

CREATE A STUNNING SALES INTRODUCTION

**Grab attention and motivate
prospects to move forward**

**'Start your sales meetings & telesales
calls with absolute confidence'**



ProvenSalesTraining.com

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'In just a few minutes you will know the steps of the Introduction Stage of the Sales Process, and then you will want to learn more.'

START CREATING YOUR INTRODUCTION

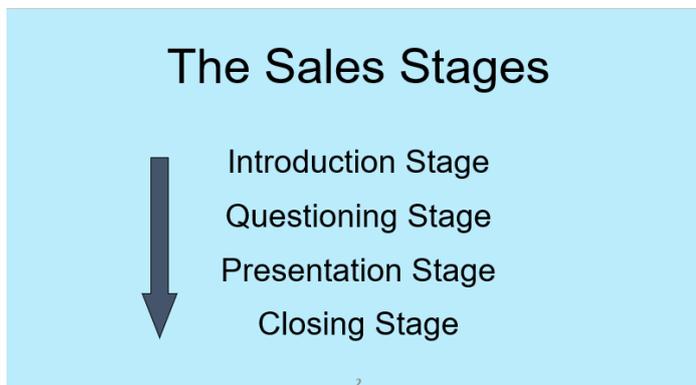
This free eBook will show you the steps to include in your Sales Introduction to move the customer forward into the sales process.

The steps will give you a framework around which you can then add your own words to customise the Introduction for your sales meetings or calls.

This sales process with stages and smaller steps has proved successful for sales people selling face to face or by telephone across all industry sectors, now you can start creating your Introduction using the same process.

Stages & Steps of a Sales Process

The Sales Process, from the first lines of your sales call or meeting with a prospect, can be viewed as Sales Stages.



Slide from the sales training course [Selling Success](#)

Within each stage there are a number of steps that you take to present information to the prospect and to move them forward to the next stage of the Sales Process.

In this free eBook on creating a sales Introduction Stage customised for your meetings or sales calls, we will look at the steps of the Introduction, your actions at each step, and your objectives.

Once you understand how the steps of the sales process work you can add your words around the framework they create.

I've trained sales people that take the steps of a sales stage and then create a full, word by word sales script for that stage. Others make notes to use as prompts or reminders of what they are saying and doing at each step of the stage, and some use the steps we will identify here as their guide for the content of the conversation they have with prospects.

THE STEPS OF THE SALES INTRODUCTION STAGE

The Introduction Stage

Introduce You – Name, Title, Position, Role

The Company – Include a benefit

The reason for the conversation - A benefit

The Agenda – Process the meeting will follow

Motivation to answer Questions – The next step

5

There are 5 steps in the Introduction Stage that will communicate the important information and motivate the prospect to move forward.

The steps of any sales stage are not rigid, you are not creating a fixed script that you have to stick to for every sale. You can add more steps to the above framework, but adding the words to the steps gives you great flexibility and it is rare that you will need to add another step.

The process for all types of sales

Whether you sell highly complex products or services, or simple, quick turnover, easily explained sales offers, the process for creating the Introduction Stage will work for you in your role.

Your Introduction, the first few lines of your sales call or face to face meeting, may take just 30 seconds, for example sales in a retail outlet. Or it could form part of a formal presentation to a team of buyers and include a lot of detail. Wherever your sales role sits on that scale, you can use the above steps to build your Introduction.

What your Introduction does

Using the above steps your Introduction will quickly communicate who you are, your company or products, and the most important line of any sales call or meeting: The Reason for the Conversation.

You will agree an Agenda for the meeting or call, and use a unique technique: The Motivator, to give prospects a reason to move forward with you to the next stage of that agenda, the Questioning Stage, where you discover their needs, wants, and desires.

Let's start with the first step of the Introduction Stage, Introducing you...

INTRODUCING YOU

What to say about you

In your introduction you obviously start with your name, you tell the prospect who you are.

If you have had previous contact, for example a call to arrange a sales appointment or you sent a marketing email, you might want to include a reference to that as a reminder and to set the context of the conversation now.

After presenting your name you have the opportunity to add something about you that supports your sales process by giving a benefit to the prospect or a reason they can have confidence in you. This really helps to build the relationship.

Possible information you can add to the step Introducing You:

- Your position in the company.
- Your experience of helping other buyers.
- Qualifications related to the product or industry.
- Product knowledge, market or industry knowledge.
- What you can do to benefit the prospect and help them make the right decisions.

There are many more attributes you may have that support your sales process that you may not have thought about before. Start a list of all the positives about you from a buyer's perspective.

Even simple things can make a real impact, such as: Your knowledge of the products, services, alternatives that they currently may be using.

