



# Sales Techniques

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**Business is the art of making money by selling things or services people WANT for more than their cost.**

Patrick Dixon

## Today's objectives:

**Part 1:** The core principles

**Part 2:** Understanding the sales process

**Part 3:** Practical selling techniques

## What is selling?

Sales can be achieved without **Marketing** but.... **Marketing** will achieve greater success.

**High added value is where your marketing strategy meets with your sales strategy**

### Converting interest to revenue means:

- Achieving targets
- Selling what people **want** to buy
- Winning the **right type** of business
- Being creative / an opportunist / being resourceful

### The sales function is:

- Taking a customer's money in exchange for an item
- Selling them something they didn't ask for but that they still want/need
- Selling them a more expensive item that will provide them with additional benefits
- Signing them up to a service, guarantee or insurance contract for an item purchased?

### But.... WHAT MAKES A GOOD SALES PERSON?

A person, with the right attitude, knowledge and skill.

- The knowledge of what to do
- The skill to do it
- The want to do it

**Part 1: The core principals - It's all in the knowledge**

- ✓ Knowing where our sales are going to come from.
- ✓ Knowing who we're going to be selling to.
- ✓ Knowing the markets we're going to sell in.
- ✓ The ability to plan our cash flow.
- ✓ Being able to plan the resources required, perhaps to offer a certain level of customer service.
- ✓ Being able to plan our purchasing & production. Fabrics, quantities & marketing activities.

**1. Factors to consider when preparing a sales plan:**

- ✓ Market Awareness (is there an established market for your products & services?)
- ✓ Customer knowledge (existing & potential customers)
- ✓ Capacity (do I have the money and resource to meet demand?)
- ✓ Competition (who, what are they doing? And where are they selling?)
- ✓ External factors (Political, Economic, Social, Technologies, Legal & Environmental)



Exercise: 5mins

Think about your customers. Now describe them.

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Where will you find them? (In what markets?)

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**2. How do I know if I have a product or service people will want to buy?**



Exercise: How can I test the market?

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3. What am I selling? “People buy benefits”

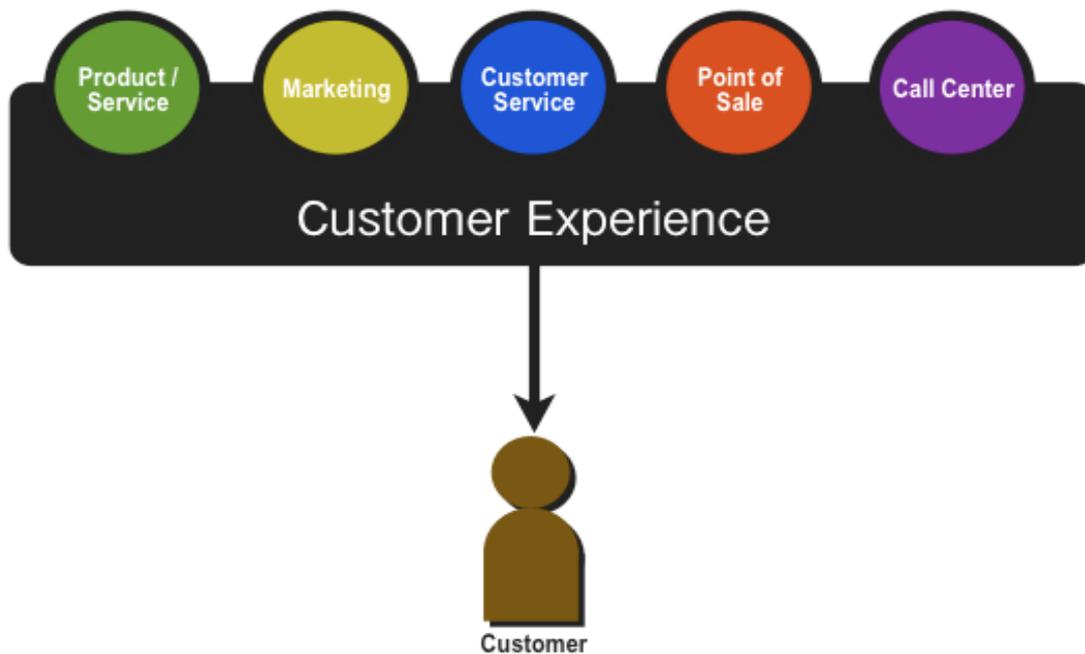


Group exercise: 10mins

| Features | Benefits |
|----------|----------|
|          |          |
|          |          |
|          |          |

Part 2: The Sales Process.





### Part 3: Practical selling techniques

#### 4. The knowing method:

- a. Knowing how to get people to like you
- b. Knowing how to make a good impression
- c. Knowing the customer; inside out
- d. Knowing what to say (and what not to)
- e. Knowing your product
- f. Knowing the competition

#### 5. Plan a range of sales objections prior to dealing with the customer:

Customers can object to aspects of the product or service, its price, or the timing of the offer.

Buying a new product or service often involves changing from tried & tested methods, brands or well-known suppliers. It's human behaviour to resist change.

**Aligning with the customer:** Ask some simple questions:

Does that help?

Does that make it clear?

Has that answered your question?

