify the qualities that your buyers need to have?	
How will you determine if they are the decision maker?	
What method will you use to reach out to your leads?	
When will you find out if they have the budget? Will you reveal the price upfront?	

Your price/their budget and if the timing is right for them can be determined during qualifying or later in the process.

Research Need

Understanding your prospect's goals, plans and challenges requires asking lots of open-ended questions and listening.

Example questions:

- For what reasons are you looking to hire a new company now?
- What has made this so urgent or important? Why did you contact us now?
- What experiences, good and bad, have you had with other companies?
- What results do you expect to see from the work we do together?
- What is it costing you to not fix this problem?
- What's your company's biggest challenge? (focused to your area)
- What's keeping you from overcoming or meeting that challenge?
- What are your competitors doing that you're not and wish you were?
- If you don't take this step, what will you do?
- How will you know we've been successful?
- If we deliver on agreed upon goals, what's that worth to your company?

What questions will you ask?

1.

2.

3.

4.

5.

6.

Present Benefits

Using the information that you have learned in the previous steps, you are going to talk about the features and benefits in a way that fits their needs.

Overcome Objections

Objection	What is happening	Response
General Sales Resistance	Happens at the beginning when they are closed to the process	"May I ask you a question?"
Excuses	Instinctive or impulsive reactions to process	"That's alright, most people in your situation felt the same way and now they are our best customers."
Malicious	Unhappy about their current situation and they take it out on you	Remain calm and take control by asking questions.
Request for information	Ready to know more	Cue to talk about your features and benefits.
Show off	They ask a complex question to show how much they know	Don't try to show them up. "Wow, you know more than most people I talk to about my product."
Subjective/Personal	Critical of you, maybe you are talking too much	Ask questions and listen.
Objective/Factual	Directed at product/service and the claims - "How can I be sure it will do this?"	Often asked when they just need a little more reassurance to buy.
Unspoken	You can tell they have an objection, but they won't say what it is	Let them talk more, ask open ended questions, listen carefully – they will reveal it to you.
Last Ditch	They really want to buy but feel the need for a little push over the line.	Reassure them that your product is the best and ask for the sale.

Close

No matter what has happened in the process and how much you feel they are ready, you must ASK for the sale.

You might have to ask 3-5 times. You might have to follow up. Follow ups should be specific (time, date, will they be ready to make a decision).

You will often times hear 'no.' If the 'no' is wrapped in an objection, then return to the previous step. If not, thank them and move on.

The best closing technique is for you to find a way to ask for the sale - straight out - that you are comfortable with, and practice using it.

I'd love to have you start today, are you ready?

Can we move forward with this deal?

Is there anything preventing you from agreeing to this today?

Can I have your business?

Are you ready to move forward?

Have I done enough to earn your business?

It feels like you're ready – can I sign you up?

Practice, Practice, Practice

Plan your process.

Write a script.

Find someone to role play.