What will you say about you?

Using the above, now consider what you will say about you as you introduce yourself?

Select the best features and their benefits about you and start your script for what you will say after giving your name. You can use different attributes in your meetings and calls for various sales situations. Different features and benefits of you will be appropriate for: cold meetings, door knocking, cold calls, repeat business, incoming leads, and you should choose what to say to customise your introduction of you.

Keep it brief

Do not bore your potential customers!

The attention time they will give you is limited, use it wisely, include the best information you can about you, but keep it brief. The objective is to tell them who you are, something about you that may benefit them, and then move to the next step.

Now introduce the company or the products or services you can provide...

INTRODUCE THE COMPANY

Step 2 in the Introduction Stage is to introduce the company, the brand, the product, or whatever it is that will give the prospect a frame of reference to build a picture about why you are talking to them and the potential benefits for them.

If you tell the prospect the name of your company will they get an instant mental picture of your business, an idea of what your company does?

What if you mention your brand, will they immediately recognise it and have a frame of reference for the meeting or call?

How about the products or services you sell, can you describe them in a few words so the prospect will know why you are talking to them?

When you introduce your company you want to give the prospect a trigger that will create internal pictures and self talk that gives them a frame of reference to what you and the meeting are all about.

Grab their interest quickly

In this step of the Introduction stage they do not want to hear a history of your company, the many awards you have won, when it was founded, or any other information that does not directly relate to them or their business and why they should give you their time.

They are still working out why you are talking to them, and what's in it for them. So show them. Use a line that explains as much as possible about what you do or sell in the least number of words.

Add a potential benefit

Add a potential general feature and benefit that your company offers that you think may be applicable to the prospect you are talking to. Make it general and wide so that the benefit is more likely to apply to all the prospects you speak with.

At this stage you may not know enough about the prospect to use a feature and benefit specific to them as you haven't discovered their needs, wants, and desires yet. That comes after the introduction in the Questioning Stage.

Your key sales message could be the way to add a benefit. What do you use as an introduction on your marketing or website? Is there a line that says: This is us and this is what we can potentially do for you?

If you want help to put together the words and lines to use on your calls and in meetings, we have the perfect solution for you at the end of this eBook.

The next step of the Introduction stage is the most important line of your sales meeting or call...

REASON FOR THE CONVERSATION

Step 3 of the Introduction Stage, you have already introduced you and your company, brand, or product, and you have included wide potential benefits for the prospect.

The Introduction Stage

Introduce You – Name, Title, Position, Role

The Company – Include a benefit

The reason for the conversation - A benefit

The Agenda – Process the meeting will follow

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Now you explain why you are talking to the prospect, and, more importantly, why they should talk to you.

Get this crucial line right and you open the path to moving forward. Get it wrong or don't include it and the prospect has no reason to continue the conversation with you.

Think of the stages and steps of the sales process, from the introduction to closing the sale, as a path you and the prospect move along. You want to get to the close, why? Because you are motivated by commission, growing your business, keeping your job, or achieving success.

But, why should the prospect move forward along the path?

This step is where you give them the best reason you can at this stage of the process to have the conversation with you.

Create your Reason for the Conversation

What is it you are trying to do for the buyer, not for you, not to earn your commission, but for the buyer?

- Do you normally save customers money or make money for them with your products?
- Maybe you offer something new and exciting and you have a unique selling point (USP).
- Are your products top sellers for retail outlets and you don't want them to miss out?
- Can you offer professional advice, experience, or help them make a decision?
- What is your key sales message?

Create a list you can use as your reasons for the conversation, a potential benefit the prospect may gain if they move forward with you. It doesn't matter if you are selling high ticket products B2B, home improvements B2C, or talking to customer in a retail outlet, you must give them a reason to engage with you and have the conversation.

Now you know the first 3 steps of an effective Introduction Stage, would you like to learn the steps for the other sales stages...?

The Steps of the Other Sales Stages

You now know the first 3 steps of the Introduction Stage and you have an understanding of what you should include, how to start your sales conversations, and how to keep it brief and focused.

What I find with the teams I train is using steps to create the sales stages gives them great confidence. They go into meetings and calls prepared and know how to move prospects forward. They're not using a rigid script so they sound natural.

If you like this proven way of selling using steps, you'll want to know the steps for the other Sales Stages.

After the Introduction comes the Questioning Stage and the steps for that stage form a Questioning Funnel that's a fantastic technique for discovering everything you want to know about your prospect and what they want.

The Questioning Stage is followed by the Sales Presentation, which becomes easy to create and present the best solution, proposal, product or service because you learned all you need to know in the Questioning Stage.

A neat technique on the end of the Presentation Stage makes Closing the Sale just a simple question.

