

Sales Summary

Introduction

This workbook is intended to give you a good basis on which to develop your sales skills.

While I can give you new techniques that will multiply your sales results, and even show you how to practice them, being successful at selling is like any other skill, it requires practice.

You can't read a book on how to play golf and win a PGA tournament the next day.

You should practice selling skills. Get together with a colleague and practice your responses because: "When the going gets tough, you get what you practice"

It amazes me how many companies employ someone who has never sold before, send them off on a sales course for a few days, give them a week of training about the product range they offer and then send them out into the market to "sink or swim".

How ridiculous!

There is a 50/50 chance that the newbie will learn good habits as compared to bad ones!

Imagine, if you can, applying the same logic to sport. You get someone who wants to play tennis, show them videos on tennis technique and Wimbledon classic matches, give them a tennis racquet and put them on the ATP tour. Yeah, I'm sure that would happen!

What is the success story of most of the great sports people? They have all been taught, coached, mentored and nurtured through their early career to ensure they develop the correct techniques. Even the number one player in the world has a full-time coach.

This summary will outline for you how to become a successful salesperson by applying some psychological principles to the age-old process of selling, but you will need to add the magic ingredients.

Those ingredients are: the desire to succeed and the putting in the necessary hours of gaining the knowledge about selling as well as practicing those methods until you master your craft. If you'll take a lead from sportspeople like Tiger Woods and Andre Agassi you'll employ a coach to help you develop good sales techniques and maintain them.

Make no mistake; successful selling is something you do unconsciously.

What do I mean by that?

Well, when you are selling you need to be totally focused on your client. So, all the skills need to be operating outside of your conscious control because your conscious is focused on the client.

Think back to some of the skills you have acquired.

Remember when you learned how to ride a bike. You probably watched others riding (maybe your older brother or sister) and thought this would be easy. Then you got on the bike. Shortly after that it's likely you had your first fall. Then you spoke to friends to get pointers or your parents helped you till you learned how to balance. Then you could ride, somewhat wobbly and concentrating really hard on what you had to do. After a while you could ride without effort, perhaps with no hands.

Every skill that you acquire goes through those same phases:

- Unconscious incompetence – when you don't know that you can't do it well
- Conscious incompetence – when you realize you can't do it
- Conscious competence – when you can do it if you concentrate really hard
- Unconscious competence – when you can do it without even thinking

To be truly masterful at any skill it has to be done largely on automatic pilot.

To further prove my point. I'll site another sports example from basketball.

Larry Bird, a famous basketball player was once employed to do a commercial where he had to miss a free throw shot and then take some vitamins that had him sinking baskets again. Well Larry tried to miss the basket but it took him nine attempts before he could miss! Once he got on the spot and bounced the ball his neurology clicked in and he simply couldn't help but throw a successful shot!

NOW THAT'S UNCONSCIOUS COMPETENCE!

You need to develop Unconscious Competence at Selling, and part of that skill is learning to deal with your client's unconscious.

After all, it's likely that the professional buyer you are approaching has been buying for so long they now do it unconsciously. So, you'd better learn how to sell to his unconscious. And you'd better Practice, so you can do it unconsciously.

BE – DO - HAVE

OK, so what specifically do you need to do to be a successful salesperson?

Well, I'd like to quote Zig Ziglar (a very successful salesman), who said ,
“You’ve got to BE, before you can DO and you’ve got to DO, before you can HAVE”.

So, to HAVE the SALES you want, you need to DO the act of SELLING, but before you can DO that, you need to BE a salesperson.

This is where a lot of the sales courses and programs miss out. They all talk about the skills you need. OK, but you could coach a 120 kg weightlifter or wrestler and give them all the skills in the world but they'll never be a good marathon runner because that is not what they are! Nor is it what they want to be.

So, lets first talk about whom you need to be in order to be a successful salesperson.

Please write your answers to the following questions.

- Can you imagine yourself as a successful salesperson?

- AS a successful salesperson what mission would you be working towards?

- Who are you?

- What is important to you about Selling?

- Why are you selling?

- What are your beliefs about your selling abilities?

- What are your beliefs about sales?

- What are your beliefs about people and buyers in particular?

- How much money do you believe you can make in sales?

It is important to work through these questions before you start to learn and practice selling skills.

Zig Ziglar said,

“You can have everything you want in your life, if you just help enough other people get what they want.”

Now that’s a useful BELIEF about selling.

If you have trouble with limiting beliefs about your sales abilities then you need to rid yourself of those beliefs and replace them with empowering beliefs.

