

Those who can sell
do it.

Those who can't
teach it !

Whether you think that
you can or think that
you can't you are
correct

Henry ford

Why do we constantly need to seek new business?

- Changes in management
- Changes in procedures
- Changes in location
- Changes in your customers' customer
- Advances in technology
- Exposure to the “real world”

Develop a platform of sales

- All eggs in one basket
- “helicopter” view of your business
- Allows for better planning/forecasting
- Cross referencing businesses/services
- Less sensitive to sector variables

Prospecting

- Marketing should produce sales leads
- Need to be contacted within defined time
- Systematic approach
- Regular focussed activity
- Develop your own “most effective”
- Your customers as referees
- Build a plan for capturing new contacts

Basic Principles of Selling

- Buying versus Selling
- Small and often is better than Big splash
- Look for most cost and time effective
- Develop your own strategy
- The inside salesperson
- Compensation – give to receive
- Customers perception is your reality
- People buy from People

**The surest way of business success
is by giving others the impression
it will be to their advantage to
help you**

Professional sales skills

- ATTITUDE
- SKILLS
- KNOWLEDGE

Selling into an organisation

- Target the right person
- Use of the telephone
- Use of the internet
- Use of the receptionist
- Making the appointment
- Cold calling

Sales calls

- Pre planning
- Appearance
- First impressions
- Review your knowledge
- Anticipate questions
- Pre prepare some answers
- Visual aids

Dynamics of a sales call

- Image Power and Perception
- Introductions/ Opening the discussion
- Investigating the situation
- Considering their/your options
- Reviewing the outline
- Making a proposal
- Obtaining Commitment/ Closing the sale

Pricing

- What **actually** are you offering (detail)?
- How much do they expect to pay?
- Is this price right for your product?
- Have they allocated a budget?
- Will the price affect their perception?
- Ask direct questions about budgets?
- Delivering a price to a customer?

Objection Handling

- Reason for objection
- Be prepared
- Clarify the objection
- Re state their position
- Re state your position
- Demonstrate the benefits to your customer
- Gain commitment

Finale

- Re state course of action
- Agree next step
- Final courtesies
- Displays of emotion!
- Leave the door open
After leaving the customer
- Record the details of call
- List the Action Items