This free eBook you are reading is an introduction to selling using a sales process of steps. In the mini training course, *How to Sell in a Nutshell*, you will learn the steps to all the other stages of the sale.

How to Sell in a Nutshell



Learn how to sell anything with this mini sales training course on moving prospects from the introduction of a telesales call or sales meeting to closing the sale.

With agreement gaining woven into the sales process, closing the sale becomes just a simple, no pressure question because you have done all the work in the early stages.

Learn to form a smooth pathway to guide your prospects to the close.

Whether you sell to retail customers, B2B or B2C buyers, or large corporate organisations, the process will work for you.

See more information on what this mini-course will do for you by visiting [How to Sell](#)

THE AGENDA

The previous step, the Reason for the Conversation, presented to the prospect what you can potentially do for them. Now you are going to present an agenda, a format for the conversation that will discover if you can give those benefits and if so, how you will do that.

Many sales people question this step and ask: Is it asking too much from the prospect?

My answer is: You are actually assuring and helping the prospect.

Without agreeing the format for your call or meeting prospects can worry about giving positive reactions that will be seen as a buying signal and get pounced on with a closing technique. Or, they become apprehensive about when the seller will try to close the sale.

You will explain how you would like the conversation to go. You will ask a few questions about the buyer, their needs, home, business etc, and then present your best option and ask for their opinion, agreement to move forward, or if they would like to go ahead with a purchase.

The buyer can relax and talk freely because there are no surprises coming. You are openly showing how you can help the buyer find the best solution, get what they want, or achieve their desired outcome.

Try adding this step to your sales process. Sure it's uncomfortable the first few times you try it, but it will soon become a valuable part of your sales process.

Choose the words appropriate for your sales

For short sales processes, retail sales, quick sales of simple products, use a short agenda line and tag a casual agreement gaining ending to it. The tag can be as casual as: Is that okay?

Choose the words that are right for your style of sales meetings or calls.

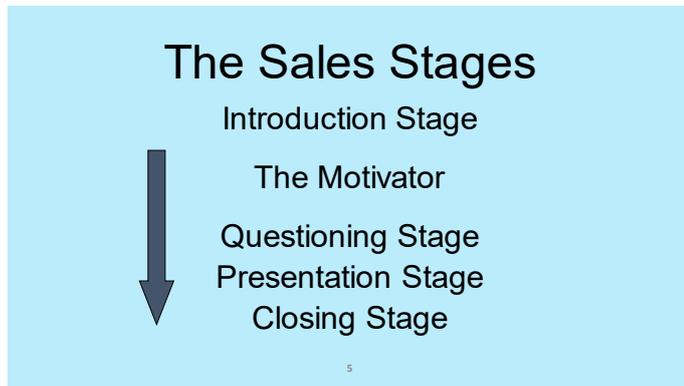
For complex sales, customised products, high value technical services and contracts, agreeing the Agenda is vital for both you and the prospect. You could be getting into a long sales process over many meetings and important stages where progress will be measured and commitments made.

The Agenda must fit with the prospects purchasing process and your time, workload, and availability. You will need to have timescale for any resources you or your company are providing during the process, such as site surveys, assessment of the current situation or research.

Next, a unique technique developed in real sales situations, not classroom role plays...

THE MOTIVATOR

The steps of the Introduction Stage so far have all been small ones. Small steps are best as prospects then move forward easier and without hesitation. The step forward from the Introduction Stage to the Questioning Stage is a big step. So buyer's need motivating to take it.



The benefits you presented as you introduced you and your company, the reason you gave for the conversation, and gaining agreement to an agenda, have all helped to give the prospect forward momentum.

Now, at the point many buyers feel the conversation moves into the sales process, my teams use a Motivator to give the prospect another good reason to take the step into the Questioning Stage.

When we started using this sales step, we found that it helps to prevent the common objections and hesitation that can arise at this point as prospects make a decision to move forward or try to back out of the sales process.

The Motivator line

The motivator line has 2 parts, the action you want the prospect to take, and a potential benefit for them if they agree to take that action.

In most cases the action you want the prospect to take will be to answer some questions to give you the information you need to present a sales proposal.

The amount of information you want and the number of questions you ask will be dependent upon the complexity of the products or services that you sell.

The Questioning Stage could be a huge undertaking. It could include a survey of a building or location, research into user experiences and requirements, analysing data.

Or, the Questioning Stage could be two or three brief questions within a casual conversation. The Motivator works on all types of sales for all types of products and services.

Create your Motivator line

What it is you want the prospect to do?

For example: You want them to answer some questions on what they want, or what they currently have or do that your product will replace.