How do you know if your beliefs are holding you back?

Well, if you seem to reach a point where sales are going well and then they fall backwards again it could be a sign that you need to work on your beliefs.

Perhaps you’ve been given a bigger sales territory, with a bigger budget but after 6 – 12 months in the new area you find your sales have fallen back to what they were in the old, smaller territory? That’s a sure-fire sign that your beliefs are holding you back.

If you need help to change your beliefs about selling then please feel free to contact me via my website

<http://www.sellingandpersuasionechniques.com/eBook-basic>

so we can arrange an introductory call and see how much scope there is for us to work together.

BE-ing and Your ATTITUDE

What ATTITUDES do you need to carry with you into a sales meeting?

Please answer the following questions about your sales ATTITUDES

- When you go to visit a client is your focus on being interesting and presenting good sales story or are you genuinely INTERESTED in what the client does?

(research has show that BEing Interested works much better in a sales situation)

- Do your offer a product or a SERVICE?

Some would argue that all sales is about SERVICE to the client.

The word sale is derived from the Norwegian word Selje, that translates, “to serve”.

SERVICE is the goal; DISCOVERY is the outcome; a SALE may be the solution.

- Do you CARE about your customer and his / her business?

- How much RESPECT do you show for the buyer? How do you show that RESPECT?

- Do you have a NEED to sell?

If you do, get rid of it. You need to be focusing on your client’s needs and not your own.

- How FLEXIBLE are you during a sales call?
- Do you follow a set sales pitch?
- If it doesn’t go to plan how willing are you to try something else?

BE-ing and What State you are in.

OK. When you walk into a sales meeting what STATE (S) do you need in order to get the results you want?

What do I mean by STATE?

A State is the physiology and neurology of a particular mind set, either positive or negative. A State is comprised of the ongoing mental and physical conditions from which a person is acting. e.g. excitement is a State and has a characteristic physiology and thought process.

Can you remember a time, in the past, when you sold up a storm?

Think of a specific time, a specific sales call.

Take yourself back to that time.

List what States you were in when you were selling magically.

I would suggest a menu of the following States would be useful in a sales context:

- Confidence (which is aided by call planning and product knowledge)
How confident are you of making a sale when you walk into your prospect's office?

- Curiosity
How curious are you about what your prospect does and the market they operate in?

- Tolerance & Patience
How do you feel when the customer can't understand the benefits of your product?
Do you think they are stupid?
How differently would you feel if you were explaining something to a 3 year old?

- Playfulness

In a selling situation are you dead serious or are you having fun?

- Congruency

When you say your product is the best on the market, do you really believe it?

When you say this is the best deal around at the moment, do you really believe it?

If you don't believe it, that belief will show through as a lack of congruence in your tone of voice or your posture. You can assess your own level of Congruence by thinking about something you absolutely believe and comparing those feeling with those about your product or offer. This is often quite a revealing exercise.

- Determination to make the sale

How hard do you try to make the sale?

A mentor once told me that you try as hard as you would if you were overseas and had a premonition about the numbers that would win this weeks lotto and you were phoning your family back home to get them to place the bet.

- A ferocious, eye of the tiger, selling State

Do you ever look at a customer and think “Your ass is mine”?

How do you get yourself into these States?

Well that's another story.

You'll find the answer by contacting me via

<http://www.sellingandpersuasionechniques.com/eBook-basic>

For example, the following strategies could help you access good selling states:

- Just before the call you should experience the advantages of your product or service and how they can help other people get what they want. Experience the happy ending for the customer. See them feeling good about their purchase and about themselves for buying. This will build your CONFIDENCE and ENTHUSIASM.
- Before you walk into the meeting assume the belief that the prospect is going to buy. This will affect your confidence and the language (both verbal and non-verbal) you use during the sales process.

Now that we have discussed the BE aspect of selling, we need to DO in order to HAVE the sales life we want.

The DOing, - Preparing to DO - Planning

You must first plan to sell because if you fail to plan, you plan to fail.

In the best selling sales book “SPIN Selling” Neil Rackham cited extensive research to prove what many good salespeople already knew, that the best salespeople asked more questions. Furthermore, he proposed that the questions should be planned before the sales call. In the field book of the same name Neil even showed you how to work backwards to formulate the best questions to ask.

