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# Anyone Can Sell!



# Anyone can Sell....

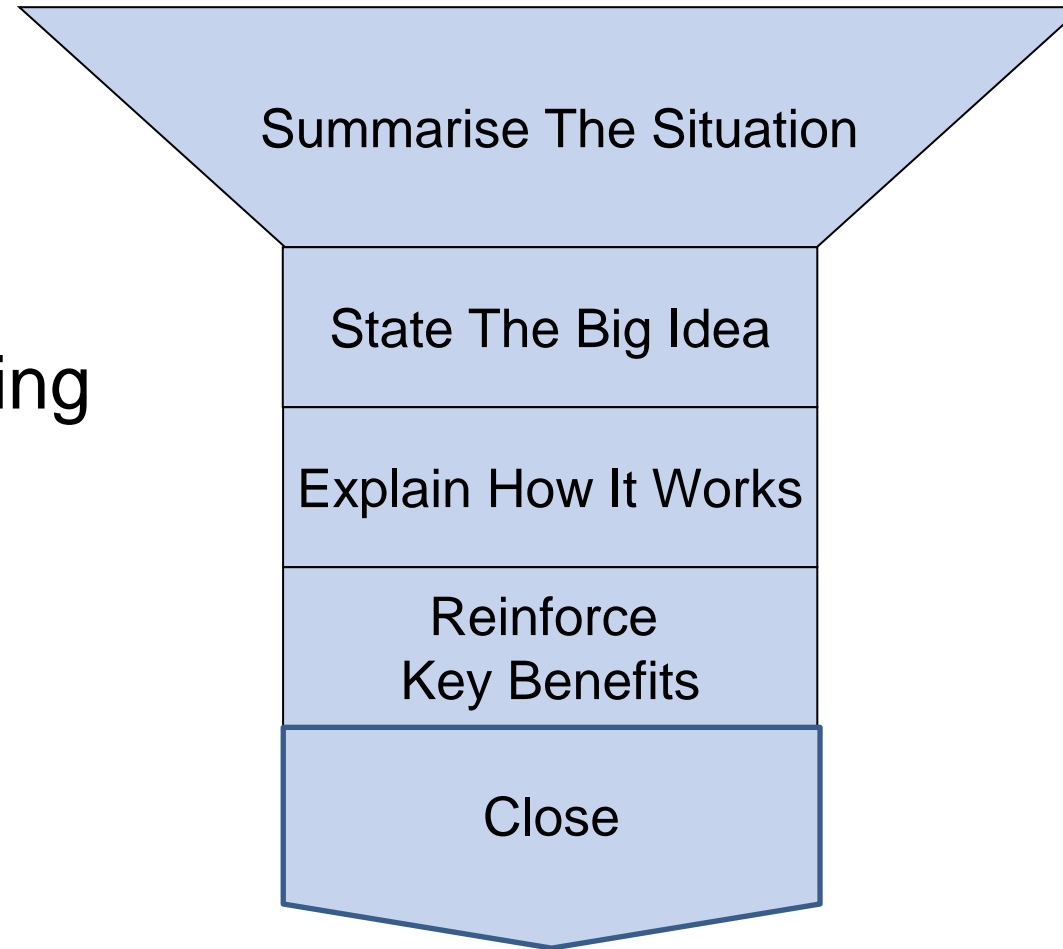


**And It  
Feels  
Grrr-eat!**

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# If you only remember one thing....

## The Compelling Selling Process



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# Afters

Leave today with better understanding of how to get more of the ‘right’ customers and more sales.

1. How to Structure your sales calls
2. With a better understanding of your prospects, needs, profiles etc.
3. Sample closing techniques