Select the benefit they will get in return for taking the above action.

For example: You will be able to present to them the best solution, proposal, product or service to meet their requirements.

Put the 2 lines together and create your Motivator.

Example: Let me ask you a few questions about what you're looking for and then I can show you the best options I can provide for you. And then...

The next step...

You now know the introduction Stage and all the steps that will lead to the Questioning Stage.

You now have a process for your opening stage of calls or meetings, a process to follow. This skill gives you the freedom to create the words and lines and adapt each conversation for the prospect and their situation, like a musician that knows the song and can now improvise and add riffs to enhance their performance.

The next step for you is to learn the steps of the other stages leading to the close, and one very easy way to do that is to use the mini-training course we discussed earlier: [How to See in a Nutshell](#)

Do you want sales training on creating what you will say...

If you want to invest in yourself and your future sales career, there is a full sales training course that will show you all the steps of the sales process, and how to create the very best lines to use at each step.

[SELLING SUCCESS](#) is the course I have used to train my sales teams, so it's already proven to work and you know it will work for you.

The complete sales training course has over 160 pages, plus a program of 25 exercises that will create the lines for your sales conversations. And a full section on overcoming objections. Everything you need to be successful in sales or to present the course to others.

See what the course can do for you at: [SELLING SUCCESS](#)

'The greatest benefit of this sales training course is that closing sales becomes a simple question.'

Now you choose...

What's the next step in your sales skills development, you decide?

A quick mini-course to learn the stages of the sales process, or a full training course that will give you step by step instructions to create the words and lines for each step as well?

Selling Success

Learn the steps of the sales process and how to create your own lines for every step, customised for your specific sales role.

Get Selling Success

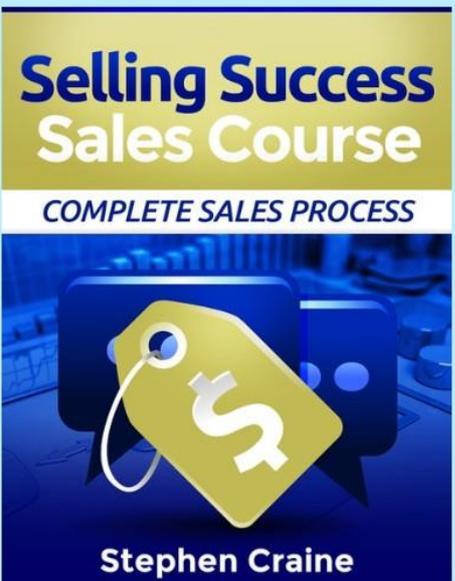
The course already proven successful

Download the course and you can start using the techniques to boost your sales today.

Learn how to have a relaxed conversation that both you and your prospect enjoy.

Close more sales as you follow a process that's already proven to work.

A one-time fee for a course you will use many times over.



Selling Success

How to Sell in a Nutshell

How to Sell In a Nutshell



A proven process to take your prospects through the stages of the sale from the Introduction to the Close

www.Provensalestraining.com

The mini sales training course that gives you the steps of each of the 4 stages of the sales process.

Learn the path from the Introduction stage to Closing the Sale.

Know where you are at every point in the sales process.

Become aware of your objective at each step.

You can put this training into action in just a few hours and start using the sales process.

How to Sell

About the Author - Stephen Craine

Hi, I'm Stephen Craine, author of this eBook, the mini-course How to Sell in a nutshell, and creator of the full sales training course: Selling Success, and owner of the website ProvenSalesTraining.com.

I'm also a director at [Salesagents.uk](https://www.salesagents.uk) and Salesagents.com, the online portals that connect independent professional sales agents and agencies with business principals.

As you have probably gathered by now, I love sales, selling, working with sales people, and helping sales professionals to improve every aspect of their skills, actions, and motivation, to earn the highest rewards from their sales roles.

In my sales career of over 25 years I've grabbed all the training I could from corporate training courses in my early career, private training and courses on sales, NLP, and psychology based communication and motivation training.

I've taken what I've learned and tried it out in live situations with field sales teams and telesales depts. I've managed teams and headed up sales and marketing in a range of different industry sectors. This has given me the opportunity to refine and adapt techniques and develop training that works when actually selling, not just in the classroom.

The result of my long career is in the sales training courses I offer and what I share for free on the Proven Sales Training website. If what I offer helps you in your job, career, or your business, then I'm happy to have made a positive contribution.

Your feedback on this eBook, the sales training courses, and the website content, would be very much appreciated. I'm also happy to answer any questions and offer assistance while you're completing any of my training courses. Feel free to message me by visiting the website [Contact Page](#)

My very best wishes for you Sales Success

Stephen Craine