Before you walk into ANY sales meeting, especially an important one, you need to:

- Have a well-formed objective (SPIN would say several objectives = fallbacks)
- Know some details about your client’s business or situation (respects their time)
- Have a series of questions to ask that are relevant to their industry or situation
- Know the most common objections raised in relation to what you offer and have answers prepared

So, let me ask you:

- Do you know how to formulate a well-formed outcome?

- Have you worked out the questions you will ask?

- What are the questions you will ask?

- Have you practiced the delivery of those questions?

- What are the usual objections you encounter selling your product or service?

- Have you formulated and practiced answers to those objections?

Once I'm in front of a customer I follow a selling model that is essentially a 5-step process:

- Get into RAPPOR T with the prospect or client
- Ask QUESTIONS – gather extensive information about the deal and the person
- Uncover the prospects NEED
- Establish the VALUE of a solution or opportunity
- Close, handling any objections

Certain skills are needed to work through these steps in the selling process and we also need planning.

Please answer the following questions.

- What ROADMAP do you follow when you are selling?

- What stages does your typical sale go through?

- How do you know what stage you are up to in the sales process?

The Doing - Part one - Rapport

Why do you need to build Rapport with the client?

Some sales trainers have postulated that a client cannot maintain high levels of task tension and relationship tension simultaneously. Thus developing Rapport reduces the relationship tension enabling the prospect to deal more easily with the task tension.

ABRAHAM LINCOLN said,

"If you would win a man to your cause, first convince him that you are his sincere friend."

Selling is very much related to influence and persuasion. Abe Lincoln was able to persuade and influence a lot of people and from the comment above he obviously saw the need to establish Rapport with people.

A field of study known as NLP looked into the outstanding results that famous people generated. The goal of these researchers was to find "the difference that makes the difference". How did these people generate results so much better than their peers?

Initially they looked at three famous therapists. Then they looked at some famous sales people. Naturally, there were many differences in the methods of the salespeople and the therapists but there were also marked differences in how the individual salespeople went about their selling. However, all of these outstanding achievers had something in common. It was their emphasis on establishing Rapport with their clients. In fact, NLP defines Rapport as "the uncritical acceptance of suggestion". This is a level above the TRUST that salespeople normally seek to achieve.

Joe Girard (regarded by many as the best salesperson of all time and certainly the most successful salesperson of all time) says that all sales is about selling yourself (in other words establishing Rapport). For someone to buy from you they need to like and trust you.

You can build Rapport Consciously and Unconsciously.

Conscious methods include:

- Agreement Pacing- if you tell someone 7 relevant things that they know or believe to be true the eighth will be accepted without question. This requires some knowledge of the person, but much can be gained in just one or two meetings, especially if you pay attention to their philosophies regarding cost, value, trust, problems, human nature, risk.
- Language Pacing- use their buzzwords.
- Values & Beliefs Pacing- don't tread on what they hold dear, emphasise the similarities & play down the differences
- Cultural Pacing- dress like them, learn the local customs, know the corporate culture
- Content Pacing- take interest in what they are saying; shared interests, cautious! Better to weave it into your talk later rather than comment up front, or call attention to the interesting item when you are meeting in a place other than their office.

This last point emphasizes the risk in CONSCIOUS pacing. It can be noticed by the prospect and perceived as manipulation.

Many salespeople go into a call and talk about golf or the stock market or some other non-business area they know the prospect is interested in. Indeed this does raise the comfort level early in the call. However, if you have ever done this you will know that it is often difficult to maintain this RAPPORT when you switch back to business talk.

The way to guarantee you don't get caught out or have to deal with the void between social rapport and business rapport is to use UNCONSCIOUS rapport building skills. That way you can ask questions about their business while you build rapport thus building rapport in a work context.

Do you know how to build UNCONSCIOUS rapport?

If you want to know How to develop deep Rapport with your prospects, click below.

<http://www.sellingandpersuasionechniques.com/Rapport>

The Doing - Part two - Questioning

First, get permission to ask questions, otherwise it will feel like interrogation to them.

Ask easy questions first, (the best things about their current situation) then ask about their problems and get them to expand on their answers.

- Can you recognize verbal fluff?
- Do you know what questions to ask to get the specific information you need?

I will be offering a report that will give you the specific questions to ask as well as the ability to recognize vague replies. To get the specific information you want, you need to use the Precision Model.

More details about the Precision Model will be available soon on my website. <http://www.sellingandpersuasionechniques.com/Questions>

The buyer has the answers the seller has the questions. **Assume no Answers!**

In “SPIN Selling” Neil Rackham cited extensive research to prove what many salespeople already knew, that the best salespeople asked more questions.