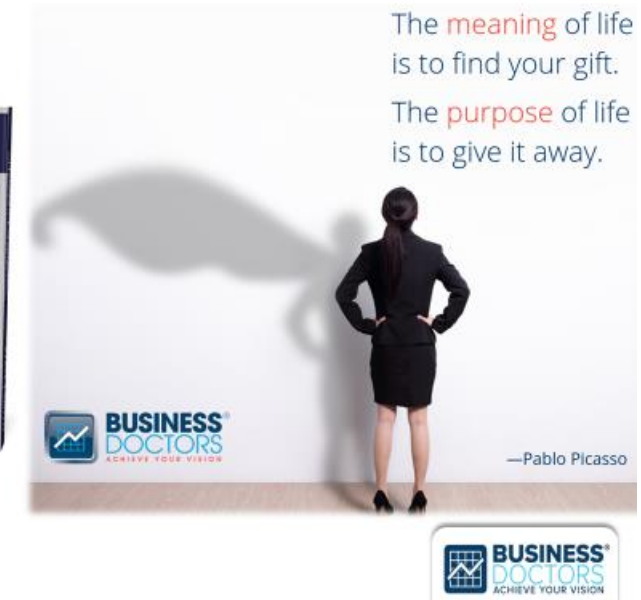
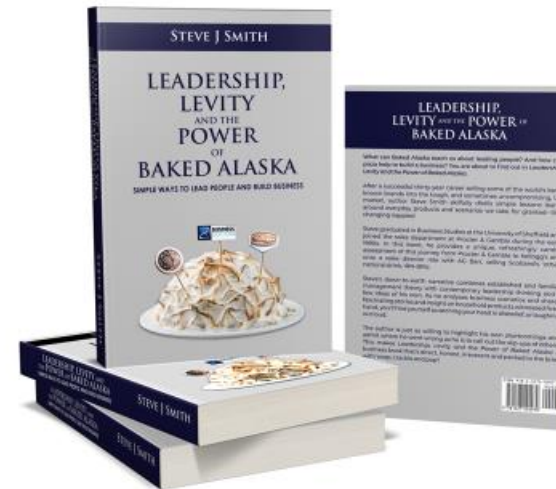
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# Introductions: Steve Smith




## Captured for Posterity !



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# My Subject Expertise

Currently provide the following Training for  St Helens Chamber which have received really strong feedback scores

- Successful Sales Techniques
- Strategic Planning
- Time Management.

In addition to the above subjects :

- Culture, Leadership and Management
- Effective Communication and Managing Meetings
- Market positioning and Branding
- Business Writing and Presentation Skills
- Emotional Intelligence and Giving & Receiving Feedback
- Negotiation



Myerscough  
College  
INSPIRING EXCELLENCE

Delivery of the following to **Golf Greenkeeper Management Level 5 Apprenticeship**

- UNIT 2 Personal & Professional Development
- UNIT 3 Effective Communication in the Workplace.



Business &  
IP Centre  
Liverpool City  
Region



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# What is Selling ?

Write down what sales or selling means to you.

Matching the benefits provided by our products with the needs of our customers in a commercially viable proposal



Remember, 'selling' is just presenting something you have to another party in a way that focuses on the benefits to that person, and makes them want it. Benefits to the buyer include contributing to their budgetary targets, so financial capabilities are a must for NAMs. Benefits include stock reduction and inventory investment, so logistics are needed too.

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# Relationship of Sales and Marketing ?



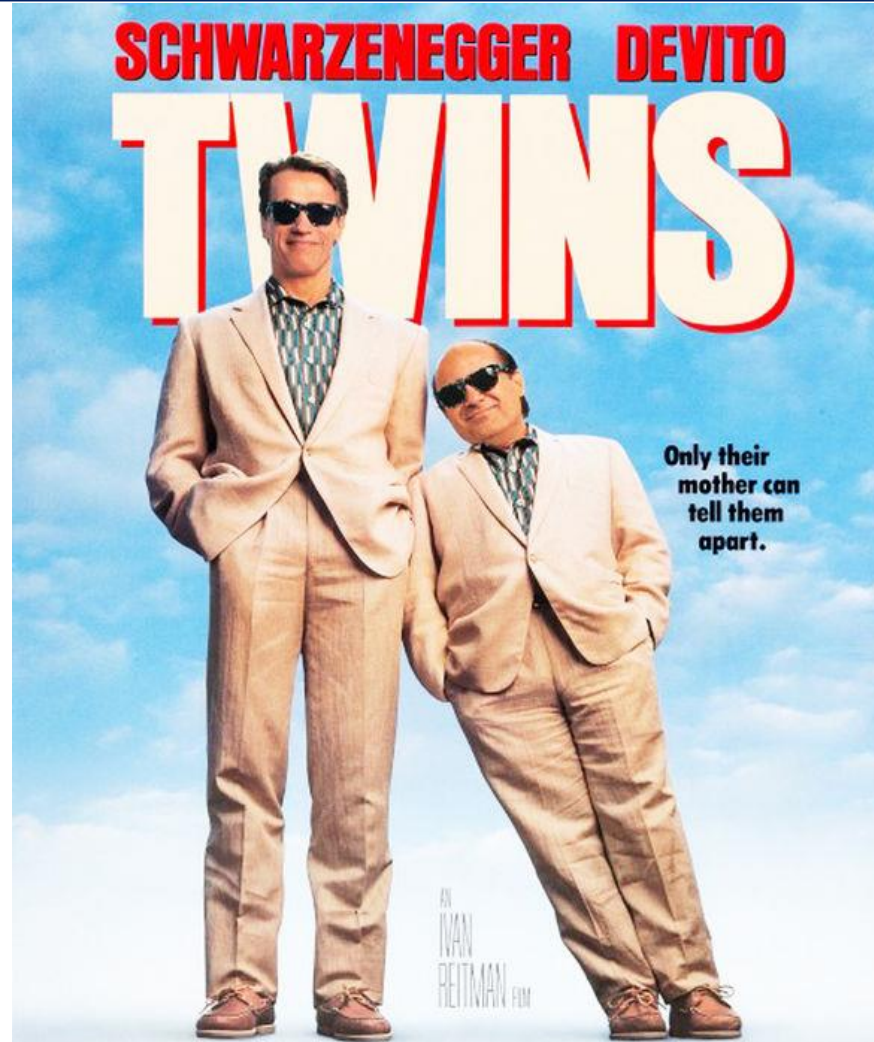
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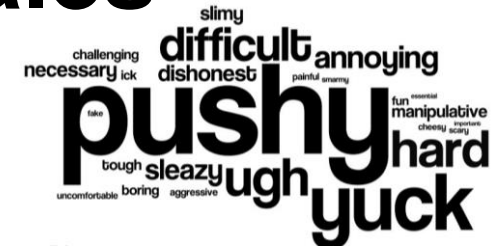
# Perceived relationship...



