

Free Sales Training

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Motivators and Connectors To Help You Close More sales

Presented

By

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Motivators and Connectors That Help You to Close the Sale

Connecting the stages of your sales pitch, and motivating your prospects to move along those connections with you, will multiply the number of sales you close.

It will also make your pitches and presentations smooth and keep you on track towards closing the sale, because you will know where you are in the sales process at all times.

These are techniques that you can adapt for any type of sales: Retail, showroom, telesales, direct sales, B2B, I have used them to coach professionals in many markets and sales positions.

In these few pages you will find the techniques that I've developed in my career as a sales manager and trainer. They will help you to connect together your existing sales skills that you use at each stage of your pitch.

You might be great at asking the right sales questions and getting all the prospect's needs and wants. And you could give really effective sales presentations. But, could you improve the way you connect the two sales stages together and how you motivate the prospect to move with you from one stage to the next. This training will show you how to find selling success by getting all your sales stages to click together.

This short and to the point sales training eBook is free from the website www.Sales-Training-Sales-tips.com. The ideas were published as a set of weekly articles in the free newsletter from the site called *The Sales Buzz*.

If you want to receive the Free Newsletter go to <http://www.sales-training-sales-tips.com/free-newsletter-sales-training.html> and claim your free gift.

The articles received a great response and many people asked if I would put the techniques into one complete sales training eBook. So here it is...

How Connectors and Motivators Work

There's a connection between successful sales people and their prospects during the sale. A sudden change in your sales pitch as you move from one stage of a sale to the next and the connections gone.

Pull the buyer forward too quickly into the next stage of your sale and they resist. Push them towards a close and they push back. The buyer mustn't feel sold to or lead or pushed. They must think they are moving with you of their own free will.

Get the early stages of your sale wrong and you lose the connection and the customer starts throwing smoke screen objections. Jump from your introduction into asking questions without giving the buyer a good reason to follow you and they resist.

The most successful way of moving buyers in the direction of closing the sale is by motivating them with a reason to go with you along the path of the sales stages and towards the close.

A Typical Sales Process

A typical sales process is shown in the diagram on the left. It's made up of several sales stages that follow a path from first contact to closing the sale.

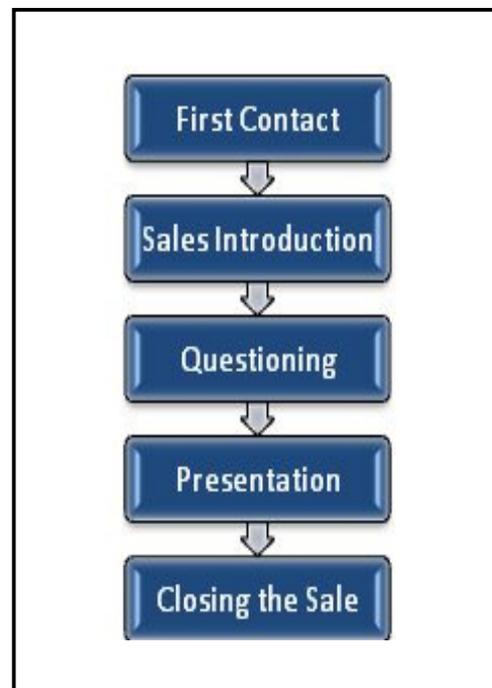
This sales training is focused on how you persuade and influence your prospects to move from each stage to the next.

Traditional sales training concentrates on the sales skills within each of the boxes of each sales stage. This eBook looks at how we move along the stages to the close.

Your existing sales skills that you use at each stage are very important and this training should be viewed as something to add to those existing skills.

If you want to improve your traditional sales skills at each stage there are details of a great way to do this at the end of this eBook.

But don't look there now, work through the rest of this eBook first, and then look at how you can increase your sales with the Selling Success workbook course...



How to grab your sales prospect's attention

We start this training with a technique to grab the attention of your sales prospect. This is usually done in the first few minutes of your sales introduction.

It can also be used to great effect when you make first contact, approaching retail customers, or for making sales appointments.

Add this to technique to your existing skills and you will achieve the selling success that you want. It will also give you confidence in those first few minutes with a prospect.

Give your sales prospect a really good reason why you are there meeting with them, or if you are making sales appointments, why you they should meet you. Your reason for meeting with them must be a benefit or a potential benefit that the prospect could gain by listening to your sales pitch.

The biggest mistake that I see people making is giving reasons for meeting with prospects that are a benefit for the sales person not the buyer.

For example:

We are looking for customers in this area because it will keep our transport cost down.

How does that benefit the prospect? They are not going to be motivated to listen to you because there is nothing in it for them.

To make the above example a potential benefit for the buyer you need to change it into something like:

Because we already deliver to many customers in this area our transport cost are very low. That means we may be able to offer you a better price than you are currently paying.

It's the same reason to sell to this customer but we have turned it around and presented it as a benefit from their viewpoint not ours.