SPIN Selling proposes there are four types of questions, thus SPIN stands for:

- Situation (questions)
- Problem (questions)
- Implication (questions)
- Need-payoff (questions)

The SPIN model focuses on the questions you need to ask about your prospect’s business, yet if you only ask strictly business questions you effectively ignore the human aspect of sales.

What would be helpful to know about your prospect?

- Do you know the specific thought process of your client?
- Do you know how they make decisions?
- Do you know their buying strategy?
- What are their major Criteria around making a purchase?

Would you like to know how to find out the specific details about how your customer is motivated and makes decisions?

How much easier will it be to make sales when you can speak the unconscious language of your prospect, and know what's important to them?

There are a number of questions you can ask a prospect to uncover their unconscious preferences and motivations. To find out what they are and how to use click on the following link to take you to my eBook "Sales Hotbuttons".

<http://www.sellingandpersuasiontechniques.com/LAB>

The Doing - Part three – Uncovering Needs

If you ask the right type of questions and listen attentively you will eventually uncover a need.

- How do you know when you have uncovered a need?

A need is your customer's pain. Listen for it, uncover it. Find out what they have now and how that is less than perfect. What do they dream about not having? What would they pay anything to have?

- How do you amplify that need?

You associate the prospect into a past time when they felt the need intensely. Then you get them to go into detail about it. In doing so they re-experience that strong need. If it's something they dream about having, that has never been possible in the past, associate them into the future dream about it and get them to detail how good it will be.

- When you uncover a need you need to anchor it. So, you can use it again and again during the selling process.
- Do you know how to establish an anchor?

For details about Anchoring click on the link below.

<http://www.sellingandpersuasionechniques.com/Anchoring>

The Doing - Part four - Establishing Value

Once you have uncovered a Need, you establish the Value of a solution.

You need to use the information you have gained from the client to talk about what is valuable to them. Find out what is important to them about having that need met.

This is the part of the sales process where you'd use a conditional close and / or tag questions.

- Do you know what a conditional close is?
- Do you know what a tag question is?

There are certain questions that you can ask that will lead the customer to discover the value of what you offer and to experience the good feelings they'll get from using your product or service.

- Do you know what to ask that'll cause the client to realise the value of your offer?
- How do you lead the customer to experience the value of your offer?

I have a new eBook called "Sales Hotbuttons" that addresses how you find out what's really valuable and motivating to your client. This eBook is available now by clicking below

<http://www.sellingandpersuasionechniques.com/LAB>

This is a part of the selling process where anchors can come in handy. For example, you can use the Need Anchor as you discuss the Value of your solution. Thus, you can use anchors to LINK the Need and the Value of your Solution.

For some information about anchoring please click on this link

<http://www.sellingandpersuasionechniques.com/Anchorin g>

If you want to know more about anchoring please feel free to contact me via,

<http://www.sellingandpersuasionechniques.c om/eBook-basic>

The Doing - Part five – Closing and Handling Objections

Once you find a need or opportunity, establish the value of a solution, link the need and the solution, and you've anchored it, then you close.

There are hundreds of closing methods. The ones I list below are often used.

Do you know the:

- Order Blank Close?
- Alternative Choice Questions Close?
- Ben Franklin Balance Sheet Close?
- Scarcity close?
- Minor point close?

After a closing question it's very important to?

Shut up!

At this point in the sale he who talks has lost. You need to be prepared to just wait for the prospect to respond.

There is an elegant method of closing based on personality types defined in the MBTI (Myers-Briggs Typology) which is based on the work of Karl Jung.

This Judger / Perceiver Close can be extremely effective if used correctly and on the right person. If you'd like to know about this method please feel free to contact me via my website

<http://www.sellingandpersuasionechniques.com/eBook-basic>

Now, if you've established a Need and strongly linked it to the Value of your Solution then the sale should be made. However, that is often not the case because the prospect comes up with some form of Objection.

Dealing with Objections

Part of Closing is Handling Objections.

- How do you feel about Objections?

- Do you look forward to Objections?

- What are the top 10 Objections you get to your offers?

- How prepared are you to handle Objections that might be raised?

Did you know that the best sales people in the USA make most of their sales after the fifth NO! So, think of it this way, every time you get a “NO!” you’re one “NO” closer to making a sale.

I’m sure you’d know the basics of handling objections.

You either....

Ignore it and go back to established value.

Or....

Answer it and go back to established value.

