

SELLING SKILLS

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3 KEY RULES OF SUCCESSFUL SELLING

- Relation building
- Straight thinking
- Presentation

Relation building

- Between me (the seller) – customer (buyer)
- Building rapport with THE customer is an essential matter to achieve 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 demonstration (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 start with 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!

CONCLUSION

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- Practice selling and you will be successful by the time!

End

Thank you !



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