- Attractive
- Strong
- Listening
- Wise
- Professional
- Intellectual
- Qualifications & Academia



## Sales



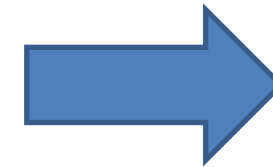
- Opportunistic
- Manipulative
- Talking
- Untrustworthy
- Training & experience based, not studied.

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# Desired relationship of Sales and Marketing

- May have the same reporting line (Sales and Marketing Manager, Commercial Director or Chief Commercial Officer)
- Both manage elements of the traditional marketing mix.
- They have different responsibilities on each “P”
- Should work in harmony to deliver synergy i.e.  $1+1=3$

# The Marketing Mix



Create Awareness  
and  
Drive Demand.

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# Relationship of Sales and Marketing ?

Mkting

**Product**

Both

**Pricing**

Both

Both

**Promotion**

Both

**Place**

Sales

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# What is so important about Sales ?

Sales is the only business function that brings money in !



There are thousands of jobs and careers available.

BTEC Level 2 has Sales Modules yet, only Cardiff Met offer a degree in Sales (& Marketing)!!

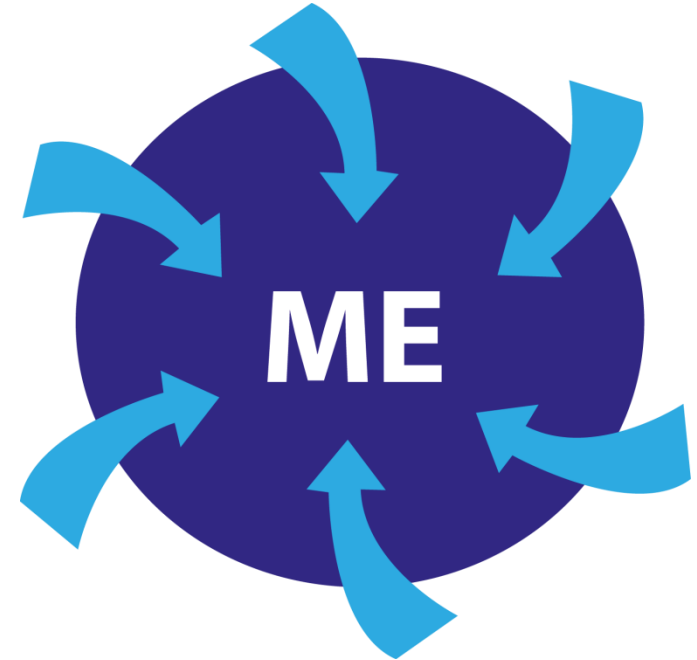
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# Think about what you need...

- More customers
- The 'right' customers
- Less time prospecting for new customers
- Converting more of the current opportunities
- Getting existing customers to spend more (yield)



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# Top Tip : Sales is not just about talking...

We have two ears and one mouth so that we can listen twice as much as we speak.

Epictetus



**...listening is more important !**

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# Who are your Customers ?