If you want more free sales training on building a sales introduction go to <http://www.sales-training-sales-tips.com/sales-techniques.html>

Without grabbing a prospect's attention in your sales introduction you will struggle to get them to listen to what you have to offer. Not grabbing the interest of the prospect is one of the common causes of sales people not getting the sale past the first stage. If they don't listen to your sales introduction it will be difficult to get them to the next stage of the sales process, which is the Sales Questioning stage, and then you cannot achieve the selling success that you want.

Motivate Your Prospect to Answer Your Sales Questions

After your Sales Introduction, with your attention grabbing reasons to listen to you, you want to move on to asking the buyer questions to establish their needs.

This is where you discover the prospect's wants, needs, and desires so you can put together your sales presentation to meet those needs.

To get your buyer to start answering your sales questions you must motivate them. You need to give your prospect a reason to move from the Sales Introduction stage to the Sales Questioning stage, and give you the information you want.

Motivating buyers is done with real and potential benefits. For example:

If I can ask you a few questions about what you would like in your kitchen, I can give you an accurate cost and you can then compare it to the prices you have been quoted, and you will then know if you are getting the best deal.

Motivating buyers with potential benefits gives them a reason to move with you. For some products it can be like telling them what the prize is and then asking questions to see if they qualify.

In your sales introduction you use an attention grabbing line that tells the sales prospect why you are there. This is the reason you are meeting with them, the reason they should listen to you. If you see a positive response from the prospect to your reason for being there, then use the same reason as your motivator to move them to the questioning stage.

For example:

In a sales introduction a sales woman used:

We have a brand new range of items that other retailers have found to be really profitable and my visit today is to make sure you are not missing out on this opportunity.

She saw a positive response to this reason for her call and decided to use the same reason as a motivator to get to the questioning stage.

Her way of motivating the buyer to move to the questioning stage was:

So that I can show you the best new items for your business, and make sure you don't miss out on the most profitable ones for you, let me ask you...

By linking the reason you have given for meeting the buyer to the reason they should move to the sales questioning stage you are using a consistent benefit to motivate the buyer.

Now Put Together Some Motivators for Your Sale Pitch

So how will you motivate your prospects to move with you to the next stage and answer your sales questions?

Consider using the same benefits that you used earlier to get the buyer listening to you. This works especially well if you have a unique selling point or one specific benefit to offer your customers.

Then think of a list of your best benefits that you think will work to move prospects with you to the next stage of the sale or the appointment call.

Once you have a list of benefits put them into sentences that are linked to motivating buyers to answer sales questions.

As you move from your sales introduction into the sales questions stage the customer realises that they are being sold to. To achieve selling success in your role you must make the transaction to the next stage as smooth as possible by adding motivational benefits.

Once you have asked all your sales questions it's time to turn the page and motivate your prospect to move from the sales questions to the sales presentation stage...

Motivating Buyers to Move From Sales Questions to Your Sales Presentation

You've done an attention grabbing Sales Introduction, and then motivated the prospect to move to the Sales Questioning stage with you.

Then you have asked all your sales questions and discovered all the prospect's needs, wants, and desires. Now you want to motivate your sales prospect to move with you to the next stage of the sale, the Sales Presentation.

Moving the prospect to the Sales Presentation sales stage

How to move from the questioning stage to the sales presentation and keep your sales prospect moving with you.

The lines that connect the Sales Questions stage to the Sales Presentation stage have 3 steps:

Step 1

The first step is to make sure you have all the prospect's needs, wants, and desires, and that you have understood them correctly. So summarise what you have heard back to the prospect.

To start your summary use a line that embeds a suggestion that will help you get to the sales presentation stage after they have agreed your summation of the benefits they want from your product.

Here's an example:

I know you want to see what my proposal can do for you, but before we move on to that let me make sure I have understood exactly what you are looking to buy.

Step 2

Then you feed back what you have understood from the answers they gave to your sales questions, and check you have covered all the benefits they want with a question such as:

Have I got everything that you want to gain from the product that you will buy?

If they say 'No' you simply loop back to the sales questions stage to find out what you have missed.

Step 3

When, and only when, the buyer has confirmed that you have discovered all that they want from the product, you can motivate them to move to the Sales Presentation with you with a line like:

Now let me show you how I think you can gain all those benefits and you can then tell me if I'm right.

The phrase: 'Tell me if I'm right' is an embedded suggestion of the trial close that will follow the sales presentation. You are not going to move from the presentation to a full blown closing question as you will see later.

Build Your 3 Step Connecting Lines

Use the 3 step model above as a template to build your connecting lines and motivators to get you from Sales questions to the Sales Presentation. Here's what you want to do at each stage:

Step 1: Summarise the information the prospect has given you in answer to your sales questions.

Step 2: Check that you have all the benefits they want from the product or service.

Step 3: A connecting line with a benefit, and an embedded suggestion, that says what you are now going to do.

To achieve the selling success that you desire, play about with your own words, develop the ideas here, add more embedded suggestions, and make it work for you.

