FAST START TRAINING PROGRAMME FOR NEW SALES

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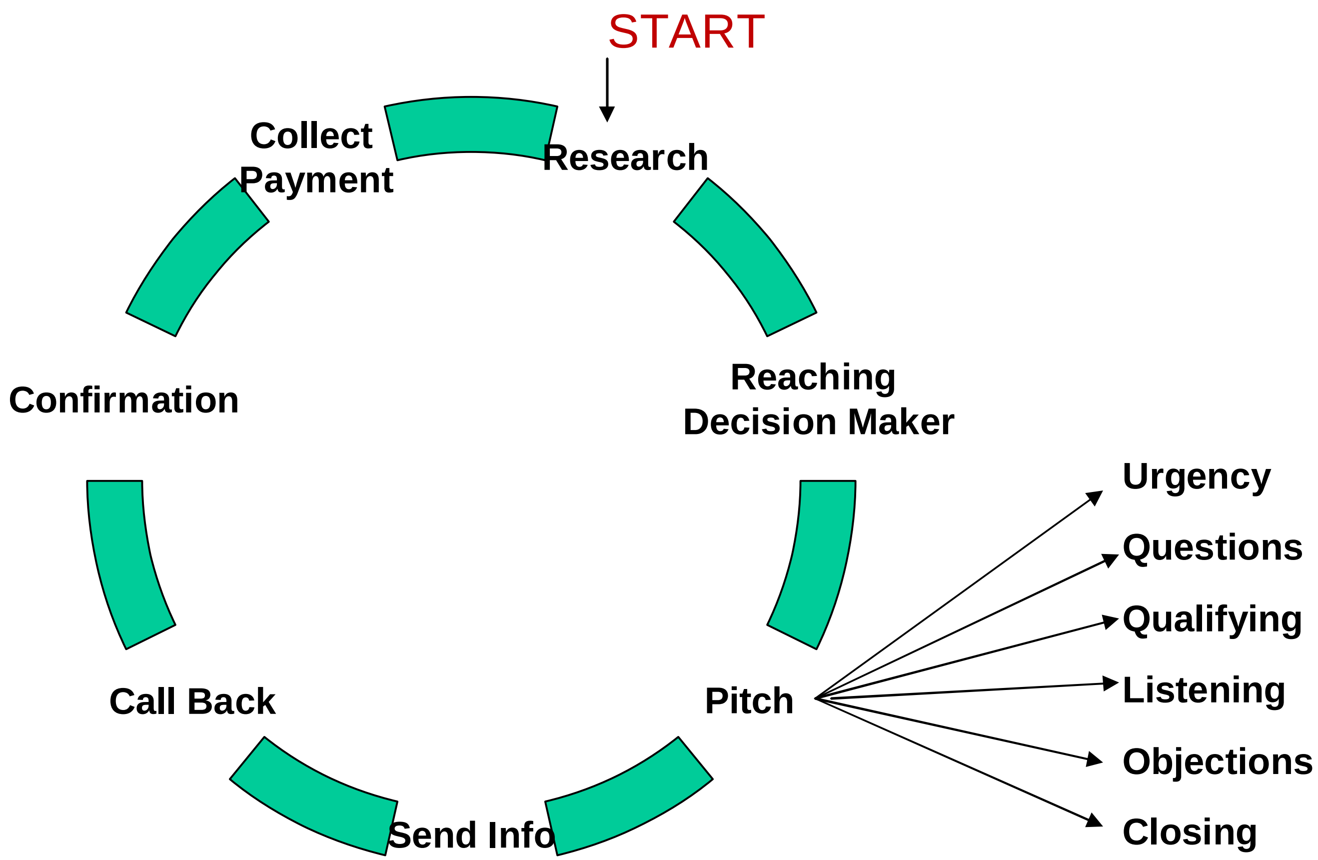
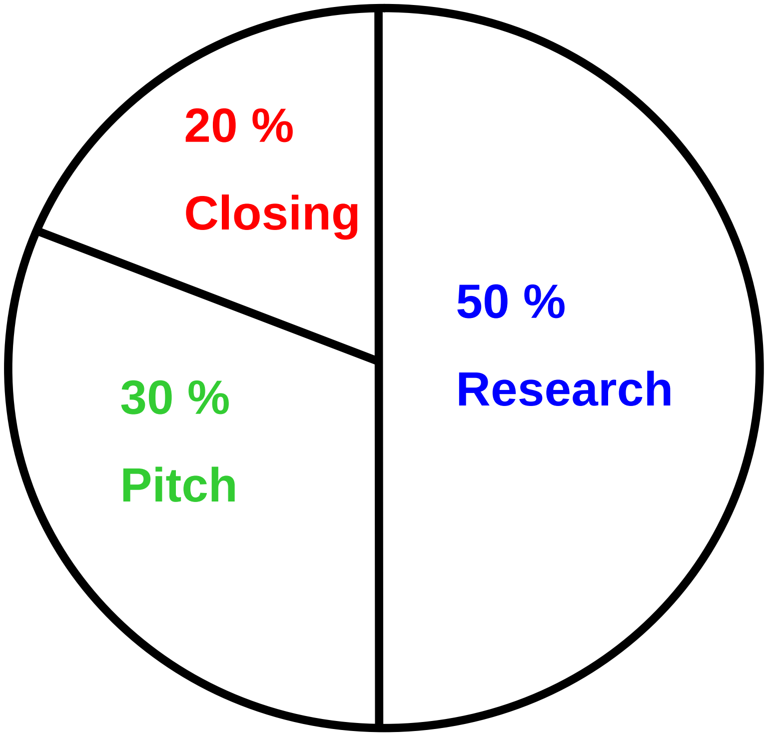
Overview of the sales Process



Research

Importance of Research



Types of Research

- There are two types of Research

Product Research and Lead Research

or

Knowledge about **Product**

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?

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The Sales Call/Pitch

1 - Reaching the Decision Maker

2 - Urgency

3 - Questions are the answers

4 - Qualifying

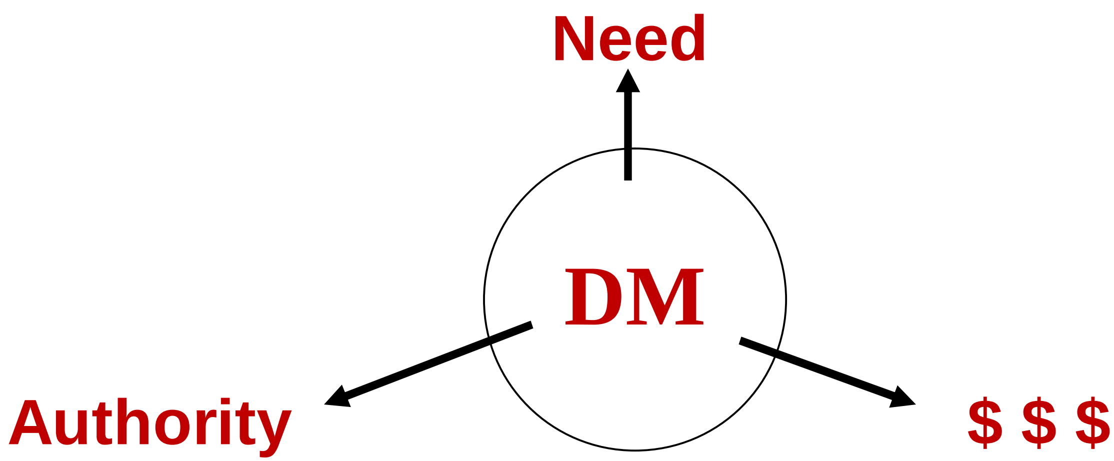
5 - Listening & Buying Signals

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 ...

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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

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2 Main Types of Questions

1. **Open Ended Questions**
   - Why
   - Who
   - What
   - When
   - Where
   - How
2. **Close Ended Questions**
   - YES/NO answers

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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.

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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

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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

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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?

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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?

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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

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The 10 steps to the sales pitch

1 – Greeting
2 – Introductory Statement
3 – Urgency
4 – Pre-Qualifying
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Example - Full Pitch

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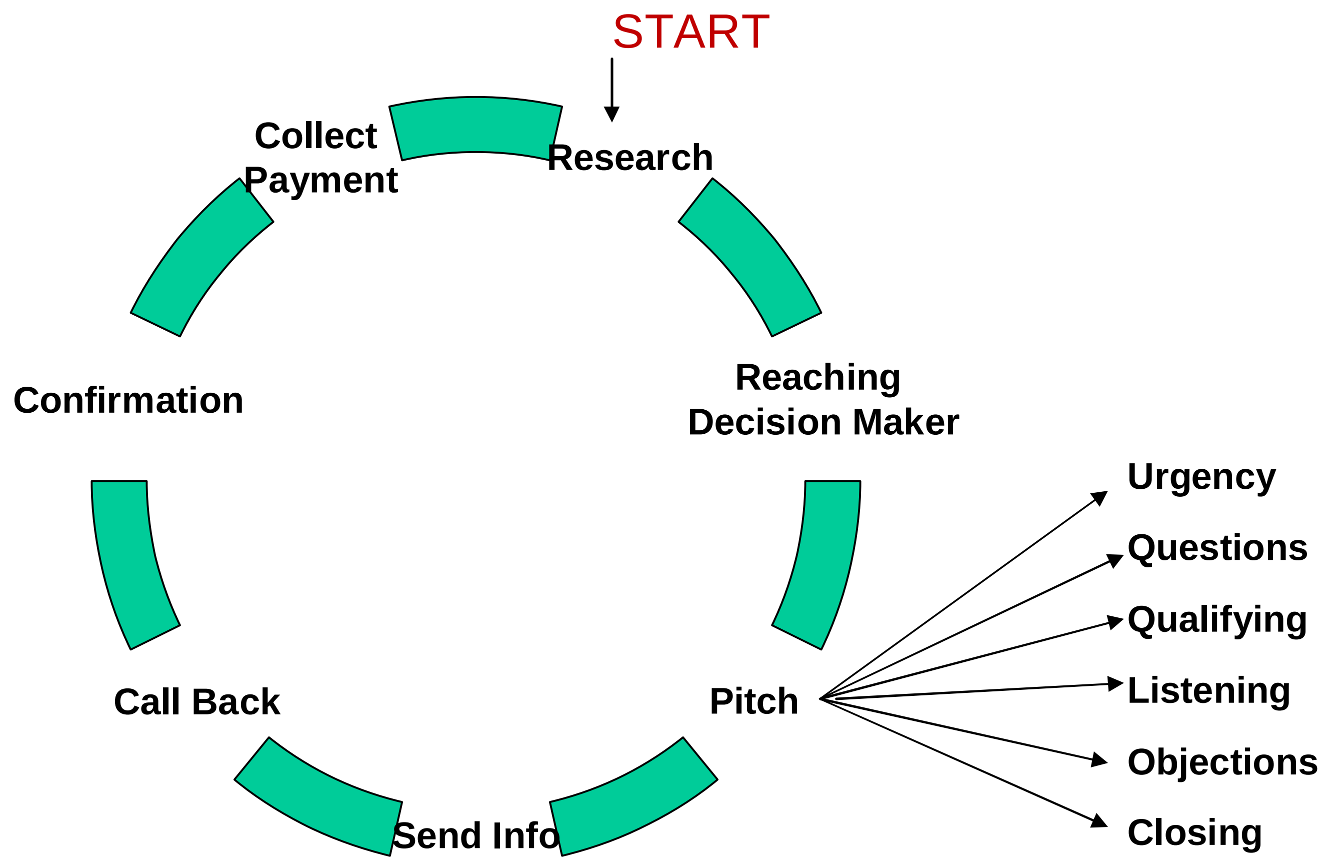

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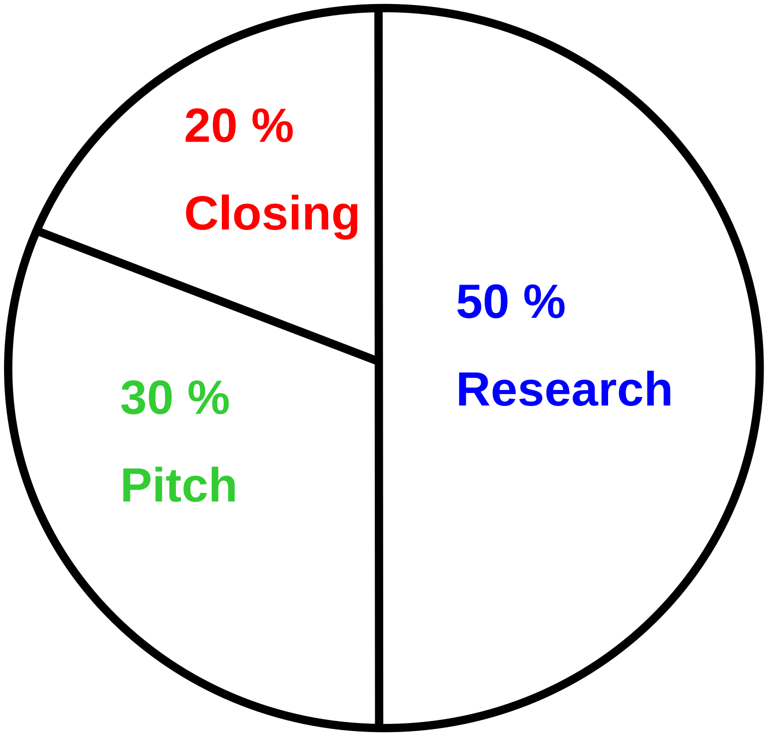