## **B2B**

Selling Business Insurance



## **B2C**

Selling Personal Insurance directly to consumers



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# How well do you know them ? B2B

Do you always deal with the same Buyer/Contact ?

Do you fully understand their needs ?

- Their current trading situation
- Their overall objectives
- Their top KPI's

How can you find out more about them ?

- Customer website
- Listening to them

Do you regularly go into their stores or venues?



# How well do you know them ? B2C

Who are your core customers ?

Age Range

Gender

Location

Disposable Income



What do you know about them ?

- Car Insurance
- Home Insurance
- High Net Worth Home Insurance
- Travel Insurance
- Gap Insurance
- Breakdown Cover
- Caravan Insurance
- Pet Insurance

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# What am I selling ?

Know your stuff!



## FEATURES

A feature is a factual statement about the product or service being promoted.

Know all the features of your product.

But don't be a 'robot'.



# Top Tip : What am I really selling?



ignored



ignored digital cameras



ignored



- Think beyond your product or service
- **WHAT** are they actually buying?
- **WHY** are they buying it?

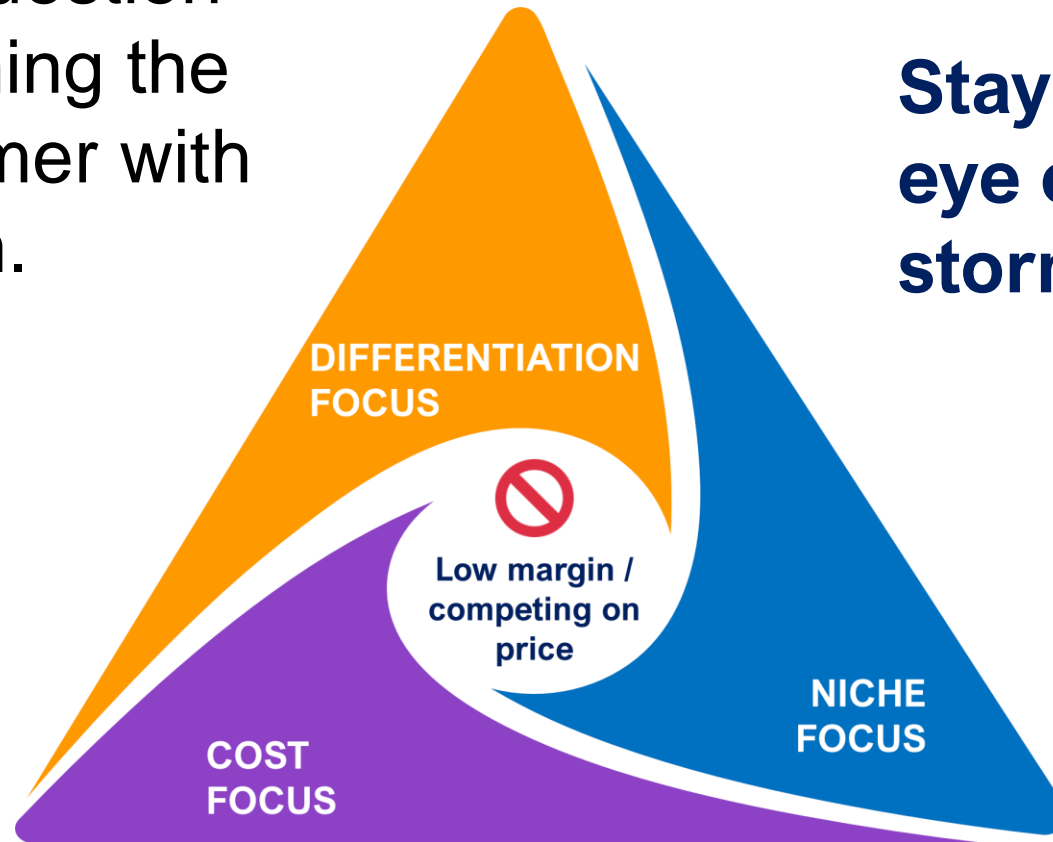
**Features aren't what entice customers to buy !**

*We don't sell cars, we sell dreams. Ferrari*

# Be clear on benefits - Find your Edge

A **BENEFIT** answers the question “What’s in it for me?” meaning the feature provides the customer with something of value to them.

- Enhance differentiation and stand out
- Strengthen their niche
- Keep costs low



**Stay out of the eye of the storm...**

# Where am I fishing?



- **What are the routes to prospects**
- **Who are the target prospects?**
- **How are you securing prospects?**
- **What is the conversion rate?**

# How can you get more Customers ?

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# How can you get more Customers ?

