

www.Sales-Training-Sales-Tips.com

FREE SALES TRAINING COURSE

**Sales training for
All sales people
Self employed and
Small business owners**

*Sales training proven by
working sales professionals*

Why this Sales Training is so Effective

As a sales manager and trainer I've seen many training courses that sound great, but don't deliver the results.

Thousands of sales people have received traditional sales training, at great cost, delivered by sales training companies, but how many of them are now top sales performers or top earners?

If you like me sell for a living, work for yourself, or have a small to medium sized business, you want sales training that is easy to learn, quick to put into action, and proven to get results. Working with my sales team that's exactly what I have developed. The training you'll find here, and on the website, is used, and proven everyday by the sales teams I manage.

This sales training works for all types of sales:

Retail – Field Sales – B2B – Direct Sales – Product & Service Sales

Following the sales process method of selling has helped many other people like you to become very successful in their sales role and grown their business. Try it out, it will work for you as it has for others like you.

What makes it work so well

It works well because it's a sales process, not a rehearsed script or sales pitch.

The sales meeting is broken down into stages. A stage can be very short, depending upon your customers and product, but it is still very important to the success of the sale. At each of the stages you know:

- **Where you are in the sales process**
- **Your objective at that part of the sale**
- **When to move on to the next stage**

And most important, you will know what to say to your customer without using a memorized script. That means you can talk naturally to your customers and let your personality come through.

Basic Sales Call Structure

Let's start with a simple sales process for your sale.

- You introduce yourself, and your company, to the prospect
- You need to know their needs and requirements, so you ask questions
- You then present to the prospect a proposal that meets those requirements
- You ask them if they would like to place the order, and you deal with any objections or concerns that they have

This is a sales process not a rehearsed sales pitch. You will build your own flexible script, in your own words, and make it unique for your product and your individual customers. You do this by focusing on the objective at each stage of the sales process.

For example:

The objective of your Introduction stage is to get the customer to move with you to the questioning stage of the sale. You know you can't sell your product in the Introduction, but many people still try.

In the sales training that follows you'll see how we've included all the information you want to communicate to the buyer during the Introduction. This is what you need to learn, not a rehearsed script that sounds false.

Picture a Different Way of Selling

Imagine selling to a buyer with a clear picture of your sale process in stages. You know what to include at each stage and you do this naturally, using your own words, as you would in normal conversation.

You know what your objective is at each stage of the sale. You'll know when you've achieved it, when to move on to the next stage, and when to shut up.

As you achieve each of the small objectives throughout the sale, closing the sales becomes easier. And just like the other stages of the sale you'll know how to ask for the order and close the sale. Again, no script, just your own words because you have learned a process not a sales pitch.

Now, let's see what you can do to build a stunning sales introduction

The Introduction

The Sales Introduction, the first stage of the sales process. What do you say at the moment for your sales introduction?

Have you planned it out, do you know what your objectives are? Do you know when to stop and move on, and do you know what the next stage of the sale is?

Don't worry, it's all here, you can build a great sales Introduction in a few minutes and then spend time improving and developing it.

This is what my sales teams put into their Sales Introduction. You may want to make small changes to make it more specific for your role.

The Sales Introduction

- **You** – Name, Title, Specialisation
- **The Company** – Name, Group Name
- **About the company** - A feature that could be of benefit
- **The reason for the call** - A benefit to the prospect
- **The Structure of the call** – Process the meeting will follow
- **Motivation to answer Questions** – The next step

The above slide shows the information that should be contained within your Introduction to the customer.

Part of this may have been done on the telephone if you make your own appointments. In which case a good place to start is by re-capping what was said on that call.

All the information, features, and benefits, you include in the Introduction should be for the benefit of the prospect not just you or your company.

The Objectives of the Sales Introduction

The objectives are:

- To communicate very brief information about you, your company, and to grab the buyer's attention using potential benefits.
- Gain agreement to the process the meeting will follow. This also helps to get any major objections out of the way and stops you wasting time with people that can't buy from you.
- To motivate the customer to move with you to the next stage of the process, the questioning stage.

What your Introduction should do

It tells the buyer who you are.

It introduces you and your company, and one of the features that could benefit the buyer. This is where you want the customer's attention. Get a general feature and benefit into your introduction that will keep the buyer listening.

You are telling them the reason for the meeting, and the benefit to them.

Many sales people don't give a good reason for why they are there. You must have a really great reason for meeting with the buyer. Even in retail sales, why should the customer talk to you? What can you do for them? How will they benefit by letting you help them shop?

You are laying out an agenda that will follow a structure.

Agreement by the buyer to this agenda will allow you to gather information and present back your solution to the buyer's needs.

You are saying, (in your own words) let me ask you a few questions, then I can show you the best sales proposal, and then you can make an informed decision on whether to buy.

Motivate the buyer to move with you to the next stage of the process

Use a good benefit for the buyer to motivate them to move to the Questioning stage of the sales process with you.

You are saying (In your own words):

If I can ask you a few questions, I can then show you the best way I can help you to achieve ...A good benefit for them...

