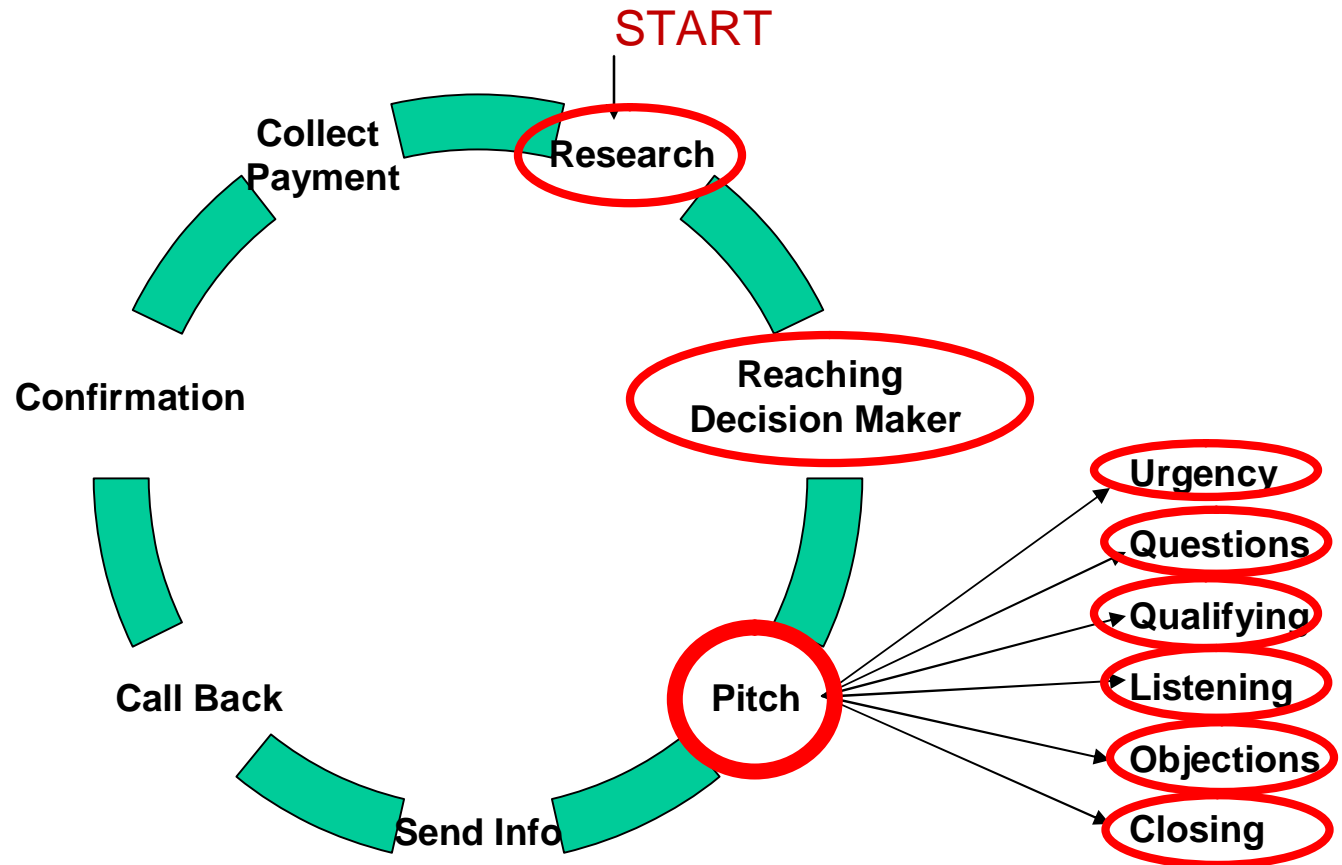


RECAP

Overview of the Sales Process



1. Market Research

- ✓ Market Research provides half of your success.
- ✓ There are online & offline methods to do market research eg
 - Printed & Online Directories
 - Newspapers & Magazines
 - Phone Research
 - Searching a company's website

2. Reaching the DM

- ✓ The Decision Maker (DM) has 3 qualities:
 1. Need/Relevancy
 2. \$\$\$/Budget
 3. Authority
- ✓ Always Speak to the Top DM eg CEO, CFO, CPO, MD, GM etc
- ✓ Always speak to multiple people within a company.
- ✓ You can always reach a DM provided you are determined & try various ways

3. Urgency

- ✓ You must use urgency since the longer a deal is in the process, the less likely it is to be a deal
- ✓ The only way to be effective at Urgency is by having the right ATTITUDE
- ✓ This ATTITUDE extends to you having urgency in everything you do, NOT just when speaking to the prospect

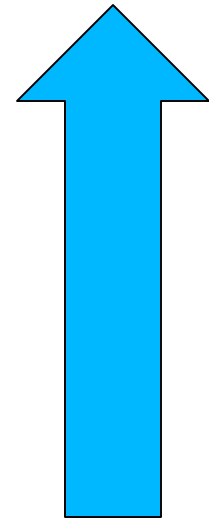
4. Questions

- ✓ There are Open & Closed Ended Questions.
- ✓ Both are used in different circumstances
- ✓ Remember:
 - Use Open ended questions to find out needs of prospects
 - Use Questions to guide & control the conversation
 - Use Closing & Commitment questions, when you want to establish interest level

5. Qualifying

Qualifying means finding out how likely it is, that your prospect will buy.

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What to Qualify (Criteria)?

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

6. Listening

- ✓ 2 Ears & 1 Mouth Rule
- ✓ Before Listening, be prepared:
 - Know your Product
 - Know prospect objections
- ✓ To listen & show you are listening use filler sounds, silence, pause, paraphrase what others say etc

7. Objections

✓ **There are 4 steps to handling an objection:**

1. Understand what is being said/ Empathize with it
2. Isolate/Separate/Clarify
3. Present Conditions – If then
4. Close

✓ **Some of the most common objections are categorised as:**

1. Brush Offs
2. Stallers
3. Price/Investment Fee
4. Don't need this

✓ **Master objection handling**

To do that you must have a full list of all objections with reasons, questions & statements for each objection



8. Closing

✓ **Closing moves you towards the objective you want to achieve in a sales call:**

1. Get a Sale
2. Send Info & Agree on Call Back Time
3. Get a Referral
4. Get a Topic

✓ **There are 6 types of closes:**

1. Trial Close
2. Assumptive Close
3. Alternative Close
4. Conditional Close
5. Direct Close
6. Lost Sale Close

✓ **Your Most Important Tip in Closing**

ABC – Always Be Closing based on your objectives, whether it is a deal, a referral, a topic etc.



What Makes A Great Sales Person Successful!?

Answer this question first:

Why is it that many times there are people that go
against all odds & achieve their goals?

&

Why is it that there are many more times that
people who seems to have everything, do not
amount to much in life/achieve much?

**ATTITUDE, CONFIDENCE & BELIEF
IN YOURSELF**