LISTENING      Prospectin  
Activities

Customers dissatisfied  
with competitors

Facebook

Twitter

Telesale  
Drive

Co  
F2

*I hereby  
declare  
Lo Bloggs  
is this year's  
Salesperson of  
the Year!*

Business  
Groups

Advertising

Linked In

Leaflets

Referrals

Knocking on  
Doors

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# Know your market

Know your  
Market!



LinkedIn

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# Top Tip : Opportunities are everywhere!



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# Top Tip : ‘Aureo hamo piscary’



To fish with a golden hook.



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# Practice & Perseverance are key

- 48% of sales people never follow up with a prospect
- 12% of sales people only make three contacts and stop
- Only 10% of sales people make more than three contacts
  
- 2% of sales are made on the first contact
- 3% of sales are made on the second contact
- 5% of sales are made on the third contact
- 10% of sales are made on the fourth contact
- 80% of sales are made on the fifth to twelfth contact

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# Sales Plan

## I could sell more, if only I:

- Get in front of the 'right' people
- Communicate value better
- Could stop 'think it overs'
- Could make approach calls
- Felt comfortable closing
- Had a referral strategy



## IF I HAD A SYSTEM OR PROCESS

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# Selling Systems

## What is a Selling System?

- A process by which to develop an opportunity from start to finish, whether finish is a sale or closing a file.

## Effective and Efficient Systems

- Effective mean that you consistently achieve your desired outcomes.
- Efficient allows you to achieve the desired outcomes without wasting resources, time, energy, money etc..

# A) Buyer And Seller Dance

## Selling:

- Generate Interest
- Present info, features and benefits in a compelling way
- Close
- Follow up

## Buyers System:

- Mislead about interest
- Know what you know
- Mislead about intentions
- Hide



# A Compelling Sell

*adjective*

evoking interest, attention, or admiration in a powerfully irresistible way:

*his eyes were strangely compelling*

*a compelling film*

- not able to be refuted; inspiring conviction:

*there is compelling evidence that the recession is ending*

*a compelling argument*

- not able to be resisted; overwhelming:

*the temptation to give up was compelling*

N.B. A “Sell” can be any interaction :