First impressions while you have their attention

The whole introduction takes only minutes to present to the buyer. In retail sales it may be just seconds. But it's the first step on the buying process. The more impact it has at this stage the easier the other stages of the process will be, and that all works to help you close the sale.

At the beginning of the sales meeting you have the full attention of the buyer.

They want to know, what you can offer. How they can benefit. If it's worth paying attention to the rest of what you have to say, or should they just go through the motions and politely get rid of you.

When I'm coaching sales people in the field, I often see the buyer losing interest as the seller is getting warmed up. You have to go into that meeting with a stunning Introduction that grabs their attention, and tells them what the benefits of listening to you could be.

Imagine the Difference

Imagine walking into your sales appointment and knowing exactly what to say in those first few minutes.

Picture yourself approaching a retail, or showroom customer, and being able to engage them in a conversation that leads gently through a sales process.

In a direct sale you must have a stunning introduction that clearly communicates the information about you, why you are there, and relaxes the buyer.

Get your introduction working for you and you're off to a great start.

Get it wrong and you lose the sale.

Start Building your Sales Introduction

Introducing you and your business

Can you stand up right now and introduce you and your business as you would to a customer?

When you've done it ask yourself some questions and answer honestly:

Do you feel confident, and do you think you sound confident?

Does your Introduction give all the information it should to the customer?

Do you say too much?

Have you consciously thought about what the introduction contains, or do you just say it without thinking?

And most importantly, could it be better?

How do you present your name, and the name of your business? Have you got title within the company that would relay a sense of who you are to the buyer? If you're the Managing Director, or the National Sales Manager, then use it if you think it adds something positive. Let them know who they are talking to.

Are you a Dr, have you letters after your name, do you have a qualification that has a connection with the sale? This is not for you to show off, but the aim is to give the buyer confidence in who they are dealing with, and to include all the positives in those first few seconds.

Think about what you have that could be of benefit to the buyer and include it in your introduction. Imagine the difference in the following statements that were used in a retail introduction:

Hi I'm ...*Name*... I'm the sales assistant for this section

Hi, I'm ...*Name*... I've worked with all the designers of the products you see here, so I can answer any questions you have and guide you to the best choices.

Which would sound best if you were the customer?

The second introduction offers some benefits to the buyer. It says, I'm an expert, and I've had training from the designers of the products we sell. And I can help you.

Many people leave out the fact that they have received training, or have been involved with the development of the product. If you work for yourself and you sell a service that you provide that is a benefit to the buyer. They are talking to the person that will actually do the work. You are the expert on what you do, you can give advice, guidance, and make suggestions, and that gives you a unique selling point.

Have you ever thought there was so much you could do in the first line of your sales introduction?

Exercise

Now you have brought the above into conscious thought, let's put it into words. It's time to build that first line of your introduction that tells the buyer who you are.

Choose the details about you that you want to include in your introduction. Look at it all from the buyer's perspective. When deciding what to include consider what that information does for the buyer, not you.

Don't worry how it sounds yet, or if it will be too long.

Now put the facts into your own words. Simply talk through the details you have chosen. Start with your name, then the information you want to use. Does it sound right, and natural? Play around with it until you feel comfortable.

Once you sound good, and feel confident, write it down in the box below. If you haven't printed the eBook write it on a separate word document. Save it, because you will need it later.

You don't have to remember it word for word, just the information about you that you want to communicate.

Introducing you

Sales tip: Always say it first then write it down, it will sound much more natural. You use different mental processes when writing than when talking.

Introducing your Business

You've told the buyer who you are, and a line about you that gives them confidence in your ability to be of benefit to them.

Now you want a brief line about your business, your company, or your product. In the first few minutes of a meeting or a sale, people look for points of reference. Reference points are formed by finding something in a situation that that they are familiar with, or have a similarity to something they know.

If your company is not be known to the buyer then you can briefly mention it in your introduction, but look for something they will know that you can add. They may know of one of your products, or you can use a main service that you provide that you think they will need or already use.

You want to tune their focus onto your line of business, so give them some reference points and guidance.

Add some benefits

Consider these two different lines from an introduction by a self employed accountant selling their services:

I am a partner at J Smith accountants and we provide accountancy services.

I provide a specialized accountancy package to small businesses like yours that may want a flexible service, which can be a lot more cost effective because it changes as your business develops.

The first example tells the buyer very little. There is no benefit to the buyer, and nothing to differentiate you from all the other accountants they could use.

The second example tells the buyer what you do, and gives them a possible benefit that will catch their interest. You have also given them a reason why you are different to other accountants.

They have points of reference as they know what an accountant is, and they are a small business, and you specialize in small businesses.

You can do the same by focusing on your business name, companies you deal with, products and services, and anything you have in common with the buyer and their company.

Remember to include benefits. When you complete the next exercise, turn everything around and look at how it can be worded to show the benefits to the customer.

Exercise

List the benefits you could use for a line to introduce your business, company, service or product, to a customer.

Chose the one you want to include and play around with it until it sounds good. Then add any other details such as, company name, or product details.

When it sounds right write it in the exercise box or add it to the word document you started earlier.