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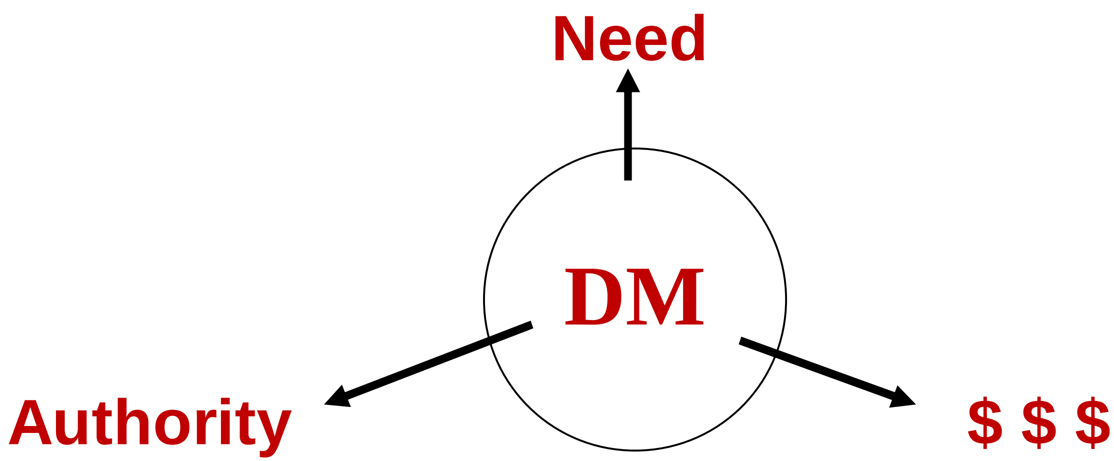

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Example - Full Pitch

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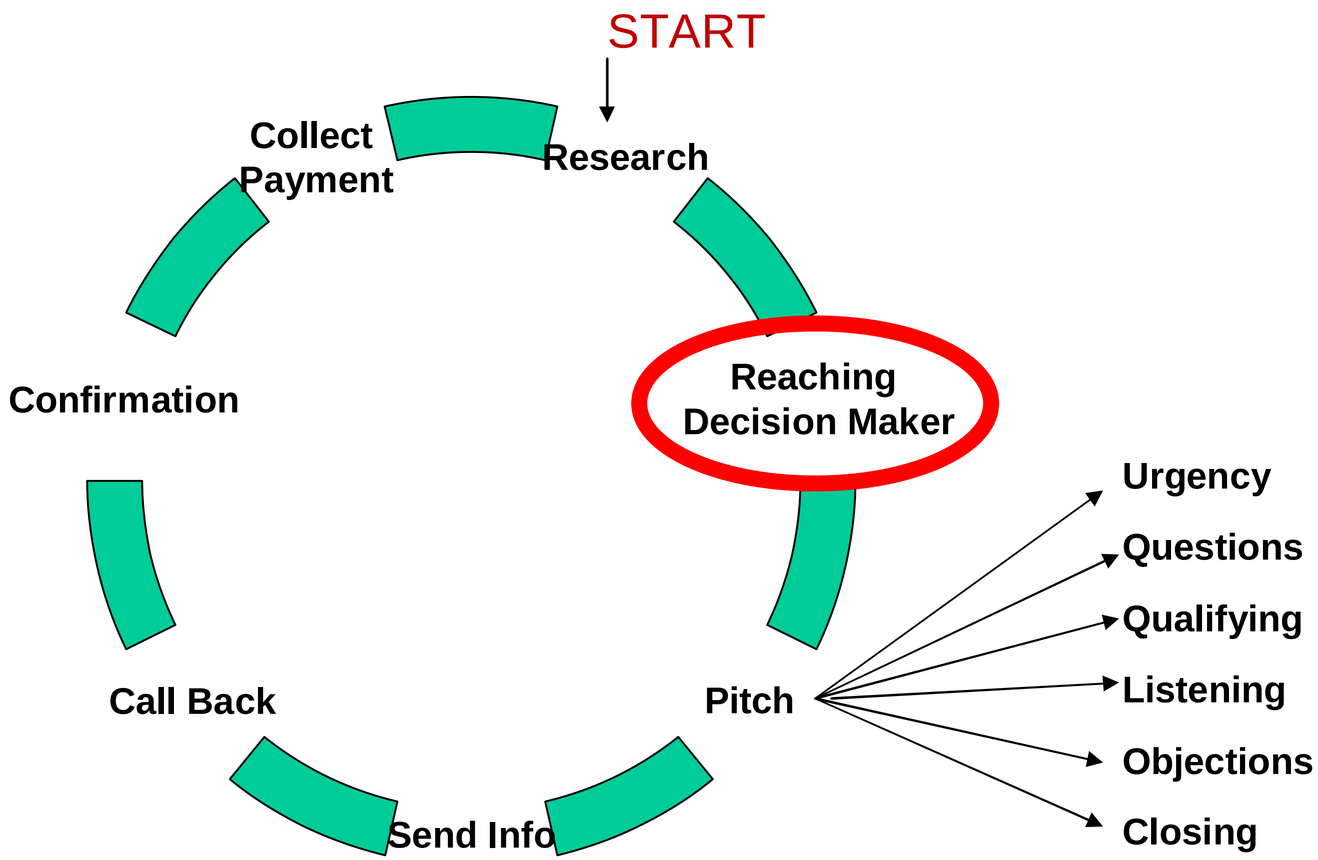
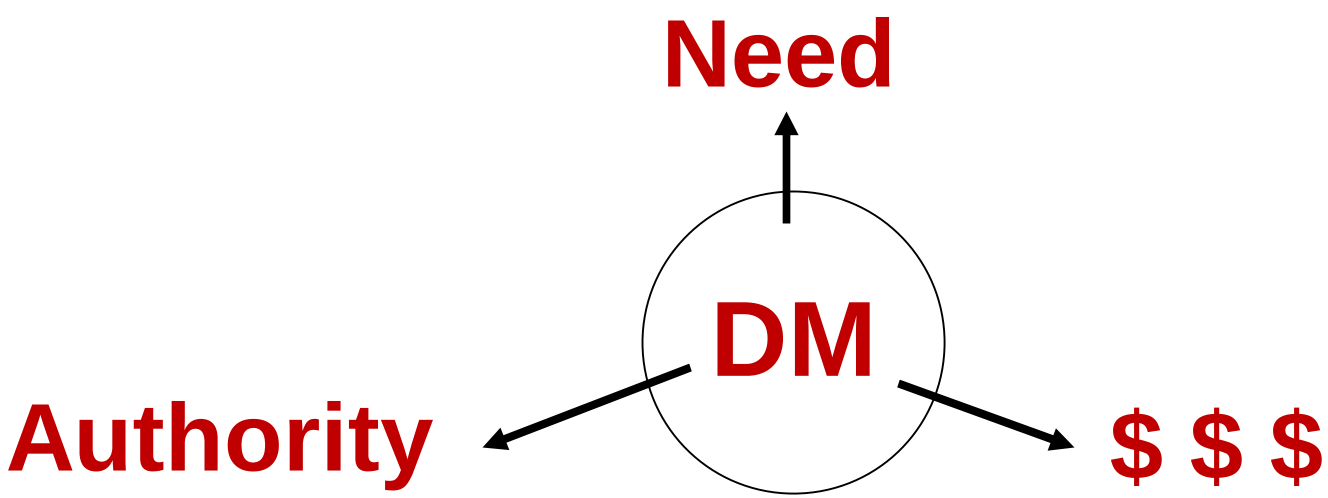
REACHING THE DECISION MAKER (DM)

Overview of the sales Process



Reaching the Decision Maker (DM)

3 Qualities of a Decision Maker?



Reaching the Decision Maker (DM)

ALWAYS Speak to the Top DM – WHY?

- It is less crowded – How many people do you think call a CFO/CPO and pitch him/her?
- You get a Decision Very Fast – and if YES, you get confirmation fast and you get payment fast.
- You can get multiple bookings.
- You can use his/her name when pitching his/her subordinates
- Budget is never an issue with a Top DM, ROI only is.

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Reaching the Decision Maker (DM)

- Always speak to more than one person in each company
- Be professional to Secretaries

  - What to say?

    Who you are?

    Where you're from?

    Purpose of call?

    (Business call regarding …

  - What not to say?

    Never say it is a training.

- Always Have the direct line of the DM

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Reaching the Decision Maker (DM)

I Can't Reach the DM? HEEEELP!!!

1. Call Early Morning or Late Evening – before & after working hours
2. Call during lunch time – PA is not around.
3. Speak to another department and ask there for direct line & MOBILE No. of DM
4. Try 1 number up or down from the PA's tel no. eg PA no is 7659321<u>4</u> you try – 7659321<u>3</u> & 7659321<u>5</u>
5. If you tried all you can think of, fake your way through

   Call reception and ask for Mobile no since it's an emergency – accident/hospital, have a meeting shortly etc.

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Methods of Lead Research

Summary

1. There are 3 Qualities of a DM
   - Need, Money & Authority
2. Always Speak to the Top DM
3. Always Speak to more than 1 person in a company
4. Be Professional to PA's but never say it's a training/seminar
5. If you can't reach the DM, try & try different methods until you reach him.

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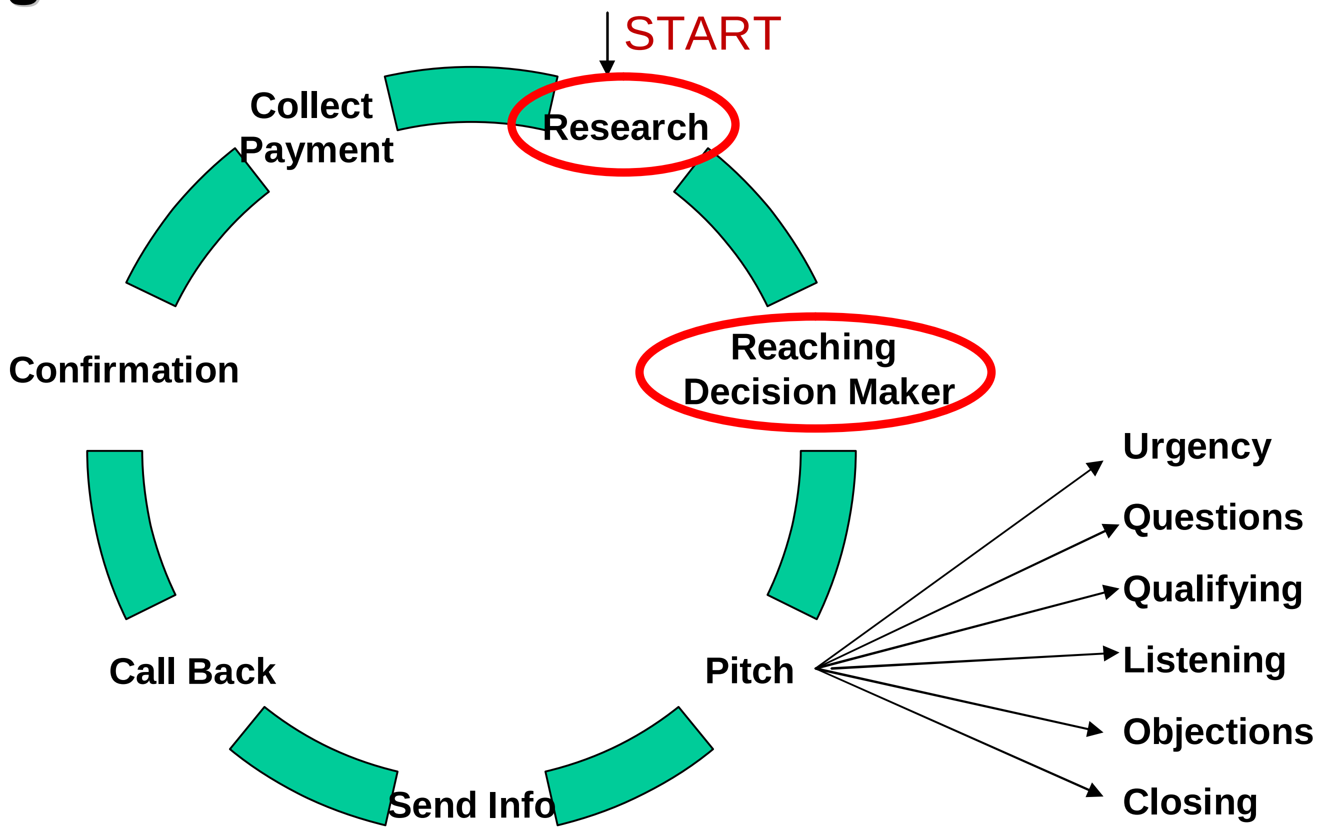
URGENCY

What have you learned so far?