For free sales training on how to ask Sales Questions go to <http://www.sales-training-sales-tips.com/questioning-techniques.html>

Now we move to the sales closing stage. But before we do there are some motivators and connecting lines that make selling success easy, and sales closes become very straightforward.

Move Your Prospect from the Presentation Stage to Closing the Sale

You've successfully motivated your sales prospect to move with you through all the stages of a sale and you have completed your sales presentation.

Now you're ready for the money shot. The closing of the sale. This is where you get the agreement to a sale that will earn you commission or grow your business. This is where you get selling success.

Some of the best pieces of advice I can give you from my experience is:

- Make your sales closing stage follow on smoothly from your sales presentation.
- No big breath, as you jump into a big closing question.
- No sudden change from nice presenter to demon closer.
- No delaying the close by presenting information they don't want.

- Just add these simple closing steps on to your sales presentation.

Summarise and check you have covered everything

Before you get into the closing stage of the sale you need to check that your sales presentation has covered all the benefits the customer wants.

Your sales presentation may have been a short few lines about a specific benefit the buyer can get from your product or service. Or it could have been a full power point presentation with many sections and sub-sections on what you can do for the buyer.

Your summary, and checking that you have covered everything, must take the content and length of your presentation into account. You are going to ask the buyer if you have shown them how they will gain all the benefits they want from the product or service you have presented.

You have to make it easy for the buyer. So your next action is to:

Give an overview of what you have just presented and link it back to the needs, wants, and desires that they told you about in the sales questioning stage of the sales pitch.

Then in your own words ask:

Have I covered everything and does this give you everything you wanted.

Remember, this is not your closing question. Think of this as a trial close, a way to test the water before you ask for the sale. This is just a way to connect the sales presentation with the sales close, and move the buyer with you to that stage.

The more positive the response to the two questions:

1. Have I covered everything?
2. Does the product give you what you want?

The easier it will be to close the sale and achieve selling success.

Using the trial close above you are getting good feedback on what will happen if you ask the customer to buy from you now. Based on that feedback you can take one of the following actions:

Go for the close

A positive reaction from the prospect and you move straight to closing the sale by asking for the sale.

Do you feel confident and comfortable as you are about to close a sale?

Do you know how to ask for the sale?

If not you can get some real help from this website page <http://www.sales-training-sales-tips.com/how-to-close-a-sale.html>

Deal with sales objections

Overcome any sales objections that come up at this stage. One of the reasons we use a trial close is to get any objections out of the way before we go for a full agreement.

Dealing with sales objections can be daunting and negative for some people. If you want help overcoming objections take a look at <http://www.sales-training-sales-tips.com/how-to-handle-objections.html>

Ask more questions

If you don't get the positive response that assures you they will buy when you close, ask more questions. It can be a slight non verbal signal that you pick up on that tells you they are not fully convinced and ready to buy.

Or it can be a question or comment that highlights their doubts. Whatever it is that indicates there is a negative to overcome, respond to it with a question to get the full details of what you have to do before you try and close.

Motivators and Connectors

I hope the above sales training on motivators and connectors has given you some ideas that will give you selling success when you add them to your sales pitches and presentations.

Using a sales process and being able to clearly define where you are in the sale, and which sales stage you are aiming for next, will help you move prospects along the path and towards closing the sale.

The connectors and motivators work best when you have a good sales process and you have worked on making each of your sales stages more effective.

You can increase sales by improving one or two of your sales stages, or by building a complete new sales process. It's easy to do with the right help. Take a look at the sales training workbook below that I have developed for my sales teams. It has been proven to increase sales in many different markets and industries. It has been successful for all types of sales, from quick retail and store sales, to drawn out technical sales that take several meetings.

I'm so convinced that you will find something of value in this workbook course that I offer a full money back guarantee if you use it and don't increase your sales.

If you have any questions about the course you can contact me via the website at <http://www.sales-training-sales-tips.com/contact.html>

Get Professional Help to Build Your Sales Pitch

If you want help building a really effective sales pitch using the techniques you have seen here, and on the Sales-Training-Sales-Tips website, there is a professional sales course in a workbook that is just right for you.

Selling Success using a structured sales process is a complete sales training course for all sales people in all sales roles, and self employed and small business owners that sell to customers.

This is the sales and training solution that I use with the successful sales teams I manage and train.

Its success is proven everyday by working sales professionals in real sales situations.

A sales training course supported by a full exercise program to build your sales pitch in your own words and specific for your product.

Build a great Introduction that grabs the buyer's attention and motivates them to move with you through the stages of the sale.

Learn how to refine your Questioning skills so the buyer actually writes your Sales Presentation for you.

Pack your Presentation full of customer specific benefits that sell your product in the most effective way.

Closing is done throughout the sale and is woven into every stage in a way you may not have seen before.

And, a section on Sales Objection training that has been kept simple and effective so you can quickly put it into action, and increase your sales.

The complete sales training course in one compact workbook, and you can download it and start using it today for £24.50 *That's around \$36*

To buy this sales training workbook course, and for more information go to <http://www.sales-training-sales-tips.com/selling-success>