It's important to

- Listen carefully! Do NOT interrupt.
- Act surprised and repeat the objection.
- Flush out the hidden objections, one of which is often the real objection
- Pin them down to the major objection
For example, “If I could show you how to have the time would you buy?”
- Go back to establishing value and linking it to their Need.

Certain models can be used while you are in the process of handling objections.

- The Agreement Frame
- The Contrast Frame
- Time Distortion language patterns

However, the most elegant model of all is called “Criteria Reframing” which turns most objections into reasons to buy.

“Criteria Reframing” will give you some of the most elegant reframes for any objection.

How much easier will you handle objections with this knowledge?
Remember what I said earlier though, it requires PRACTICE.

For a very effective way of handling objections, click here
<http://www.sellingandpersuasionechniques.com/ERAO>

Of course, an even better way to handle objections is to inoculate against them before the client brings them up!

Do you know how to do that?
Want to know?

<http://www.sellingandpersuasionechniques.com/eBook-basic>

Common Objections

A common objection that arises is:

“I want to think about it.”

Which is very similar to the:

"I want to talk to my partner."

Neither are real objections. They are stalls. What they are trying to do is to get some time so they don't have to make a decision right now.

You can't answer these questions.

Your reply should be:

“What specifically...”

“What specifically do you want to think about?”

“What specifically do you want to discuss with your partner?”

And don't let the prospect off the hook till they give you something specific.

If they really resist start giving them options: e.g.

“is it our return policy”

“is it that our products are imported”

And when you get an answer you either respond and then go back to establishing value or ignore it and go back to establishing value.

Remember if you're asked a question by the client, and you could answer "yes", don't just say "yes". Always answer a question with another question.

For example:

Client says, "Can I have it in red?"

You say, "Would you like it in red?"

If he answers "yes", then he's bought.

If he says, "no", then say, "What color would you like?"

Skills that operate within a selling process.

There are some skills that operate continuously during the selling process.

Listening Skills

Listening Skills are paramount among the skills you need to be a good salesperson.

Listening shows respect for your client. It also allows you to hear what's really important to them and to spot needs when they arise.

How effective are your listening skills?

Language Skills

Next most important skill is the ability to present your offer effectively.

In presenting your offer you need to be able to:

- capture and hold the attention of your prospect
- minimizing their interest in the competition
- make them uncomfortable enough with their situation to make a change
- get the client to experience emotions
- convince them to act now

Effective use of language allows you get specific at the right times, as well as how and when to speak in generalities. Language skills enable you to generate emotion in your prospect. Emotion leads to motion (action).

How complete are your language skills?

Do you know?

- The 18 most powerful words you can use?
- The 8 most dangerous words to use?
- What are Presuppositions and how to use them?
- What is hypnotic language and how to use it?
- What the Quotes Pattern is and how to use it?
- What is Implied Cause and Effect, and how do you use it?
- What are Embedded Commands and how to use them?
- What are Binds, Double Binds and Conditional Binds and how to use them?

Cialdini's Influence Principles

Robert Cialdini researched influence / persuasion and came up with nine influence patterns that have a profound effect on each and every one of us.

You should learn these principles and use them wherever you can during your sales calls.

I list these nine principles on my website, click below to read them

<http://www.sellingandpersuasionechniques.com/Cialdini>

and if you are serious about doing well in a sales career you should buy Cialdini's book (it's available at my website) and study it carefully. After studying the book you then need to plan when and how to use these principles to your advantage, then practice incorporating them in trial sales calls until you can use them automatically.

The final aspect of all selling is the FOLLOW UP.

Please refer to issue #1 of my eZine "YourSalesSuccess", by clicking below

<http://www.sellingandpersuasionechniques.com/FollowUp>

, for a story from my own career that highlights the importance of follow up.

One reason to follow up is to minimize the occurrence of **Buyers' Remorse**.

You can counter Buyers Remorse by contacting your client some days after the sale and congratulating them on their great decision to buy. Better still; prepare your client at the time of the sale for any negative feedback they are likely to get from colleagues about buying your product.

Winding up

Well, I trust you've enjoyed our little foray into the world of selling and persuasion.

I hope this little book has served to open your mind to some new techniques you could use and whetted your appetite to find out more about them.

If you are the type of person who cannot wait to find out more please contact me now , via my website to arrange for some sales coaching.

<http://www.sellingandpersuasiontechniques.com/eBook-basic>

All the best.

Here's to YOURSALESSUCCESS.

Greg Woodley