The Sales Process Starts with

1. **Research, then you work towards**
2. **Reaching the Decision Maker**



What have you learned so far?

First, How to Do Market Research?

1. Thru Telephone
2. Printed & Online Directories
3. Newspapers and Business Magazines

   By using *Articles & Classifieds/Recruitment*

4. Mirror the Industries/Sectors that are clients.
5. Use specific Company Websites to dig full information about

   - their management,
   - organisation chart,
   - how to contact them etc.

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What have you learned so far?

Second, you learned about Reaching the Decision Maker

1. There are 3 Qualities of a DM
   - Need, Money & Authority
2. Always Speak to the Top DM and Why
3. Always Speak to more than 1 person in a company
4. Be Professional to PA's but never say it's a training/seminar
5. If you can't reach the DM, try & try different methods until you reach him.

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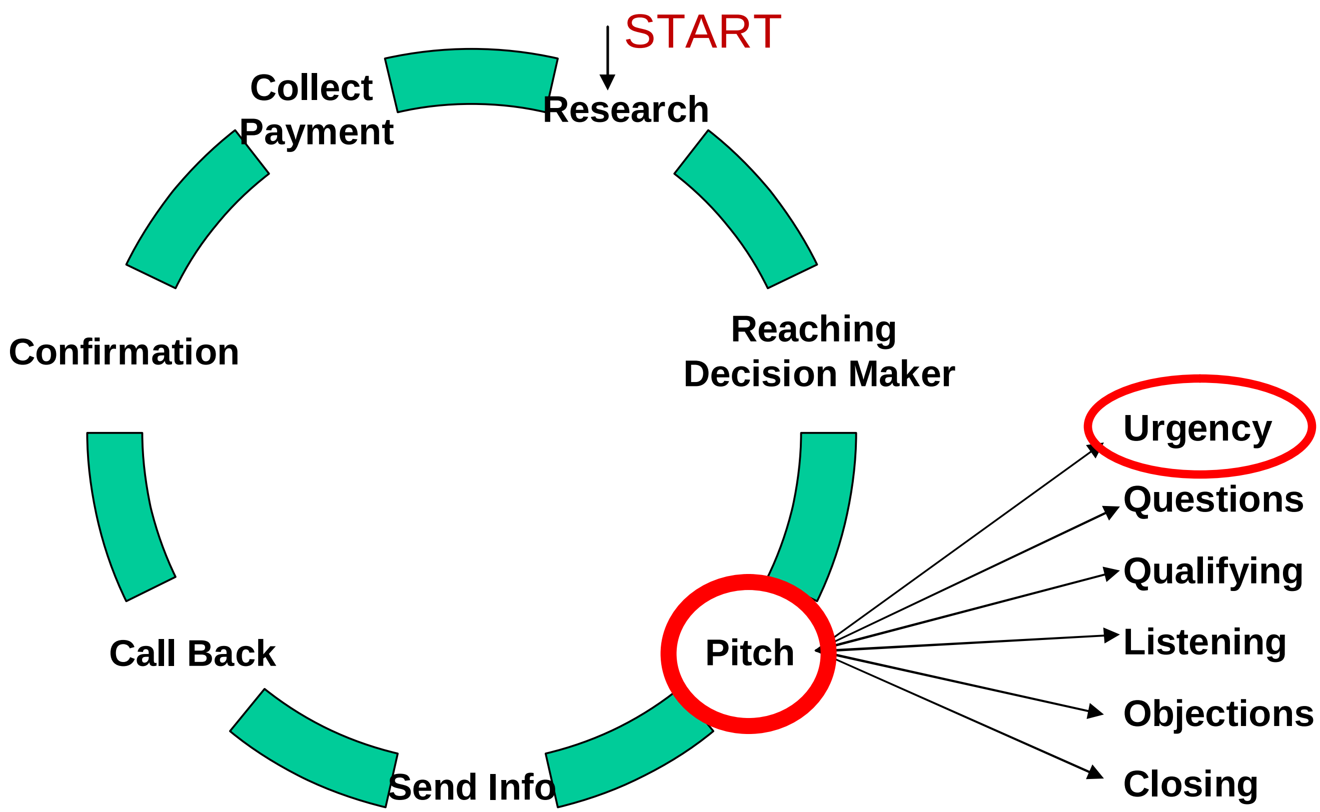
What are you going to learn today?



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Urgency

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.

And you continue the urgency throughout the whole contact time with your prospect

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Urgency

The Most Effective & Only Way to Put Urgency & Get Decisions Very Fast, is by Having ...

....THE RIGHT MINDSET/ATTITUDE...

which you can have when:

You <u>Believe</u> that You Can Get Decisions Fast

You <u>Want</u> to Get Decisions Fast

You <u>Behave</u> Fast

You Act Fast, You Talk Fast, You don't waste time, You have a sense of urgency in whatever you do.

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Urgency

What Phrases to Use to Put Urgency?

- Since I have the final 7 seats, I was calling to see how many people from your organisation would book for this ...
- You can take advantage of the early bird that expires on ...
- Our workshops are limited to a maximum of 32 people and right now we have 25 on board...
- Some of the companies that have already booked are .... & in the pipeline there are another 13 companies that should book within this week
- Since we have a 70% re-booking rate from our regular clients, there are only a limited number of seats left.

Urgency

How to Ensure Your Credibility?

- How you Say it, is much more important than what you say.
- If the Prospect does not give a *decision* within 2 days, you DO NOT call again.
- Never call the same person more than 3 times to get a decision
- Follow this Process:
  - ✓ Pitch – 1 Call
  - ✓ 1st Call Back – 1 Call
  - ✓ Final Call Back – 1 Call
  - After your 1st Call Back send the 1st Email that includes the following points:

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Urgency

How to Ensure Your Credibility?

- 1st Email Points:
  - ➢ I called but could not get hold of you;
  - ➢ Do let me know what's the status regarding the confirmation of participants for the workshop
  - ➢ If I don't get a reply to this email, I will give you a final call tomorrow.
  - After the 2nd/Final Call Back, send the 2nd/Final email
  - 2nd/Final Email Points:
  - I called twice and could not reach you.
  - I sent you an mail, but did not receive a reply.
  - Do let me know whether you and your team would confirm.
  - As this is the last email I'm sending, I would appreciate your quick reply.

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Urgency

What to say to get Decisions Fast

Whatever the objection or the non-decision say something along these lines:

I believe that this workshop would definitely benefit people like you. At the same time it seems I'm unable to get a direction from you whether this is something that you would like to attend or not. Let me try & help you :

Is this something that you would benefit from attending?
(SHUT UP after asking this question)

If YES – then say: Great, how can we get you registered for the workshop?

If NO – then ask: What makes you say that? – then handle the objection

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Urgency

What to say to get Decisions Fast

If somewhere in the middle neither yes or no, or I need more time, let me think, let me consider etc, SAY:

I do understand what you are saying, and from my past experience whenever people say that,

they almost never give an answer later anyway.

And after all, this is just a 2 days workshop.

For a person of your calibre,

I believe all it takes is to just determine whether the contents would help in doing your job better and moving up in your career.

And all it takes is 5 minutes at most to scan the contents. So rather than I call back, clog your email editor with my follow up emails,

and so on, could you just tell me - Based on the contents of .... Title(s) of your workshop(s) ....,

Is this something that either you or other people from your organisation would benefit from attending?

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Urgency

Summary

1. You use urgency because you want to get Decisions Now
   - People are procrastinators by nature.
2. You Use urgency as soon as you start pitching.
3. Your Mindset/Attitude is the Most Important Asset
4. You Ensure your credibility by only contacting a person 3 times at most.
5. Always work to get quick decisions by simplifying the decision prospects have to make which is:

Is what you have something that they like/want to buy or not?

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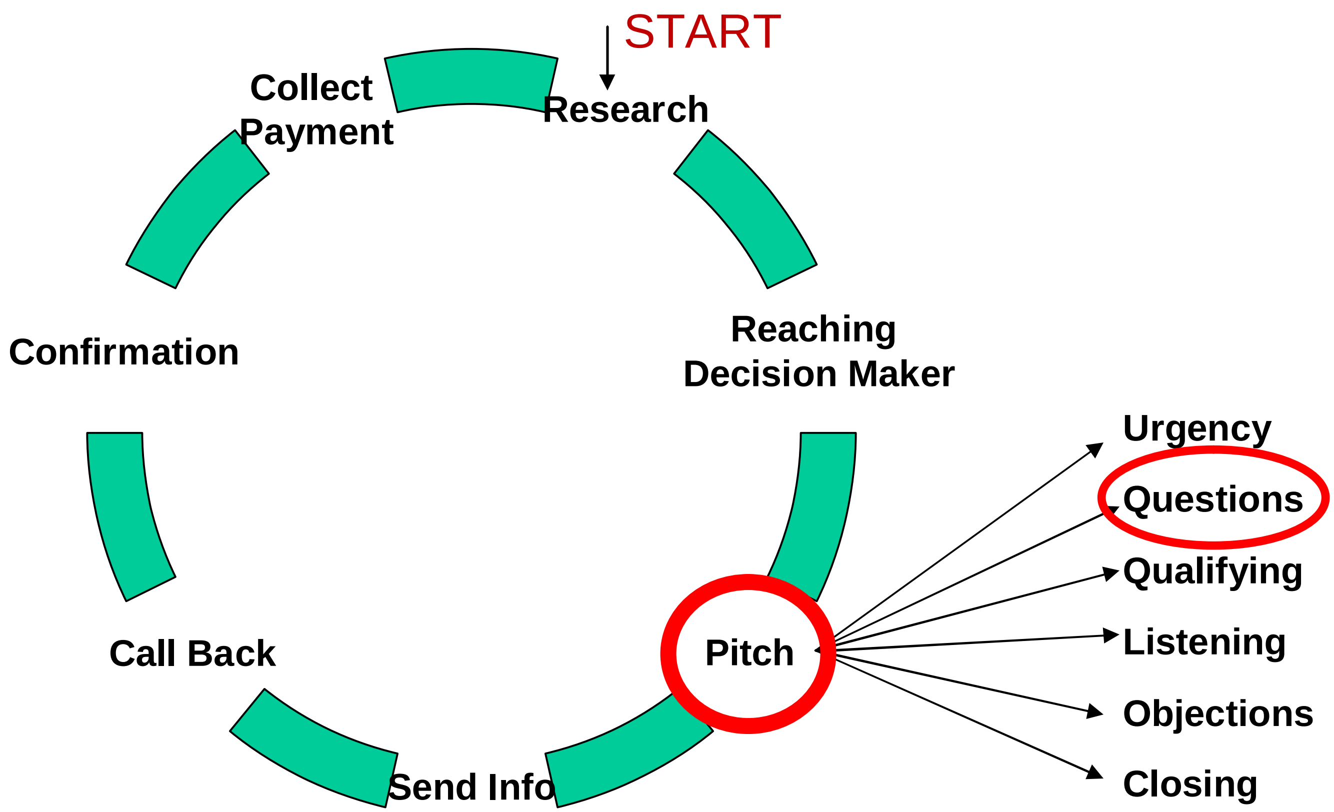
QUESTIONS ARE THE ANSWERS

What are you going to learn today?



Why Ask Questions?

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

General Rule When Asking Questions

50-50 Communication

- There must be 2 way communication for you to ascertain whether what you're selling is something they need.
- Therefore you would be able to properly qualify in order to send the information/ to proceed further to the next step of your sales.
- And you qualify by asking questions

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2 Types of Questions

Closed Ended & Open Ended

When you ask this question, you only get a One Word Answer:

Yes/No, Is it, Do you

Usually Used When You Want to Close a Deal.

When you ask this Question you get lots of Information.
Questions that start with:

- Who,
- When,
- Where,
- What,
- Why
- How.

Are Open Ended Questions

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Examples of Questions

Open Ended Questions:

How far is securing your IT asset of important to you right now?

What is your opinion regarding the state of Vendor/Supplier Relations in Malaysia?

On a scale of 1-10, 1 being the least important and 10 being the extremely important, how do you rate the importance of vendor relations for your organization?

What are your thoughts on IT Security issues in this day and age?

How large is your team?

Closed Ended Questions:

Does this sound as something that you or any other people in your organization would benefit from attending?

Is this something relevant to you?

I understand you are the Purchasing Director, is that correct?

Are you attending?

Do you believe this would benefit you?

Based on what you have seen, do you think this is beneficial for you to attend?

Closing & Commitment Questions

These are questions that actually ‘Force’ someone to follow your direction. They can be either closed or open ended.