Exercise

Try putting the line you developed for the first exercise together with the line above. Start to feel confident about how you introduce you, and your business, to a customer because you are doing it in the most effective way.

You are clearly communicating the best information, about you and the company, to the buyer. No waffle, no redundant words, and no hesitation. That's great start to any meeting or sale. Now look at what's next. It's the most important line of the Sales Introduction.

The Reason You Are There

You've told the buyer who you are, what your business does, and now for the most important line of the introduction, the reason you are there.

This is where you grab their attention, and give them a reason to continue with the meeting and listen to what you have to say.

Keeping in mind what you have learned about everything in the introduction being for the benefit of the buyer, what do you think about this line I have heard many sales people use as the reason they are meeting with the buyer?

I was in the area and I wanted to meet with you to see if we could do business.

There are two pieces of information in this sentence. One is that the sales person was in the area. The other is that the sales person wants to see if they can do business. From the buyer's viewpoint neither of these are a benefit. They do nothing for the buyer or their company.

Whether you are in retail and showroom sales, field sales, B2B, or direct sales, make your reason for talking to the customer a possible benefit for them. Give them a good reason, from their frame of the situation, why they should talk with you.

Have you thought about why you are there?

If you are only there to sell something you are not going to achieve long term success.

If you are there to help, benefit, or assist, the buyer, then you can achieve long term success because you are offering a win / win outcome. The buyer knows you are there to sell something, but what are you going to do for them?

Use a reason you are there that is wide ranging. A benefit that is too specific may rule out some of your customers if they don't need that particular benefit.

For example, I never use saving money as the reason for the meeting, unless I know I am going to be the cheapest option. Instead I use, best value package, or most cost effective.

To get in the right frame of mind, consider what your main selling points are. Is it price, service, quality, product range, one stop shop, flexibility, just what makes you different from your competitors. All from the customer's perspective.

I don't have a main selling point

There are businesses that don't have a unique or main selling point. Then you have to find either, a way to offer what you do in a way that grabs the buyer's attention, or a reason that is not directly related to your product or company.

The first selling point could be that you are a world leader, or a locally based company. And then you have to add why these features are a benefit to the buyer.

The second, a reason not directly related your company, could be that you have been referred to the buyer by someone else you do business with. Or, that you deal with many similar or local companies. Again you have to add why this is a benefit for the buyer.

Exercise

Now complete the exercise and develop a really great reason why you are there talking to that buyer. Grab the buyer's attention with a wide, potential benefit they could gain from talking to you.

Try it out, say it out loud. Play around with possible benefits. You may want to have two or three reasons you are there for use with different types of customers. When you're done write it in the box.

Exercise

Now Put It All Together

You now have three elements of your sales introduction. Let's put them together, make some changes to improve the impact they have on the buyer, and make sure you are comfortable and confident when presenting.

Take all three parts you have now developed and say it as one smooth introduction. Check that it flows smoothly, and sounds right for you. We are all different. I'm aware that I can sound too business like and formal. So I make sure I lighten my introduction and use contractions and friendly words where appropriate.

Check that you have benefits wherever possible in all three parts of the introduction.

What is there about your name and position or experience that will be a benefit to the customer. It may be something that gives them confidence in you and your ability, such as your title or training and qualifications.

Have you used a benefit about your company, product, or service? A main selling point, or a feature of what you do.

And the most important part of your sales introduction, the reason for you being there. How does it benefit the buyer?

Now put all three parts together and form the beginning of your sales introduction. Avoid common mistakes such as: Making it too long, including detail that doesn't benefit the buyer, and speaking too fast.

When you're ready enter it in the box on the next page.

You don't need to write it word for word, it's only a memory aid. Use bullet points, phrases, whatever does it for you. These are benefits and features of your product, so this is information that you already know.

Exercise

What's Next

Now use the same process to create the rest of your Introduction and the other stages of the sales process.

You've now got a stunning start to your sales introduction

- It's packed full of benefits
- Every word has a purpose
- It tells the buyer about you, your business, and why you are there.

And you can communicate the information confidently giving you a great start to the sale.

The next parts of the sales introduction are gaining agreement to the sales process and a unique technique for motivating the buyer to move with you to the next stage of the sale, which is the questioning stage. You can see how to do this at www.sales-training-sales-tips.com/sales-training-course.html

The Sales Introduction

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Now Build the Rest of Your Sale

How different is the state to the sales introduction you have just built, to the introduction you used to use?

How much more confident do you feel, and how much more effective do you think this new introduction will be?

If you can see a difference and feel good about using it, you can do the same for the rest of the sales process you use.

Stages of the sales Process:

- The Questioning stage
- The Sales Presentation
- Closing the Sale
- Handling Objections

Use the same successful sales training that I use with the sales teams I manage and train. It's proven everyday by working sales people that depend upon its success to earn their living and keep their jobs.

It can be downloaded and put into action today to start increasing your sales, growing your business, and making you more money. And many people have told me they now enjoy selling more.

It's easy to learn, quick to put into action, and is proven to get results. T
at www.sales-training-sales-tips.com/sales-training-course.html