







#### 3 KEY RULES OF SUCESSFUL SELLING

- Relation building
- Straight thinking
- Presentation





## Relation building

- Between me (the seller) customer (buyer)
- Building apport with THE customer is an essential matter to achive high sales
- HOW?
  - Be smiling smile and the world will be smiling back to you. An honest good smile gives you the opportunity to have a smooth discussion
  - Greeting always greet and empathise with the customer
  - General discussion always start with a general discussion
  - Do NOT jump directly to sales





## Straight thinking

- Be logical do not deviate, always 1+1=2
- Be organized organize your presentation and demonstartion (prepare it always in advance, adjust it to each customer)
- Provide valid evidence have always ready your facts and figures.
   Focus on the benefits of the product for the customer in front of you





#### Presentation

- It is what matters the most
- WHY?
- It is the way of expressing yourself, your company and your product





## The 3 dimensions of selling

- Customer
- Product
- Competitors





#### **CUSTOMER**

Every great business is built on friendship

- What a seller needs to know about the customer?
- The problem or need or requirement





#### Customer

• How to do it?

 Uncovering the need of the customer and based on it satisfy this need with the benefits your product

Convert the need into a want





#### From Need to Want

- To convert a need into a WANT for a specific product,
- the seller has to demonstrate the benefits of his product in ways that make the customer realize the importance of the product

First step, uncovering the need!





## Uncovering the need

- Probing function
- 1. allows the seller to guide the customer to REVEAL HIS NEEDS
- 2. with effective probing skills you take control of the selling process
- Asking questions Who, What, Where, When, Why, How





#### **PRODUCT**

- Product knowledge is essential for the success of sales
- Why?
- Because it allows the seller to show to the customer what he will gain by buying the product
- And gives to the seller two key ingredients of successful selling
- 1. Confidence
- 2. Enthusiasm





#### Confidence

To have confidence you should

- Be fully aware of the product you are selling
- Know every detail about the product and of the product of your competitors
- And enhance your power to handle any objection





#### Enthusiasm

- It comes also with good product knowledge
- Makes the customer see the product as you see it (do not fake it!)
- Test the product yourself before attempting to convince someone to buy it!





## Gather and provide general information

- Understanding the need of the customer
- Introducing your product
- Advantages and benefits





## Introducing your product

- First, Uncover the features of your product
- Next, tell what action each feature will perform (one by one)
- Next, let the customer know which are the benefits of the action performed by each feature

- Advice = do NOT talk too much about the features of the product
- You should talk about the effects and results (benefits for the customer) of the product





#### REMEMBER

- Features never change.
  - But, benefits do!
- depending on the specific needs of each customer!
  - Do not assume
- A benefit important for a customer will be important to other customers
- That a customer will translate on his own your product features into his benefits. **This is your TASK!**





#### Organizing your presentation

- 2 methods
- Feature Action Benefits (FAB) = you strat wih the Feature and explain its Action and then tell the Benefit

 Benefit Action Feature (BAF) = you begin with the Benefit and then prove it with the Action and Relate this action to the Feature





#### COMPETITORS

- Always there is competition, it is normal, so
- accept it and HANDLE it!

- The best way: is to SELL THE DIFFERENCE!
- In product features, design, price, availability
- Or
- In the salesperson persoanlity, presentation and knwoledge





## Knowledge about the competition

- Helps to better handling of eventual objections of the customer
- We should be aware
  - which are the products recommended by the competitor's salesperson
  - If the features of their product meet or not the requirements/needs of the customer
  - How the salesperson of the competitor is telling his story and demonstrations





## To be strictly avoided

- Avoid including any reference of competitor in your sales presentations
- Never initiate discussion of competition, let the buyer make the first reference
- Never criticize competitors since it can be interpreted as poor selling skills
- Never make any statement about a competitor before checking its accuracy
- Always rememebr that your primary task is to explain your product!





## Selling process (5 stages)

- 1. Create a connection with the customer
- 2. understand the customer needs
- 3. Address customer needs
- 4. Close the sale
- 5. Establish a sustainable relationship with the customer





## 1. Connecting to the customer

 Good personal relationship may positively affect the receptivity of the customer





## 2. Identifying customer's needs

- Will help the seller to get his customer to FOCUS on his products needs
- Customer focuses on the product characteristics according to his needs





#### 3. Address the customer's needs

- Aim to provide to the customer the SOLUTION for its need
- Introduce your product using the FAB method
- The seller relates and reinforce benefits to provide the customer with knowledge about how its product is addressing his needs
- Gain commitment and follow-up to help and let the customer to evaluate and determine whether your product would satisfy their needs and take the favorable decision





#### 4. Close the sale

- Go to closing the sale
- Handle objections and build trust
- Typical situations
- 1. the customer is **not ready** to accept your product
- 2. is raising a competitor's counter-claim and wants to know if it is justified or not
- 3. does not understand your explanation for an important point
- 4. is interested into your story and wants to be reassured
- 5. wants to test your own belief in your product



## 4 typical types of customer resistance (objections)

- 1. misconception
- 2. real objection
- 3. lack of interest (disinterest)
- 4. skepticism





#### Misconception

- 1. = incorrect negative assumption about your product due to lack of information or misunderstanding of information (it seems to me that your product does not offer anything more compared to competitor X product)
- A skillful seller will turn into assets and opportunities

- Action to take =
- Provide the correct information to satisfy the customer





#### Real objection

• 2. a **legitimate** shortcoming or disadvantage of your product (the price is too expensive for me)

- Actions to take =
- 1. use the Yes,..... But technique
- 2. Minimize the objection by maximizing the other great benefits of your product
- 3. Try to position your product in an indication in which its disadvantage is not of great importance





## Lack of interest (disinterest)

- 3. Lack of interest (disinterest) in your product
- Usually, it is due to satisfaction with a competitor product

- That is a challenging situation. If you pass it, you will be successful
- Action to take =
- 1. Express your product advantages and benefits over the competitor
- 2. AND, support this step with more benefits





## Skepticism

- = disbelief that your product can provide the declared benefit, it occurs usually after you reinforce that benefit
- Actions to take:
- 1. restate using confident words what you have said
- 2. the tone of the voice represents 50% of your success
- 3. offer proofs on the spot, if not, set a date and stick to it!
- 4. if a document, indicate exactly where is the needed information
- 5. get the customer agreement and ask for action





## Closing the sale

Accept the decision of your customer!

Customers are the ones that take the decision to
 Accept OR Refuse the product

Therefore, greet and start focusing on the next customer!





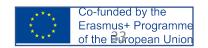








Practice selling and you will be successful by the time!





# End Thank you!