Examples:

1. Shall I go ahead and book your seat right away?
2. Shall I go ahead and block a row of seats for your company/ team?
3. How soon can you register?
4. When can I call you back to confirm your participation, tomorrow morning or afternoon?
5. Which programme are you attending?
6. Will you go ahead and get approval from your management to attend this workshop?

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QUALIFYING

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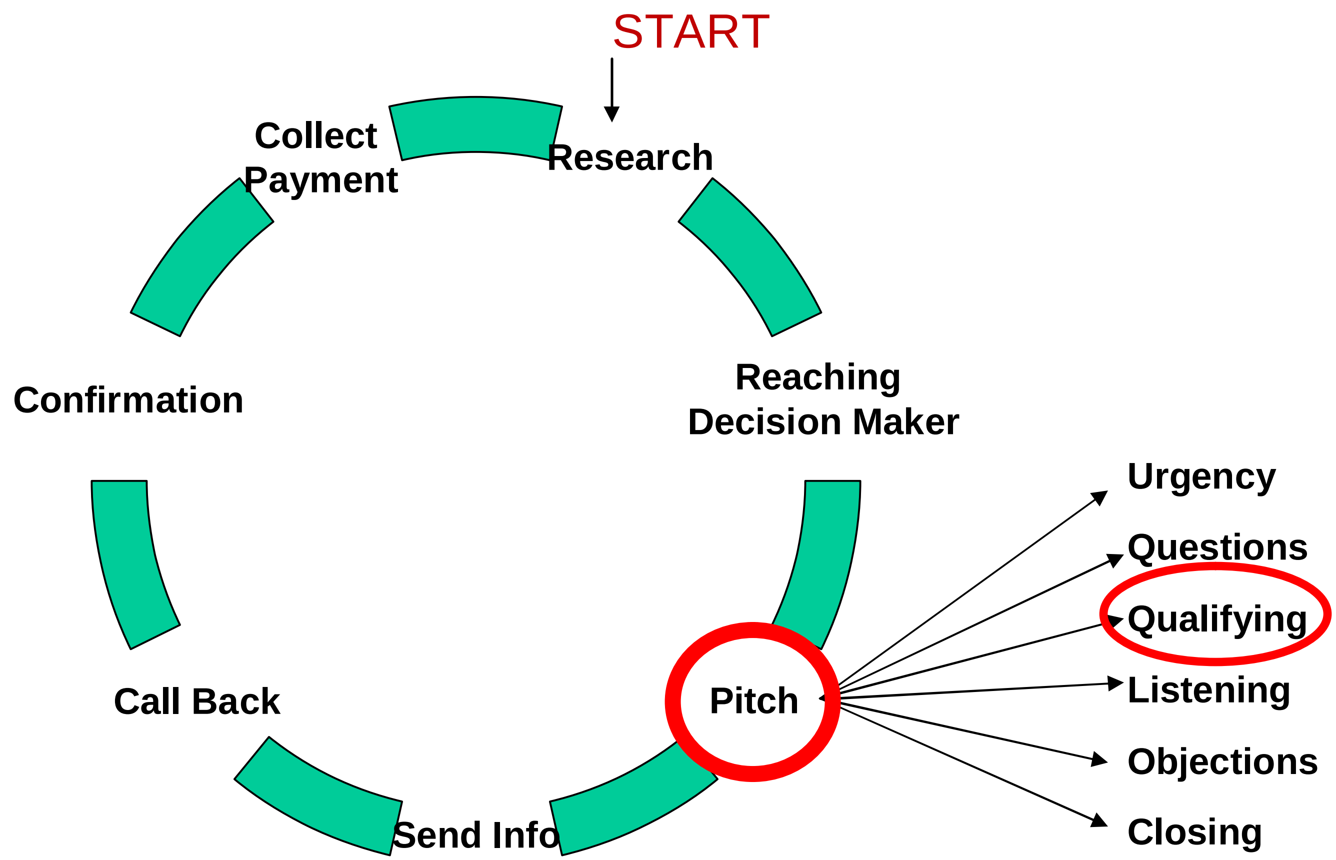
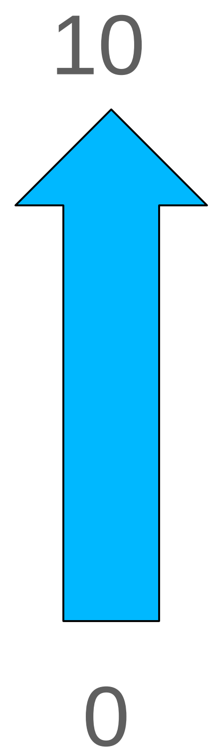


Qualifying – What is it?

Qualifying is the process of finding out how far a suspect is likely to buy or not



Think of it as if when you start your sales process you start at 0 and when you close you are at 10. So by moving up each number (qualifying criteria) you are closer to getting a sale.

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Qualifying – Why & What to Qualify?

Why Qualify?

- ✓ Save your time & time is money especially in Sales

What to Qualify (Criteria)?

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

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What to Qualify - Relevance

If what you have is not relevant to your prospect, save your breath & time – stop ‘telling’.

Questions to ask to qualify relevance:

- ✓ What is your area of responsibility in your position?
- ✓ Does this fall directly within your responsibility?
- ✓ Is Contracts Management within your job responsibility/scope?
- ✓ How far is this a priority?
- ✓ On a scale of 1 to 10 how far is this important to you?

(if anything less than 7, don’t waste time – pitch somebody else)

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What to Qualify - Relevance

- ✓ Am I correct to say that this is what you are looking for?
- ✓ Is this something that you would be keen to learn/know more?
- ✓ If you were to attend what would you like to see/learn?
- ✓ If there's one training or workshop you want to attend this year, what would that be?
- ✓ What are your main concerns in this area?

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What to Qualify – Budget/$$$

- ✓ I trust this <u>investment</u> is within your training budget? (remember – it is always an investment, NOT price)
- ✓ What is the budget that you normally <u>invest</u> for attending workshops by world class instructors?
- ✓ Is this within your training budget?
- ✓ I believe you have your own budget for attending trainings, don't you?
- ✓ When you attend workshops such as this, with world class instructors from overseas, how much have you invested in the past?

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What to Qualify – Authority

- ✓Is this something that you can authorize yourself or you need to run this by any other department?
- ✓If you decide to attend, what channel/s do you usually go through for approval?
- ✓Who else would be involved in decision making?
- ✓How is the approval process on matters like this?

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What to Qualify – Authority

- ✓ If you decide to attend, what needs to be done to confirm your participation?
- ✓ You sound like the right person to attend, are you the person who can authorize this as well?
- ✓ When do you anticipate getting it approved?
- ✓ What's the approval process like in your organisation, when it comes to external trainings?

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What to Qualify – Dates

- ✓As I was mentioning this is happening from 18 to 19^{th}. Are you available during that time?
- ✓Can you please check your schedule/ diary, whether you are free on…?
- ✓Are the dates OK with you?
- ✓Can you tentatively book on your diary these dates?

What to Qualify – Call Back Time

You must always agree on the call back time, otherwise save your time and don't send the email.

Questions to ask:

✓I shall email you the details now, and then I shall give you a quick call tomorrow to confirm on your participation - do you prefer I call you in the morning or afternoon?

✓I shall email you the brochure now & If I don't hear from you by tomorrow, I'll contact you back – when's a better time, morning or afternoon?

Whatever they say ie agree morning or afternoon, end your call with the following:

✓Ok then I'll contact you morning/afternoon at 10 am/2pm.

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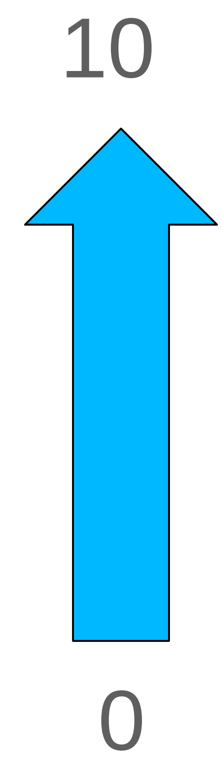
Qualifying – Summary

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



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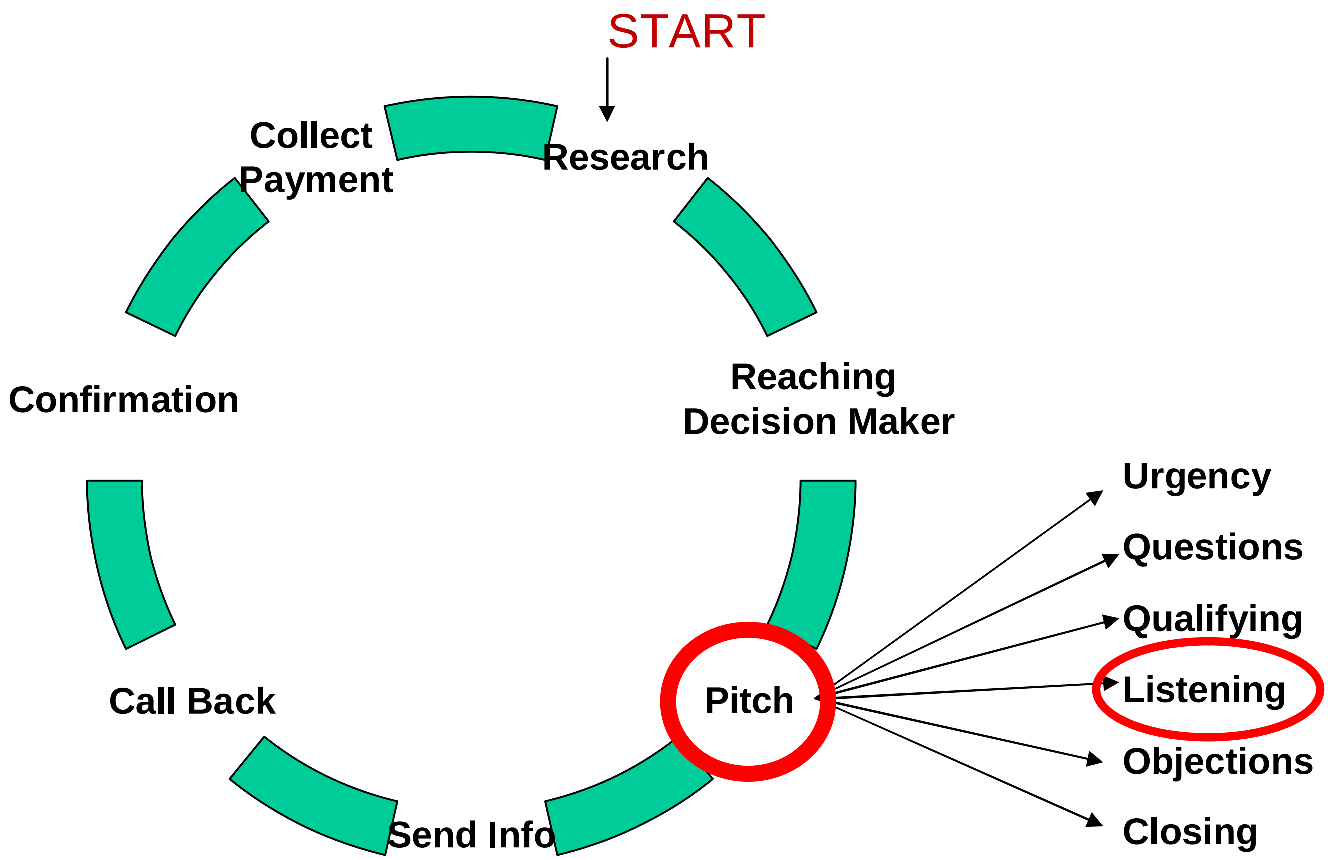

Listening – Main Principle & Why

2 Ears & 1 Mouth Rule

✓You have 2 ears & 1 mouth, so use them in proportion. Listen more than you speak.

✓At the least aim for a 50 – 50 split.

Why Listen/Purpose?

✓To obtain information, understand needs & catch buying signals

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Before You Listen …

Before you Listen - Be prepared:

✓Have an excellent knowledge of your product.

✓Have Prepared responses to objections

Why be prepared:

✓It allows you to concentrate on listening rather than worrying about what you're going to say next.

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How to Listen?

- ✓**Use filler sounds**

  eg Yes – Uh, uh – Right – Correct.
- ✓**Use silence & Pause**
- ✓**Use probing questions**
- ✓**Paraphrase what they**

This ensures that you've understood correctly e.g.

If I understand you correctly

what you are saying is that this is beneficial for you, and at the moment you looking at identifying 2 or 3 people that should come along with you,

is that correct?

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Listening– Summary

- ✓2 Ears & 1 Mouth Rule
- ✓Listen so that you understand needs & get info
- ✓Before You listen, be fully prepared
- ✓To listen & show you are listening use filler sounds, silence, pause, paraphrase what others say etc.

