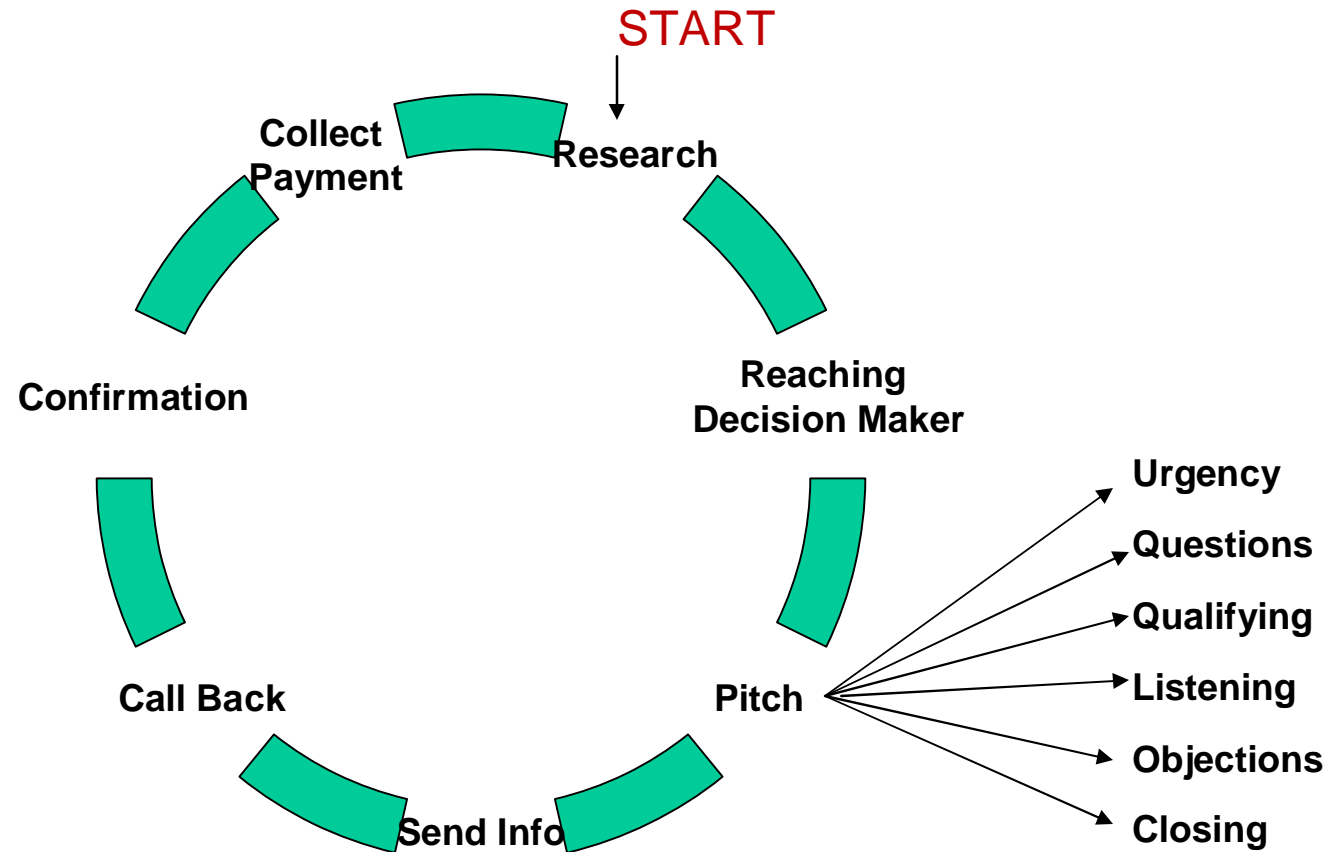


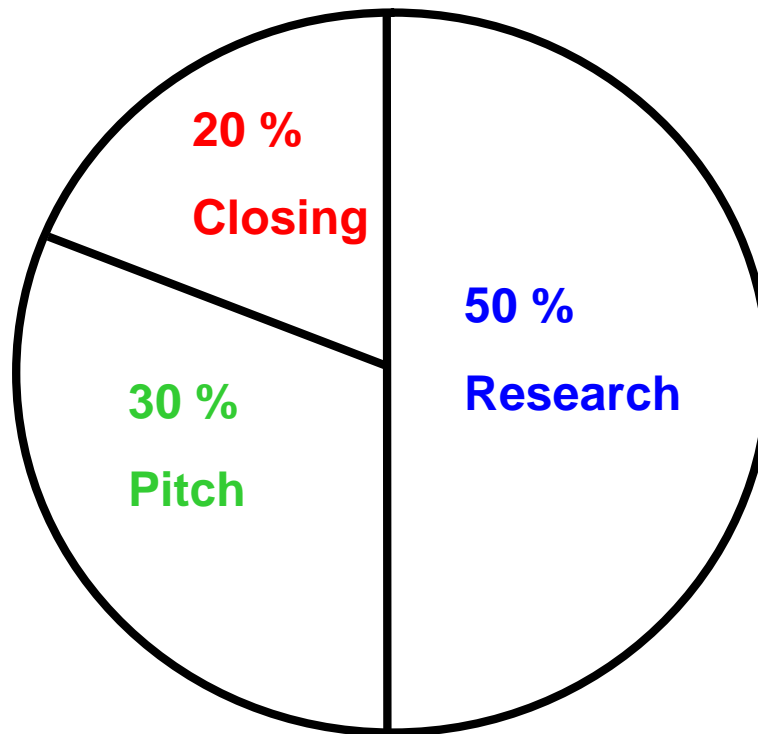
**FAST START
TRAINING
PROGRAMME
FOR NEW SALES**

Overview of the sales Process



Research

Importance of Research



Types of Research

- There are two types of Research

Product Research

or

Knowledge about
Product

and Lead Research

or

Knowledge About
Customer

Most Reliable Methods of Lead Research – Telephone Research

How do you do it?