- Meetings
- Documents
- Phone calls,
- Messages

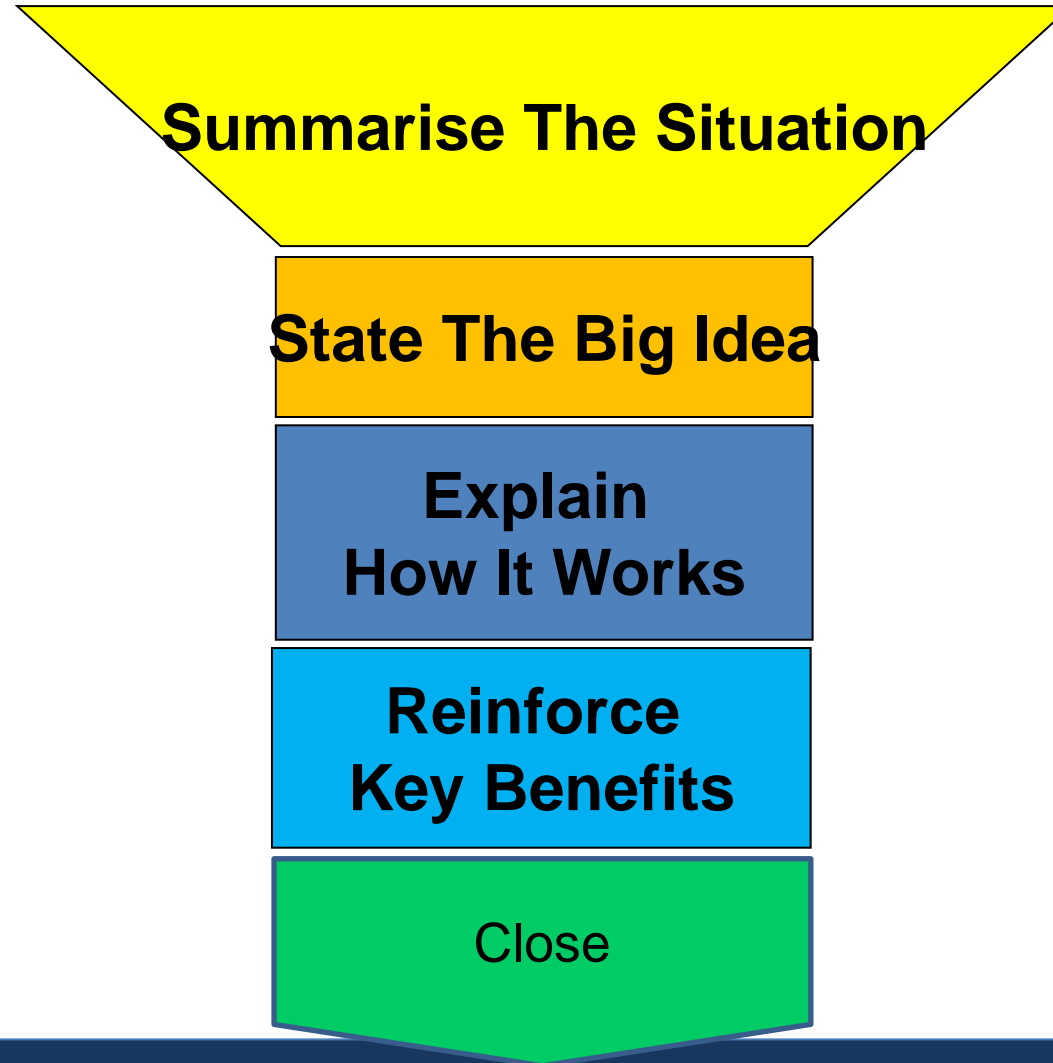
# *Anyone can Sell*

The expressions “there’s no way I could work in sales” or “sales people are born not made” just aren’t true.

- There may be a personality element but,
- Willingness to learn and experience also create successful salespeople
- The more you open your mind – the more experience you gain – the better you will become.
- Sales is about learning and practising new concepts, ideas and techniques - and bringing them all together.

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# The Compelling Selling Process



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# Step One

## Summarise The Situation

Set up for the proposal which could include:

A problem or opportunity that has been identified by the customer or is common to them ***(Their pain and hurts !!!)***

Sharing key facts, information or industry trends to set up the discussion.

Business (or Lifestyle) review – possibly highlighting positives and negatives in performance

# Steps Two & Three

## State The “Big” Idea

How your product (or service) solves a problem or delivers a “prize”

A brief statement of your recommendation in a way that makes it compelling.

Check they understand your idea. They may not agree YET but they must at least understand it.

## Explain How it Works

Provide detail.

Share the features but convert them into Benefits.

People buy based on Benefits to them/their business

Creative and compelling presentation of these Benefits is the key to success.

# Step Four

## Reinforce Key Benefits

Emphasise what's in it for them.

Show how it solves their problem, alleviates pain or delivers an opportunity.

What are the key reasons that they should accept your idea ?

- Aim for three solid reasons.

To provide enough strength and not cloud the issue with weak support.

# Step Five

## Close

The most effective way to Close is to suggest an easy next step:

- *Assumptive Close*, where you assume agreement and just sort out details.
- It can be as simple as asking, “Do you want this Wednesday or Thursday?  
In red or in blue? Hard copy or soft?”
- I’ll have the paperwork with you tomorrow.

If they won’t close, try to leave the ‘door open’ and  
**ALWAYS** end the process **POLITELY** !

# How to differentiate yourself

## Buyer:

*“I’m currently happy with one of your competitors, why should we use you? Give me some reasons why we should use you”*

What do you and your competitors say?

**Typically, the same things and return to Features and Benefits!!**





# How to differentiate yourself

## Delivering your Sell – Preparation is **CRUCIAL**

- Think about what you want to achieve before you start
- Prepare for important sells by having facts to hand
- Work from the sequence, not a script
- Sequence helps you **listen** - you're not thinking about what to say next

## Delivering your Sell

Some selling requires a more **formal** delivery :

- Tenders, Bids, Contracts
- Legal processes and procedures

*Other situations can be more **informal** :*

- *Where you have a close and strong relationship*

# How to differentiate yourself

## Delivering your Sell

### Formal Communication

- E-mail
- Powerpoint, Word, Excel
- Face to Face Meeting (Office)