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OBJECTIONS
PART ONE

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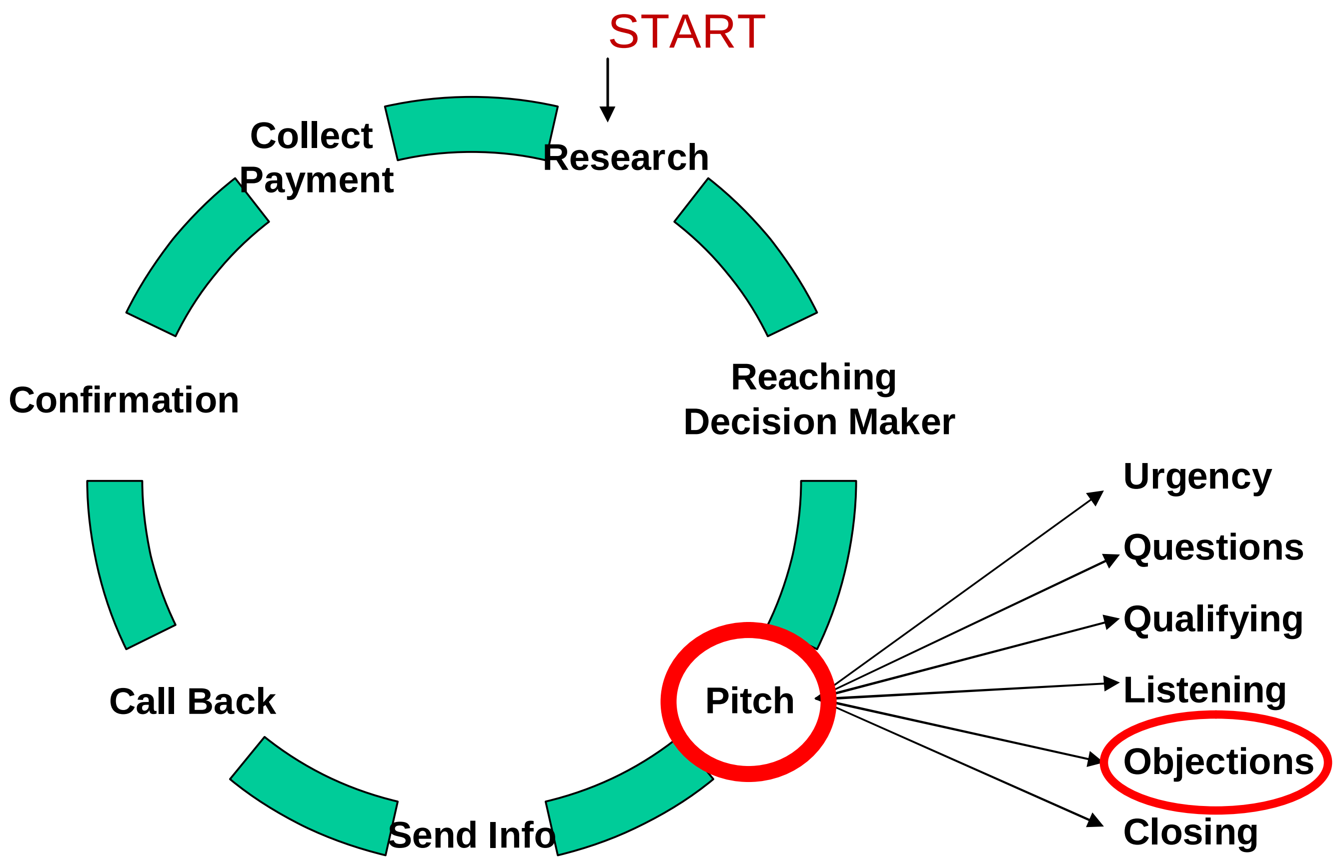
Overview of the sales Process



4 Steps to Overcoming an Objection

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

Example of an Objection Handling

✓Objection:

I’m sorry but your program seems on the steep side. I’m afraid that’s something that is expensive for us?

✓How you handle the objection (step 1 & 2):

Um, I can understand what you’re saying since I hear that sometimes. And sometimes people feel that this is steep. However before I go on let me clarify on this:

Apart from this program being expensive for you, is there anything else that would stop you from attending?

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Example of an Objection Handling

✓How you handle the objection (step 3):

If the prospect gives another objection, you've got to go back to step 1 & 2.

If he says: "No, apart from the fee, all else is ok.", then say:

Ok, if I understand you correctly you're saying that you like the program and it will benefit you, if it was not for the investment fee. If I may ask you:

If this was within your budget, you would attend right? (they say yes)

Ok let me see what I can do. In the past I have got approval for a discounted fee of 5%, which would save you …. $$$ …, for a total investment of $$$ … If I can get that special fee, is that something … within your budget/… that would enable you to attend?

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Example of an Objection Handling

✓**How you handle the objection (step 4):**

If the prospect says Yes, then say:

Before I go & get approval, is this something you will attend alone or bring any other people with you?

Whatever the prospect says i.e. whether he/she will come alone or bring other people, say:

Great, I'll go & get approval for this and get back to you within 10 minutes. In the meanwhile I'll reserve …1/2/3… seats for you.

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Feel … Felt … Found Technique

"I understand how you feel; many others have felt the same way. But after attending they've found…"

1. Soften the objection and then question the objection.
2. Feel, empathize with the person without saying that he or she is wrong
3. Felt, their belief is also held by many others
4. Found, give some new information, which re-enforces that buying what you have is the right decision to make despite the objection. This is the time to mention some testimonials of what past clients/customers have said.

   IMPORTANT – The new information is not what you are saying, is what other clients have said

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Objections - Feel … Felt … Found Technique

In the previous example, this is what we could have said to cover Step 1.

I fully understand how you feel about the investment fee for the program. After all we're talking about an investment of $$$ … And what's unique is that I have had some other clients in the past that have felt the same way regarding the investment fee. However most of them took the jump & attended. And what they found is that our programs are excellent, worth every cent invested. I remember right now that one Manager from Motorola in the past said:

"This program is worth every cent invested".

Then continue with step 2 i.e.

However before I go on let me clarify: Apart from this program being expensive for you, is there anything else that would stop you from attending?

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Objections – Exercise

1. Observe/Listen to/Understand the objections you commonly hear and write them down.

2. List the reasons why prospects may be saying these things/objections.

3. For each of the reasons, write out questions that plant seeds of doubt and uncover why they are saying these objections.

Objections – Exercise

Objection:

Your price is too high/ expensive etc.

Reasons:

- ✓ Really don't have $$$
- ✓ Not convinced of program benefits
- ✓ Just brushing me off

Questions:

- ✓ How much did your organisation invest in the last training/ workshop you attended?
- ✓ Apart from the fee, is there anything else that's holding you back?
- ✓ Rather than the fee, is this program something that would really benefit & help you in your current or *future job*?

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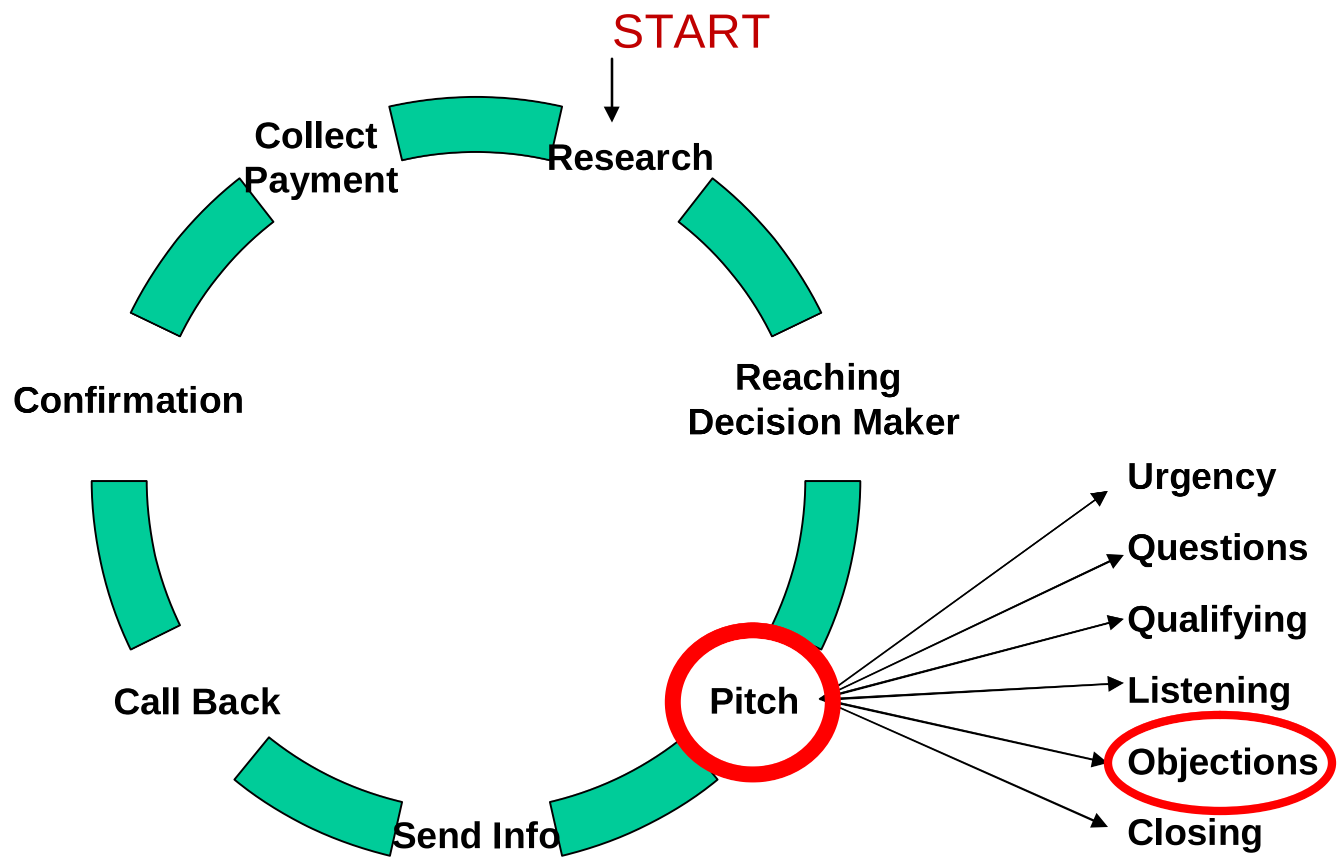
OBJECTIONS
PART TWO

Overview of the sales Process



Specific Objections & Answers

Group 1 – Brush Offs

Brush Offs - Definition?

Instinctive reflex responses just to get rid of you.

Actually when someone uses a brush off, he/she may or may not be interested in what you have, but the first thing comes to mind is to avoid you.

Example:

Ever been in a department store looking to buy something and when the sales person came and asked - “Can I help you” – you just said: “No it’s OK.”

This is despite the fact that you may want to buy something.

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Specific Objections & Answers

Group 1 – Brush Offs

Why people use Brush Offs?

- ✓ They're busy.
- ✓ Caught them at the wrong time.
- ✓ Or maybe they're really not in the 'mood' to buy.

Some Specific 'Brush Offs'

- ✓ I'm not interested
  (even before you mentioned anything about what you have)
- ✓ I'm busy right now
- ✓ We don't need this training.
- ✓ I am happy with what I/we have
- ✓ I'll call you if I'm interested

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Specific Objections & Answers

Group 1 – Brush Offs

What do you say when somebody Brushes You Off?

Depending on why they are brushing you off you can say:

- ✓ It seems I caught you at the wrong time, maybe I'll call back later.
- ✓ When's a better time to call you back, tomorrow morning or afternoon?
- ✓ I'm sorry for the confusion, I thought when we spoke yesterday you were interested in this and that's why I sent you the details. But today things seems different. If you don't mind me asking, what actually changed from yesterday to today?
- ✓ I've heard that [I'll call you back] so many times before, but so far nobody has called me back and it's been 7 years I'm doing this. Rather than waiting for a call back which usually never comes can I ask you: first of all is this something that would benefit you?

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Specific Objections & Answers

Group 2 – Stallers

Stallers – Definition?

- ✓ *Simply a statement asking for more time to decide, but without giving any specific reason why.*

Examples:

- ✓ I want to think about it….
- ✓ Give me some time to consider this …
- ✓ I need some time….
- ✓ Maybe later…

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Specific Objections & Answers

Group 2 – Stallers

Why do people stall?

- ✓ Afraid of making the wrong decision
- ✓ They simply can't say no – are shy to say no.
- ✓ They have some internal issues & don't believe it's worth sharing with you, since according to them you cannot help.

What you must understand?

- ✓ Nothing kills a deal more than time, so always get to the bottom of why someone is stalling.
- ✓ You must uncover the cause of the delay, so that you can either move them forward or move them out.
- ✓ You need to be seen as the one helping the prospect to make the right decision, by erasing any doubts/fears that this is the wrong decision.

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Specific Objections & Answers

Group 2 – Stallers

What do you say when somebody stalls Off?

Part 1.