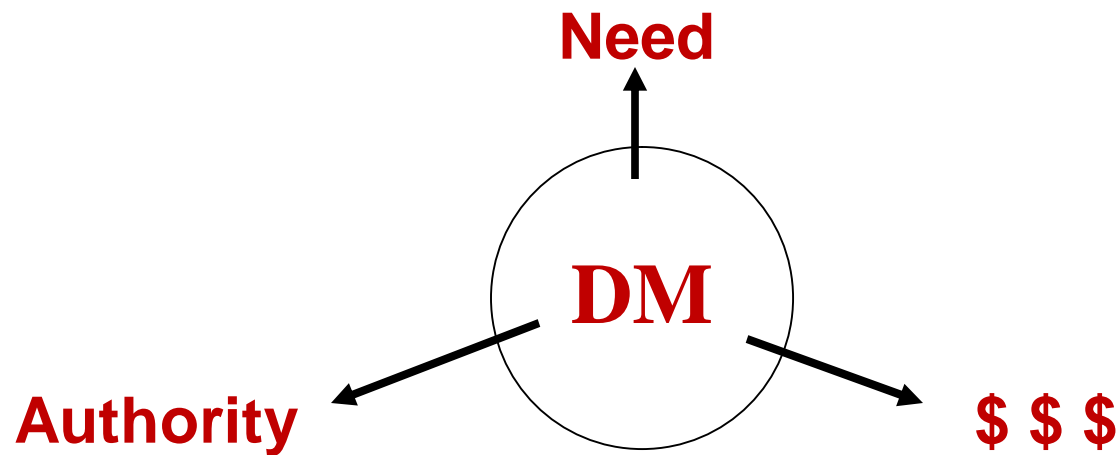
- Automated Replies
- Finding out who to speak to – details to ask for:
 - » Fax No.
 - » What's the name of person in charge of ...
 - » How do you spell it?
 - » What's his/her exact position?
 - » What's his/her direct line?

The Sales Call/Pitch

- 1 - Reaching the Decision Maker
- 2 - Urgency
- 3 - Questions are the answers
- 4 - Qualifying
- 5 - Listening & Buying Signals
- 6 - Closing
- 7 - Objections

1. Reaching the Decision Maker

Who is a Decision Maker ?



2. Urgency

Urgency – Why, When & How?

Why?

To Get people to book now & not later.

The longer it takes to close a sale, the less is the chance of closing that sale.

When?

Immediately after you start presenting.

How?

Early bird expiring on ...

Due to high re-booking rate, these workshops fill very fast ...

Since I have the final 7 seats, I was calling to see how many people from your organisation would book for this ...

3. Questions Are the Answers

Why Ask Questions?

- To Understand/Uncover Needs
- To Build Rapport with prospects
- To Qualify
- To maintain control/ guide conversations
- To listen to Buying Signals

2 Main Types of Questions

1. Open Ended Questions

- Why
- Who
- What
- When
- Where
- How

2. Close Ended Questions

- YES/NO answers

4. Qualifying

Qualifying – What is it?

The process of determining how likely a prospect is to convert into a sale

or

Determining the likelihood of someone buying or not.

Qualifying – Why & What to Qualify?

Why Qualify?

- Save your time as time is money especially in Sales

What to Qualify?

1. Relevancy
2. Budget/Price/\$\$\$
3. Authority
4. Availability/Dates
5. Call Back Time



5. Listening

Listening – Over-riding Principle:

Listen more than you speak.

Aim for at least a 50 – 50 split.

Purpose:

to obtain information, understand needs &
catch buying signals

Closing – Defined?

An act, a skill and a way to lead/move your prospect to the **End Destination.**

End Destination=Purpose of Calling
- Get a SALE/DEAL

Other Purposes that help towards the final close
i.e. Getting a Sale/Deal?

- Send an email
- Agree a call back
- Get Referrals (More deals)

Closing – Remember & Types

Remember!!!

A call made without 'Closing' is a call made without a purpose=no value. In other word you are wasting your time!

5 Types of Closing in Sales

1. Direct Close - (Are you buying this?)
2. Trial Close -(So this is something that benefits you, right?)
3. Assumptive Close - (When do I confirm you?)
4. Alternative Close - (This or that, buy 1 or 2)
5. Conditional Close - (If I do this for you, you'll buy right?)



7. Objection Handling

4 steps to overcoming an objection:

1) Understand/Empathize

(Ah I understand, other people sometimes say that at the beginning

2) Isolate/Separate/Clarify

Apart from that, is there anything else that's holding you back

3) Present Conditions

So if I understand you correctly, if I can ... (do that for you) ... then you will book/attend, right?

4) Close

Ok I got approval for that, can you send me the registration this morning or is it better in the afternoon?



8. The Sales Pitch

2 Things Matter in Your Pitch

What you say & How you say it:

First, What you say:

Clarity – Be Clear in what you say.

Urgency – Last 7 seats, 70% rebooking rate from past clients,

Second, How you say it:

Confidence

Enthusiasm

Energy

Pausing

Speed

Mirroring



The 10 steps to the sales pitch

- 1 – Greeting
- 2 – Introductory Statement
- 3 – Urgency
- 4 – Pre-Qualifying
- 5 – General Content
- 6 – Probing
- 7 – Matching with specific contents
- 8 – Trial Close
- 9 – Qualify
- 10 – Arrange Call Back Time

[Example - Full Pitch](#)