### Informal Communication

- *Phone*
- *Whats App*
- *Face to Face Meeting (On-site)*

**Bring a splash of colour to the Buyer's day !**

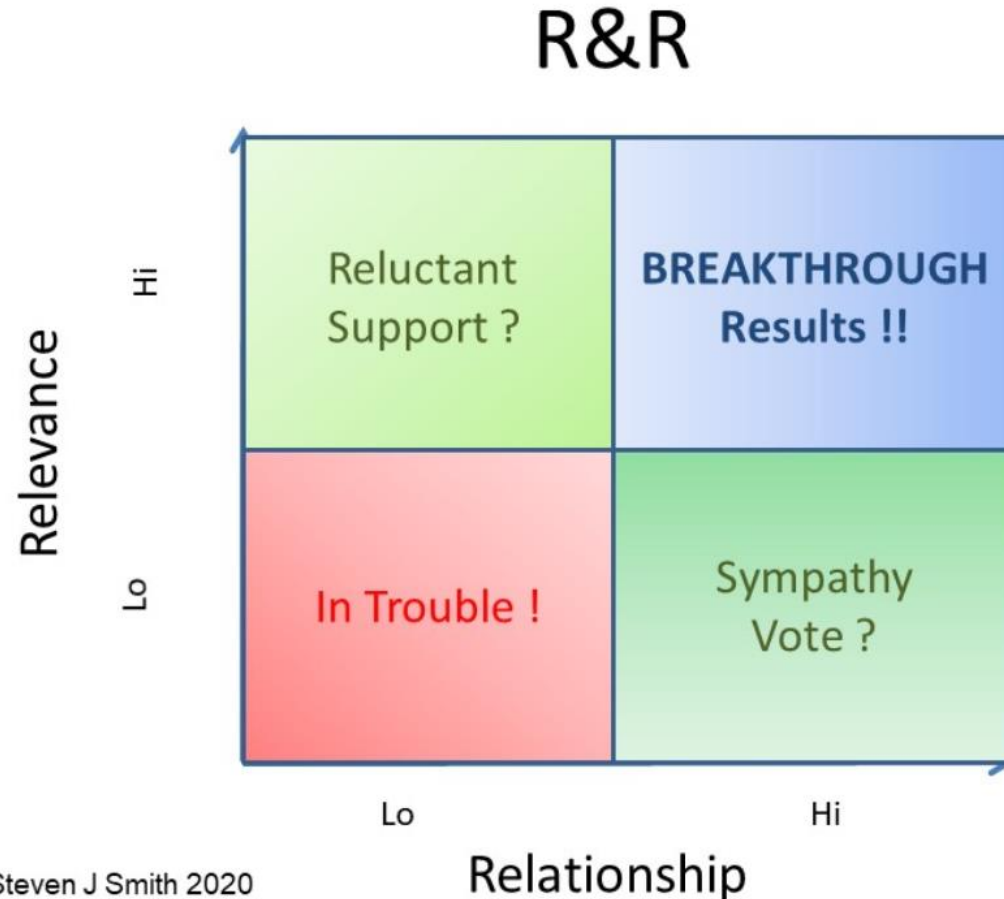
**Differentiate your solution—make it, and you, stand out from the pack.**

On your screen, on paper or even talking on the phone !!

# People do Business with People

People buy on **emotion**, and **intellect**.

The most effective salespeople communicate the *Relevance* of the product / service and develop a strong *Relationship*!



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# Practice Makes Perfect

YOU GOT NO IDEA ... YOU DON'T HAVE A CLUE ...  
YOU DON'T KNOW THE POWER, OF THE DARK SIDE!  
YES! THAT'S IT!



Vader used to practice in front of the mirror for hours.

# Selling Systems

## What is a Selling System?

- A process by which to develop an opportunity from start to finish, whether finish is a sale or closing a file.

## Effective and Efficient Systems

- Effective mean that you consistently achieve your desired outcomes.
- Efficient allows you to achieve the desired outcomes without wasting resources, time, energy, money etc..

# B) Business Doctor System

Traditional techniques and the  
Compelling Selling Process  
WORK!

- Generate Interest
- Present info, Features and benefits
- Close
- Follow up

**But it also pays  
to have an  
alternative  
approach.**

**Business Doctor  
System:**

- **Pattern Interrupt**
- **Up Front Contract**
- **Emotional reasons to buy**
- **Investment**
- **Decision**
- **Presentation**
- **Post sell**

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# Why do we buy?

- You can't sell anybody anything until they discover they want it.
- Help prospect discover the real pain that you are the solution to.
- People buy **emotionally** more than **intellectually**.
- Become disarmingly honest.

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# Be disarmingly honest

Gain **credibility**, by saying something seemingly not in your interest, and then say everything in your interest.

“I don’t know if we are able to offer you anything that our competitors don’t offer you, so can I ask you some more questions about the issues and see if there is still a fit for us to do business. If not, that’s ok and I won’t take up anymore of your time.”