Yes I can understand that you need to decide on this. Usually when other people like you mention this, I have found that there's something that's holding them back, that's why they need to think about it. If I may ask: What is holding you back/What exactly is it that you would like to think about it? (SHUT UP AFTER THIS)

Part 2

Well again from my experience with others I have found that mainly people need time to consider because of 2 main reasons:

1. They need to get approval for the investment
2. They are not yet sure if this is something beneficial for them.

If you could help me, in your case is it no. 1 or no.2, or maybe something else?

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Specific Objections & Answers

Group 2 – Stallers

What else can you say when somebody stalls?

- ✓ What concerns do you still have?
- ✓ What's causing you to hesitate?
- ✓ What makes you say that?
- ✓ What is it that you are planning to consider?
- ✓ Is it the timing/$$$ that's holding you back?

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Specific Objections & Answers

Group 3 – Investment/Price

Definition?

- ✓ *Whenever people say they can't come because of the investment fee/price.*

  NOT - YOUR PRICE IS TOO HIGH, before knowing anything about your offer.
- ✓ *It is your job to clarify the desire to buy before ever discussing about price/investment.*

Why do people object to price?

- ✓ Want to negotiate a better deal
- ✓ They believe the price/investment is really high
- ✓ They don't see the ROI/benefits vs cost/investment
- ✓ They see it as a cost only.

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Specific Objections & Answers

Group 3 – Investment/Price

What you must understand?

- ✓ No one buys based on price alone.
- ✓ People buy based on Value and ROI
- ✓ Build the value and the benefits of the workshop first, and then people would view the price through the filter of value and benefits.
- ✓ Use the "theory of contrast". Contrast your investment/price with those of competitors, or better contrast the investment if they have to go overseas US/UK etc for this.

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Specific Objections & Answers

Group 3 – Investment/Price

What to say when somebody objects to price?

- ✓ *As covered previously you need to ‘isolate’ the objection. Then you say what we covered in the previous session or:*
- ✓ *I really want to help you in getting this/attending this. Tell me what can I do to help you regarding the investment?*
- ✓ *Regardless of the discount they say, always go back with a 4% or 6% discount that you have secured in the past and whether that would be OK with them.*

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Specific Objections & Answers

Group 4 – <u>We don’t need this</u>

Why prospects say this?

- ✓ Maybe this is a brush off
- ✓ Maybe there really isn’t a fit
- ✓ There may be a fit but the prospect does not realise it

One Main Solution

- ✓ Be Prepared – Know what you are selling.

Specific Objections & Answers

Group 4 – We don’t need this

What do you say?

- ✓ After you’ve exhausted other options as outlined previously in “Brush Offs”, you can go to the alternative
- ✓ Ok, if you were to attend one training/workshop this year, what would that be? OR

What is one workshop that you and your people would need to really attend this year?

- ✓ If it matches with other workshops that we have in the series, then book them for that.
- ✓ If not, ask how many people. If they have more than 5 or 6 people we can actually set up a public workshop and start with 6 people on board already

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Specific Objections & Answers

Summary

- ✓ **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

CLOSING

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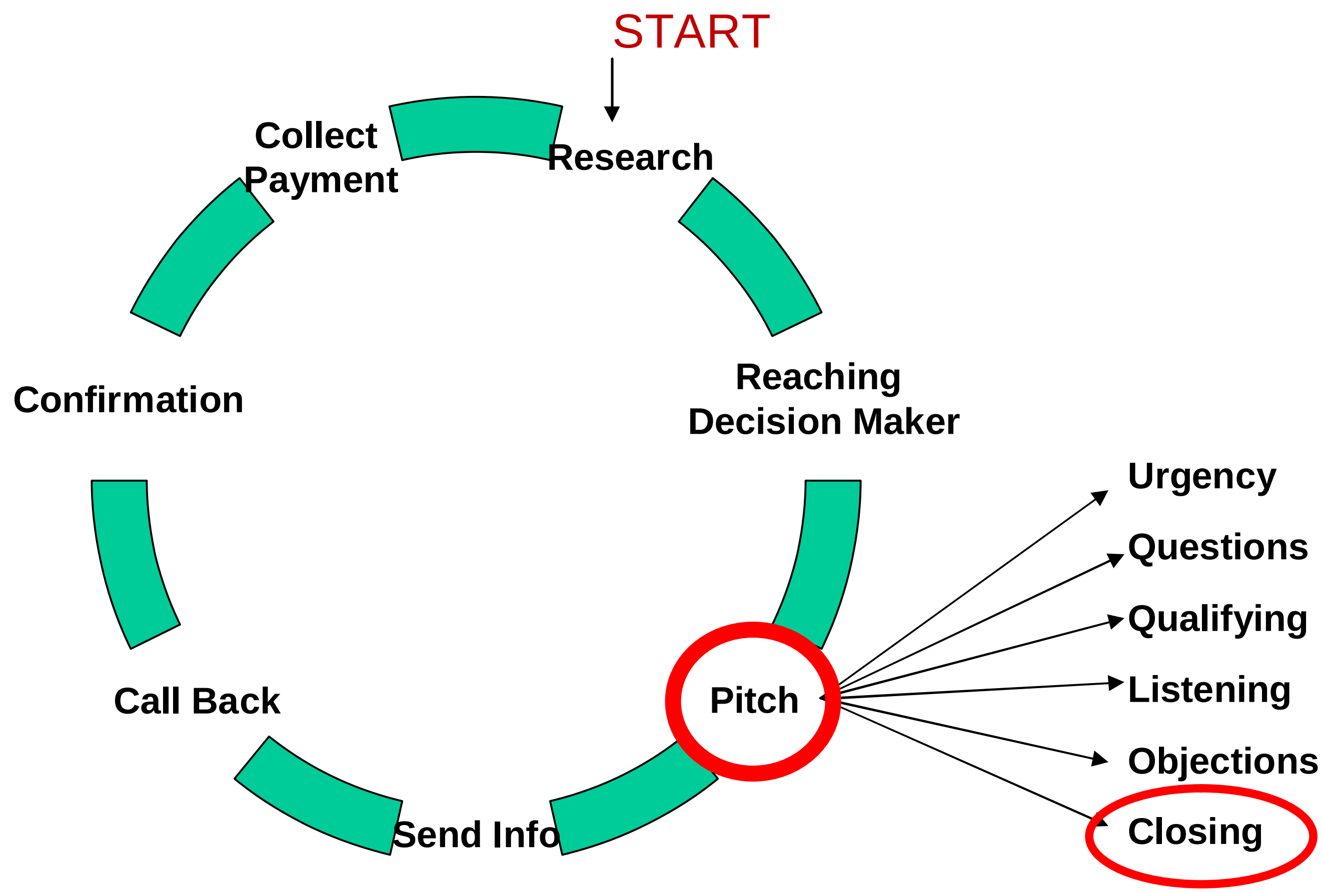
Overview of the Sales Process



Closing – What is it?

✓ The Process of leading/moving You & your prospect towards the **<u>Objective</u>** you want to achieve.

What's the <u>Objective</u> of each call?

1. Get a Sale/Deal
2. Send Information to a Qualified Prospect
    2.1. Agree when to call back
3. Get a Referral (Research resulting in more deals)
4. Find Out a Training Topic Prospect wants to attend

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Closing – Must Remember

A call made without a

Closing

is a call made without an

Objective

& it serves no purpose & it has no

Value.

In other word you are wasting your

Time!

6 Types of Closing

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

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1. Trial Close

What is it?

✓ Trial Close is “Testing the waters” - you would not want to scare your prospect away in the beginning, but you still want to determine how likely it is that your prospect will book.

Example Questions:

1. Is this something that sounds good for you or your people?
2. Is this something you feel you should bring to your boss’ attention?
3. Would the programme solve some/any concerns in your department?

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2. Assumptive Close

What is it?

- ✓ A Closing technique used by giving assumption that your prospect is going to buy/attend your workshop. This is especially used when you have Qualified most or all criteria and the answer is in the positive.

Example Questions:

1. Which program/training/workshop are you going to attend?
2. How many people will be coming from your organisation/department?

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3. Alternative Close

What is it?

✓ A Variation of the Assumptive close, this gives “Options” – however options still result in a sale/deal.

Example Questions:

1. Are you coming alone or bringing other people from your department?
2. Will you be attending 1 program or both?
3. Are you attending the program on ...title1 ... or ... title 2 ..., or both?

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4. Conditional Close

What is it?

✓ Used almost always with an objection, the conditional Close may be called the ‘give and take’ technique. When the prospects asks for something, you ask back that if you can give what he’s asking, then will he confirm i.e. <u>If I can</u> do this then <u>you would</u> do that, right?

Example Questions:

1. If I can give you the early bird discount would you go ahead and register now?
2. If we provide this for you, will you go ahead and book a seat?
3. If I can give you this price how soon can you settle the payment? (conditional plus assumptive)

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5. Direct Close

What is it?

- ✓ Direct Close is a straight forward close. No need to beat around the bush, just ask for a deal. Use it when the prospect has been positive all along and answered all/most qualifying questions with yes.

Example Questions:

1. Is this something you want to attend?
2. Shall I go ahead and book your seat?
3. Would you like me to reserve a seat for you?

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6. Lost Sale Close

What is it?

✓ When you notice that the prospect is not responding to your questions, then you put the blame on yourself and ask the prospect what’s wrong with you.

Example Questions:

1. I’m sorry that this seems something not beneficial for you. If I may ask, what is it that I did wrong to have lost your interest? (SHUT UP)
2. I’m really sorry. Please help me by telling me what is it that went wrong in this case and made you lose interest?

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6. Lost Sale Close

Why it works?

- ✓ Because people feel bad to see that they caused the suffering of another human being. In this case they caused you to feel that you did something wrong.

What's the usual response from prospects?

- ✓ No, there's nothing wrong with you, it's just that ... The real objection will surface ...
- ✓ Then simply handle the objection.

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Closing – Important Tips

1. ABC

   'Always Be Closing'

2. Be Firm & Polite
3. Be Calm & Professional
4. If blown, always ask for **referrals**
5. Always achieve ONE objective in your call

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Closing – Summary

- ✓ **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.

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RECAP

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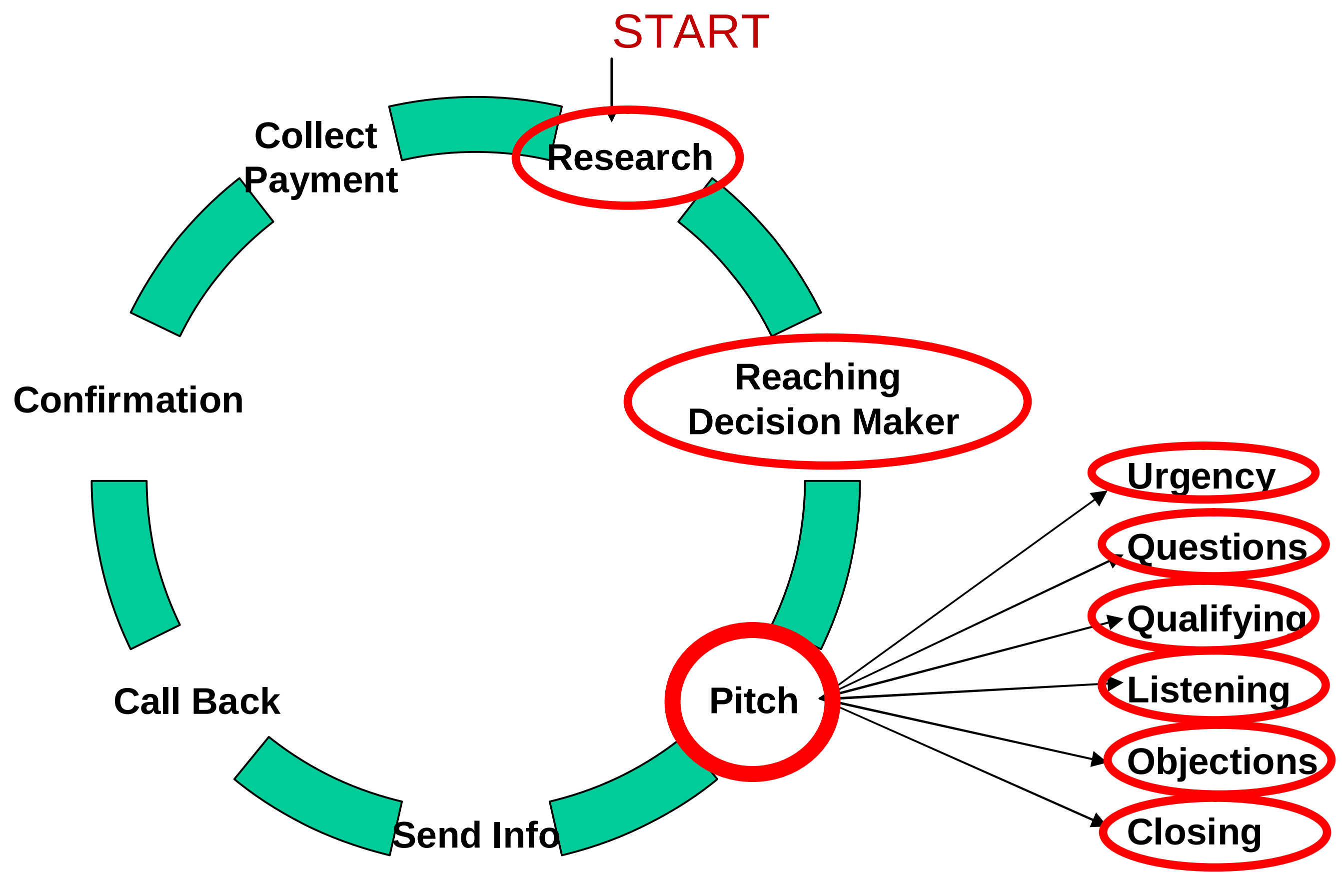
Overview of the Sales Process



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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

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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

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3. Urgency

- ✓ You must use urgency since the longer a deal 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

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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

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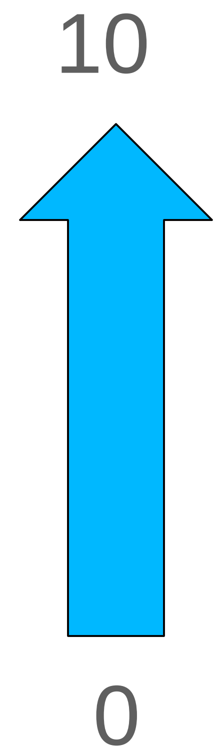
5. Qualifying

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



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

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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

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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.

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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

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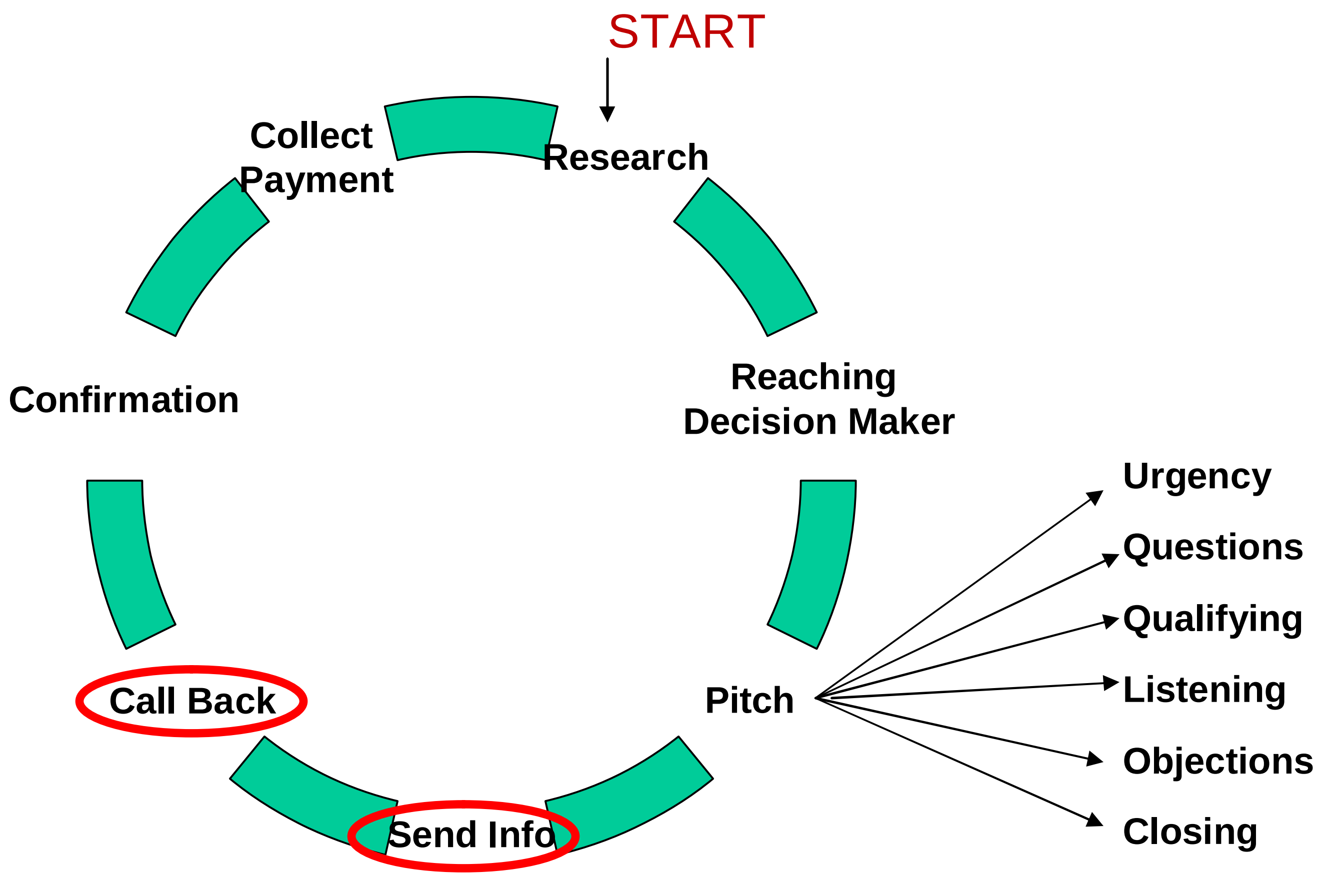
Sending Info
&
The Call Back

Overview of the Sales Process



Sending Info/Email

- ✓ Purpose of email with brochure is to re-enforce your conversation, NOT to sell

  (you must sell the program, the email/ brochure will not do the selling for you)

- ✓ You only send info to qualified prospects
- ✓ Use email – do NOT use fax. If someone does not have an email, he’s not qualified.
- ✓ Use their corporate email, NO gmail or yahoo/hotmail, unless it’s a 2nd email.

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Sending Info/Email

✓ Email Contents

Hi Zamry,

As per our conversation, please find attached the brochure for the program on ...

You can also download the brochure by clicking at this link – www.purchasing-procurement-center.com/...

I have tentatively reserved a seat for you. As agreed I'll call you back at 4 pm tomorrow.

If however you would like to confirm the seat before that, please reply to this email and I'll take care of the rest.

Looking forward to hearing from you.

Best Regards/Take Care/Regards/

Your Name
Your Job Title (use normally Project Specialist or Project Manager)

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Sending Info/Email

✓ Analysing Email Contents

1. Hello/Hi … Zamry … (DON'T use 'Dear')
2. As per our conversation ....
3. Attached is the brochure/email link to download brochure …
4. I have tentatively reserved a seat …
5. As agreed I'll call you back at … Time & day …
6. If you'd like to confirm your seat before that kindly reply by email.
7. I'll take care of the rest

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Call Back

- ✓ Purpose

  Only 1 Purpose – to confirm the participation of the prospect

  - ✓Time & Attitude

    Always make your call back on time

    Be positive, excited, and focused on the end result

    Your End Result is ....

    To Get the Deal

  - ✓Do assume

    How many people are you sending?

    Are you coming alone or other people as well.

  - ✓Repositioning the Product

    If you need to re-pitch then re-iterate the testimonials, companies/people already booked and others in the pipeline

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Call Back

✓ How do you start the call back?

Hi ... This is .... As spoken yesterday and as per my email regarding ...., I am calling you back to find out ...which of the programs you find more relevant/suitable to attend? **(SHUT UP)**

OR

Hello again ... This is ... As spoken yesterday I'm calling regarding the program that I emailed you about ... I hope you are having a great day, since it's been a great day on my side. We just confirmed 2 people from ..... They are joining dozen others from ... Mention companies who have booked .... So I was naturally wondering how many people may be coming from your side?/which workshops will be more suitable for you to attend?
(AGAIN REMEMBER TO SHUT UP)

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Call Back

✓ Important Rules to Remember about Call Backs

1. Never call back more than twice in the same day. It wastes your time and makes you look desperate in the eyes of the prospect

2. Never speak to the prospect more than 3 times before you get a decision i.e.
- One call pitching,
- One call is the 1st call back, and
- If prospect is asking for another review or confirm with boss etc then there can be the last/3rd call.

3. Always Follow a Successful Call back with an email re-stating what transpired during the call.

Call Back - Process

- We discussed this during urgency but it is worth mentioning again, that the process to follow is:
  - ✓ Pitch – 1 Call
  - ✓ 1st Call Back – 1 Call
  - ✓ Final Call Back – 1 Call

- After an unsuccessful 1st Call Back send the 1st Email that includes the following points:

  - I called but could not get hold of you;
  - Do let me know what's the status regarding the confirmation of participants for the workshop
  - If I don't get a reply to this email, I will give you a final call tomorrow.

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Call Back - Process

- After the 2nd/Final Unsuccessful Call Back, send the 2nd/Final email
  - I called twice and could not reach you.
  - I sent you an mail, but did not receive a reply.
  - Do let me know whether you and your team would confirm.
  - As this is the last email I'm sending, I would appreciate your quick reply.

Confirmation
&
Payment

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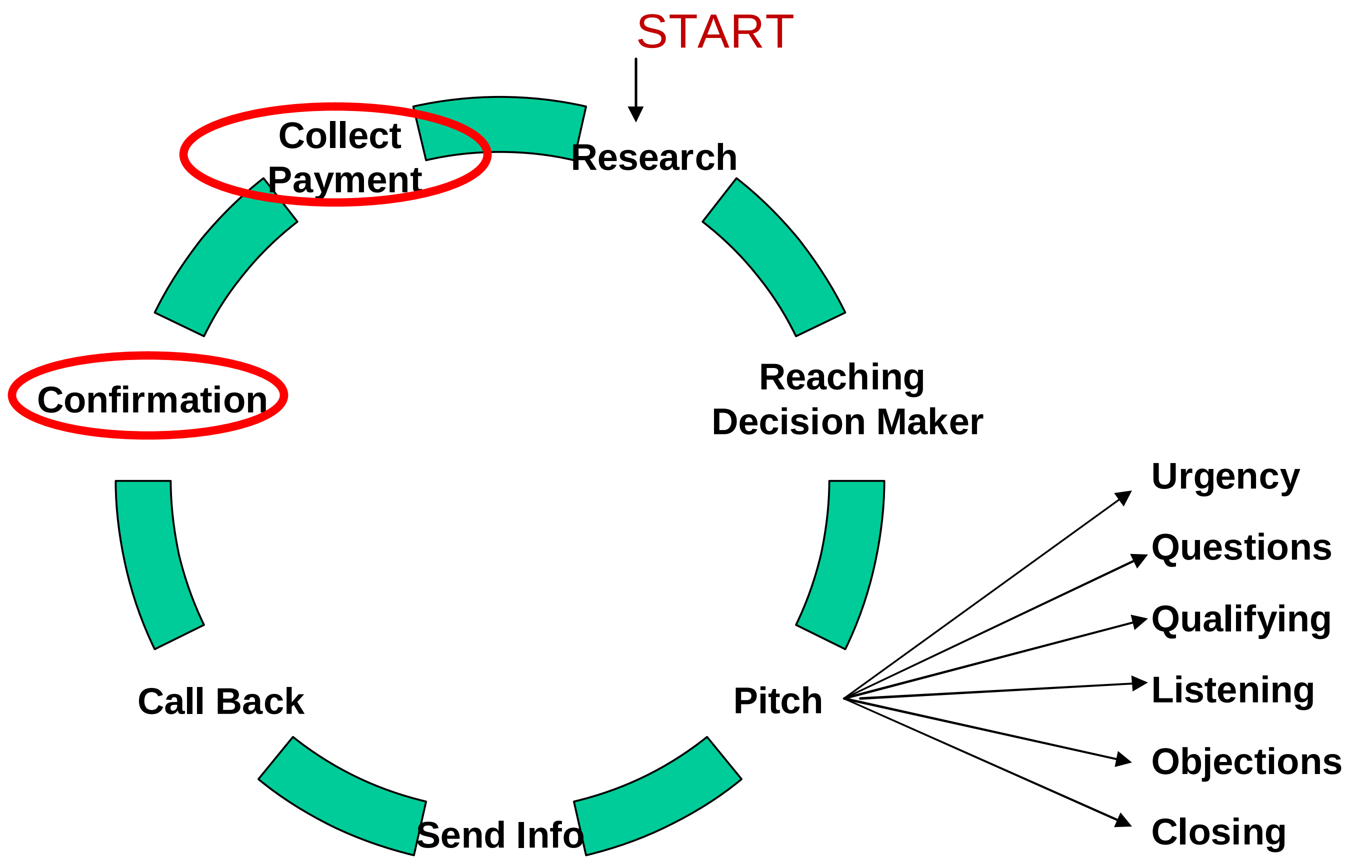
Overview of the Sales Process



Confirmation

✓ When

Confirmation is done after you have received the registration form.

✓ Why?

You want to make sure that the other side knows we have received the registration and confirmed the seat(s).