# Up front contract

Is a mechanism by which a sales person and a prospect agree to exactly what will take place during the meeting

- Time
- Purpose
- Prospects agenda and expectations
- Your agenda and expectations
- Outcomes
  - Yes
  - No
  - Clear future
  - Think it over/ Maybe...

# When to use?

- Telephone
- Any meeting
- Conclusion to a sale
- Conclusion to every meeting

‘Appreciate....’

‘Naturally....’

‘Obviously.....’

‘Typically.....’



# Stages of a meeting

- Bonding and rapport
- 3 elements of communication; Words, tone, body language
- Active listening; reflecting on what they say
- Identifying customer styles; DISC.
- Identifying the **PAIN**
- Solving the **PAIN** with a solution.
- Closing

# Closing

- **DIRECT CLOSE**

- So there you are would you like to go ahead?
- Shall I put you down for 6?
- Can we have your order?

- **ALTERNATIVE CLOSE**

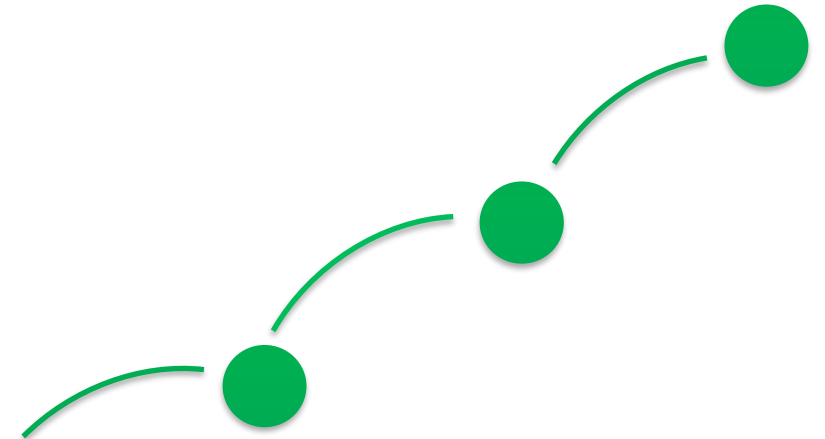
- Would you like delivery this week or next?
- It comes in 2 colours red and blue which would you like?

- **NEXT STEP CLOSE**

- What dates did you have in mind?

- **LEAVE IT WITH THEM FOR THE WEEKEND CLOSE**

- I'll leave it in your office so you can try it out



**JUST ONE  
MORE THING...**



“Breaking Big” 7/1



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# If possible, go for an Upsell !

If the meeting or phone call has gone well, try and get the customer to buy more :

- An increase in the quantity they are buying
- Additional product or service (e.g. Personal AND Business Insurance, Cleaner with a pair of shoes, Extended Warranty etc)

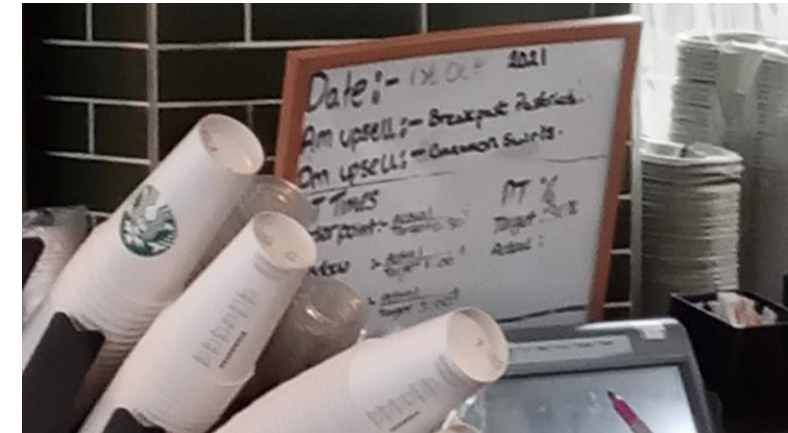
• Amazon :

Starbucks :

Frequently bought together



- ✓ **This item:** Start With Why: How Great Leaders Inspire Everyone To Take Action by Simon Sinek Paperback £6.99
- ✓ Leaders Eat Last: Why Some Teams Pull Together and Others Don't by Simon Sinek Paperback £9.01
- ✓ Find Your Why: A Practical Guide for Discovering Purpose for You and Your Team by Simon Sinek Paperback £12.27



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# Always Be Prepared !

Practice your Elevator Pitch !



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# Afters

- Leave today with better understanding of how to get more of the ‘right’ customers.
- How to Structure your sales calls
- With a better understanding of your prospects, needs, profiles etc..
- Some closing techniques

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