✓ Two Steps to a proper confirmation

1. Contact the Delegate & thank them for registering
2. Contact the person doing the paperwork, thank them and clarify payment

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Confirmation

1. Contacting the Delegate

Hi ... This is ... I just received your registration form for ... event name, dates, venue ...

I would like to thank you for giving us the opportunity of doing business together and welcome you on board for this program.

You will receive an email from our operations department regarding all the details of the event. However I am still here and for anything you can refer to me.

Regarding the invoicing payment etc, who should I liaise with from your organisation?

What you say next will double your Sales, so pay close attention.

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Confirmation

1. Contacting the Delegate

   - Last thing you must do is ask for REFERRALS

Finally, since you found this event useful & beneficial to attend, could you please let me know who may be 1 or 2 other people that I can contact regarding the same? They may be from your company/organisation, or maybe they are people that you've worked with previously, people you met in another seminar or conference in the past, or people with whom you are part of the same professional association and so on. Who probably comes to your mind at the moment. (SHUT UP)

Once you got the names, close the call and say:

Thanks again for registering for this program. If there's anything you need help I'm here. Bye.

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Confirmation

2. Contacting the Paperwork Runner

Remember:

This person is important, as many times it will depend on him/her whether you receive the payment now or ages later.

Most probably this is a person you already have been in touch with before getting the deal.

What do you say at the start?

Hi ... This is ... Thank you for sending in the registration form for ... Delegate name ... event name, dates, venue ...

Everything is confirmed on our side. What I am going to do next is to issue an invoice & confirmation email regarding this. Who do I send this to?

Then follow the points in the next slide

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Confirmation

2. Contacting the Paperwork Runner

✓ Find out/Reconfirm:

1. Whom to attention the invoice,
2. Participants Names
3. Programs they are attending
4. Price for the registration
5. Correct mailing address.

✓ Then for all the names, find out/reconfirm

1. correct spelling of full name,
2. correct position,
3. telephone number, fax number, e-mail addresses

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Confirmation

2. Contacting the Paperwork Runner

- ✓ Clarify the process of payment in Client's company and explain the 7 working days policy. If the client cannot pay within 7 working days then see to meet somewhere in between.

- ✓ Explain about e-invoice procedure in our company and find out if that is acceptable to them. Insist on e-invoice, because if they want a hard copy they can print it. Explain that there is no difference if you print out or they print it out. Only as a last resort arrange for invoice to be sent.

- ✓ After all has been clarified thank again and
  - agree on a call back – purpose of the call back
  - to ensure that the invoice & confirmation has been received.

- ✓ Forward the registration form after completing the above needed information to Finance/Operations Person/Department, so that we can issue the invoice & also email the confirmation

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Payment

Step #1:

Ensure that the invoice & confirmation have already been sent out from us to the client.

Step #2:

Call the contact person the next working day to ensure that the invoice has been received and where is it right now.

How soon is the payment going to be ready?

Can they do payment by TT/Giro straight to our bank account, or are they paying by cheque?

If cheque, can they deposit into our bank account directly & send a copy of submission so that we can trace the payment?

If cannot deposit, can they courier the cheque to us?

Finally if none of the above, when can we arrange for a courier pick up.

Always agree on a call back day/time or communication by email

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Payment

Tips to Ensure Timely & Voluntary Fast Payments

✓Understand that you have closed a deal only after you get the payment. Anytime before you get that, there's a risk of cancellation. Fast payments ensure that there are no cancellations.

✓Follow Up & Follow Up but do not overdo it.

✓Agree upfront on the follow up time & purpose.

✓Use email to follow up rather than the phone only.

✓Always treat well the person processing the payment for you.

✓Always appear to be helping them. Offer how you can help.

✓Whenever you're stuck get a second person to help you. He/She will be the operations/finance person who is following up on this overdue payment.

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FAST START TRAINING PROGRAMME FOR NEW SALES: SALES MANAGEMENT

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Managing Your Sales Process

Purpose:

- Everyone uses the same process
- Managing all your Sales Efforts in a Simple Way
- Analyse your own performance & look for ways to improve

What/How?

1. Leads/New Contacts Sheet/Form - Daily
2. Call Back/Follow Up Sheet/Form - Daily
3. Event Emails Out Report - Daily
4. New Contacts Update Web Form – Daily
5. Office Sales KPI Update - Daily
6. Personal Sales Tracking – Weekly

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Managing Your Sales Process

1. Leads/New Contacts Sheet/Form - Personal

LEADS SHEET

Date	Company Name	Name / Job Title	Contact Details (GL/DID/Mobile)	Email Address	Notes

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Managing Your Sales Process

2. Call Back/Follow Up Sheet/Form - Personal

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CALL BACK SHEET	DATE:	
	EVENT:	

SALES EXEC.: | Country:

CONTACT DETAILS:

Company Name:			
Contact Name:			
Job Title:			
General Line:		FAX:	
Direct Line:		MOBILE:	
Email Address:			

Qualifying (must circle)			
Relevancy	YES	NO	
Authority	YES	NO	
Date	YES	NO	
Budget	YES	NO	
Rate Your Pitch	STRONG	AVERAGE	POOR

Reports to:

Specific issues concerned:

Referrals:

URGENCY *(Discounts/seats/others)*

CALL BACK	
Date & Time	Remarks

What are other training topics or areas you are planning to participate or a priority in next 6 months?

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Managing Your Sales Process

3. Event Emails Out Report - Team

EVENTS EMAILS OUT		EVENT NAME: ____			
LETTER	__________				
SALES PRO	COMPANY	CONTACT NAME & JOB TITLE	WORKSHOP TO ATTEND	DATE EMAILED	Expected Date to BOOK

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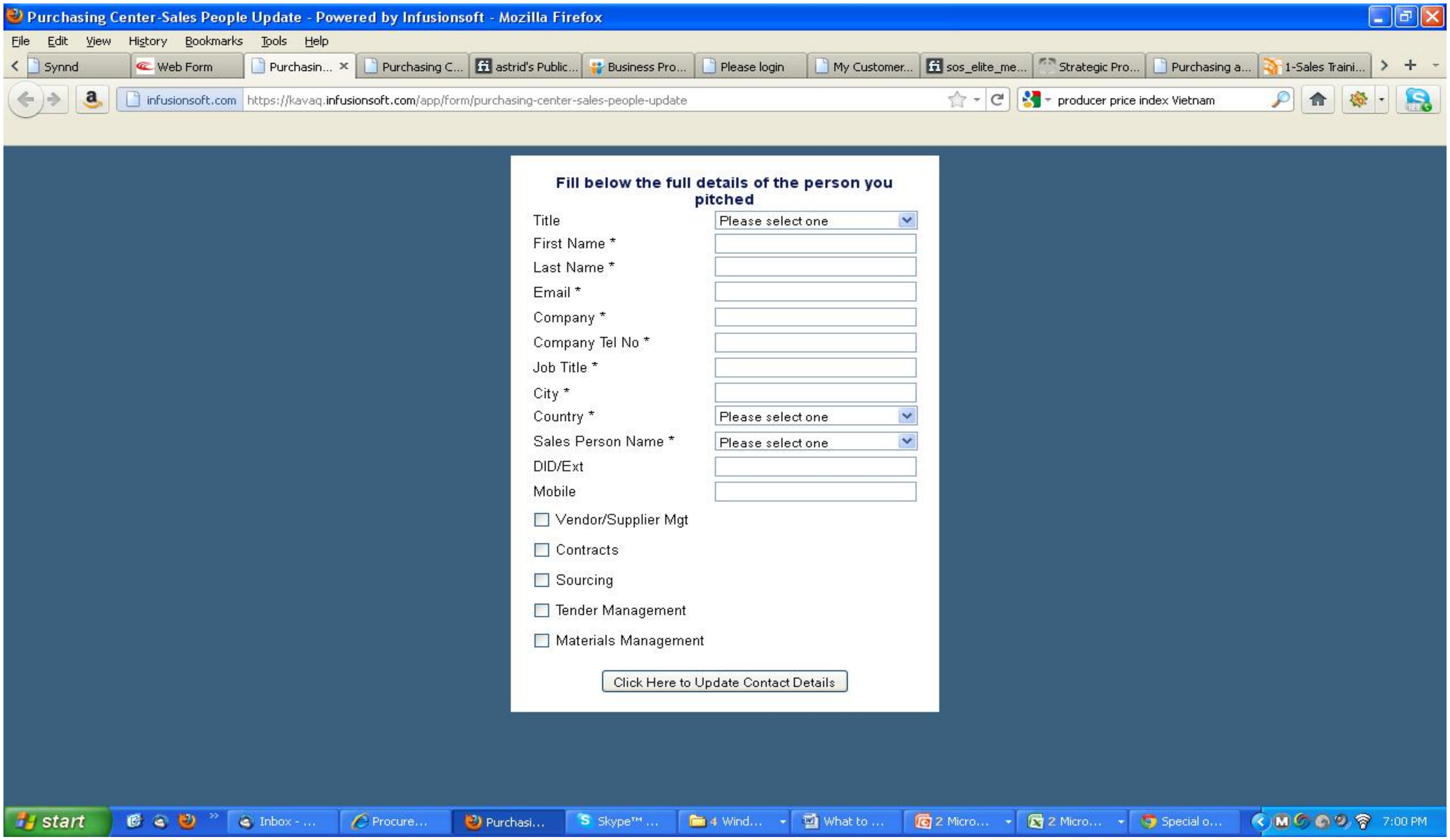
Managing Your Sales Process

4. New Contacts Update Web Form



https://kavaq.infusionsoft.com/app/form/purchasing-center-sales-people-update

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Managing Your Sales Process

5. Office Sales KPI Update - Daily

Office Sales KPI Updates

WEEK: 28 Nov - 2 Dec 2011

SALES PRO	PITCH					TOTAL	EMAIL / FAXES OUT					TOTAL	CALL BACK					TOTAL	DEALS IN	AMOUNT	REMARKS
	28 MON	29 TUE	30 WED	1 THU	2 FRI		28 MON	29 TUE	30 WED	1 THU	2 FRI		28 MON	29 TUE	30 WED	1 THU	2 FRI				
TOTAL																					

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Managing Your Sales Process

6.1. Personal Sales Tracking – Sales/Event Weekly Report

Sales Weekly cum Event Report

IMPORTANT: Pass a copy of this Report to your Supervisor at the end of each Week.

Your Name: Event Name & Date:

Week	Pitches	Emails	Del. No	Value
1				
2				
3				
4				
5				
6				
7				
8				
9				
Total	0	0	0	0

DEALS IN DETAILS

Date	Company	Del No.	Total Value	Remarks
Total		0	0	

Managing Your Sales Process

6.2. Personal Sales Tracking: Cheques/Collection Status Report

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Cheques/collections Status

IMPORTANT: Pass a copy of this Report to your Supervisor at the end of each Week.

Your Name:

Highlight in yellow all the revenuews/deals that are paid

No	Sales Person	Event Name	Dates	Company	Full Amount	Del. No.	Invoice Date	Date Expected	Date In	Last Update	Remarks
1	SAMPLE	Cost Reduction	16 & 17 Jan 2012	NEC	13,450	3	1-Oct	10-Oct	15-Oct	15-Oct	Payment is being prepared and will be in by 15 October 2011. Payment came in on 15 Oct 2011
2											
3											
4											
5											
6											
7											
8											
9											
10											
11											
12											
13											
14											
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29											
30											
31											
32											
33											
34											
35											
		Total			13,450	3					

Managing Your Sales Process

6.3. Personal Sales Tracking: Event Tracking Ratios Sheet

KAVAQ **Personal Event Tracking Sheet** IMPORTANT: Pass a copy of this Report to your Supervisor at the end of each Event

Your Name:

Event Name	SAMPLE												**TOTAL**
Dates & Place	11 - 12 Oct 2011												
Faxes	520												520
(Prospect/potential Customers)													
Conversion Rate %													
Number of deals divided by number of faxes	2.1%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	2.1%
Number of delegates divided by number of emails sent out	3.7%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	3.7%
How many faxes you sent to get a deal	47	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	47
How many faxes you sent to get a delegate	27	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	27
How much did you earn for each email/fax sent out	17	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	17
=													
Companies/Deals	11												11
Number of Transactions	1.7	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	1.7
(the average number of delegates each company sent for the event)													
Number of delegates	19												19
Average Dollar Sale	4,731	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	**4,731**
(the average price of the items you sell per client)													
Total Turnover	89,897												89,897

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Managing Your Sales Process

Putting it all together?

1. Get your leads written in Leads Sheet ready for pitching
2. You pitch and email by filling in the Call Back Sheet – ready to call back with all remarks of what happened.
3. You Update the Event Emails Out Report.
4. Update the WebForm with Full Contact Details
5. Use the Call Back Timing Sheet to write down the time for important call backs.
6. At the end of the day Update the office Sales KPI Report with Pitches, Emails Out and Deals In.
7. End of the week update your Personal Sales Tracking Report:

   - Personal Weekly Event Report

   - Weekly Cheque Status

8. End of the Event Update your Personal Event Tracking Sheet Ratios

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QUESTIONS?

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