Objections are usually in the following areas of concerns. Performance risk / financial risk / safety risk / personal risk



**Exercise 10mins** in pairs identify a potential objection in a sales process. Create a plan to manage the objections.

| Objection | Solution |
|-----------|----------|
|           |          |
|           |          |
|           |          |

**6. Prepare your negotiation plan:**

|  |  |
|--|--|
| Prepare the negotiation                |  |
| Discuss your case                      |  |
| Clarify the goals / must have outcomes |  |
| Negotiate                              |  |
| Agree                                  |  |

**7. Use effective persuasion:**

To persuade a customer to make a particular decision, you can apply the AIDA technique

- **Attention:** Get their attention.
- **Interest:** Get their interest. Attention means they've noticed you. Interest means they're listening to you. (Attention is **passive**. It means that people are listening to you, but that's all. Interest is **active**. Active means they are thinking about what you say and how relevant it is for them.
- **Desire:** From interest you need to generate desire for the customer to want to have the goods or services you are offering.
- **Action:** Lead the customer into action, to make a final payment or to submit a testimonial, or agree to buy the matching gloves to the handbag.

**8. Respond to verbal & non – verbal buying signals**

Selling is about understanding your customer. Their needs & wants, the influences & motivations that inspire those requirements and then creating the appropriate solution.

The key is to use any verbal or non-verbal signs to your best advantage so you remain in control. Give the customer what they need in terms of information & reassurance.



**Exercise:** 10mins.

In pairs create a sales scenario for you to role play. Observe the non-verbal buying signals and monitor your response.

| Non-verbal signals | Response |
|--------------------|----------|
|                    |          |
|                    |          |
|                    |          |

**9. Closing the sale:**

**Closing the sale is one of the most important aspects of the sales process, however it should not be viewed as a strategy to win at the expense of the customer.**

**Get beyond “yes”:** Time is your enemy. Once you’ve gotten your target to agree in principle that you’re going to make this deal, move them as quickly as possible toward getting it into writing. That’s because into the narrow opening between “yes” and signing on the dotted line can creep things common sales problems like second thoughts, competition or unforeseen events. So if you get a verbal expression of interest, then move resolutely toward a verbal commitment, then as quickly as possible to a written agreement that hopefully closes out the sales cycle.

**Create a sense of urgency:** Sometimes the person on the other end of the deal will be happy to close it – when they can get around to it. Timing may be much more important to you. So if necessary, you want to create a sense of urgency to get their commitment, and that may require some final concessions to refocus their attention. This may involve offering a 2% greater discount, net-30 terms instead of net-10 requirements, or offering a two-year service agreement instead of one-year coverage. You’ll know what it takes.

**Use the threat of competition:** Unfortunately, in order to get the other side to close, sometimes an entrepreneur will have to get them to understand that if they don’t do the deal with you, you’ll do the deal with someone else. Sometimes this involves bluffing, sometimes enhancing the appeal of what you’re offering. But if you can convince the target of your deal making that you’re doing something that’s going to become powerful, everybody wants a piece of that.

**Generate “late-breaking news”:** Throughout the relationship-building and negotiating process and beyond, be funneling helpful new information to the other party. This might be a press release about a new product, a copy of a story about your business that you’ve managed to land in the local newspaper, the result of a new independent test of your service, or that one last testimonial from an existing customer that you’re keeping in your back pocket.

**Be prepared to not close:** The reality is that most deals *don’t* close, if you measure by the number of potential relationships and transactions that your company pursues. Something happens. There isn’t a fit. The timing isn’t right. You must disdain losing any deal and fight hard to land every last one. But you also need to be sober about the percentages – so you can raise them.

**Closing Must Be Organic:** Of course, every deal worth its salt must not be lopsided – it should stem either from mutual compromise or a true “win-win” scenario. And empathy goes a long way.

Here's how Raymond Gunn, managing partner of entrepreneurial consultant Wingspan Partners, in Shelby, Michigan, and a veteran closer, views these issues:

- **“The deal is actually closed before the deal happens.** Courting and building relationships over time are the only guarantees of succeeding in closing a deal. And that can take years.
- **“Be the best listener** you can. Hear the other guy's pain; what can you do to solve it? And if there's pleasure you can add to his equation, focus on that.
- **“Tricks aren't good:** If you need them, you're not in position to close anyway. Create true value. That's what will help you sell faster at the price you want.”

10. **How do I reach & convert new prospects?** You want them to reach you

**What marketing methods do I use?**

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**What customer research do I conduct before an initial contact?**

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**What conversion techniques do I use?**

(Rapport, managing the expectation, **contract**, probing **pain**, transparent pricing, matching, delivering solutions, after sales service)

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11. **Cross-selling and upselling are established methods of improving your sales and increasing customer loyalty.**

↑ **Upselling** is the practice of offering customers a product in addition to the product they are currently purchasing.

↔ **Cross-selling** refers to selling items that are related or can be integrated with the item being sold.

Both techniques can increase sales volume and provide a valuable service to your customers.

For example, if you sell digital cameras, it makes perfect sense to offer related products to your customers: photo printers, paper, or other accessories. Selling consumable items such as paper and printer cartridges can also encourage shoppers to return to your store time and again, creating a long-term relationship.

In terms of upselling, although it's not as relevant, you can still save your customers money. For example, encouraging a customer to buy a more expensive laser printer rather than an inkjet printer, as over a period of time the laser printer is much more effective on ink usage.

## Top tips

### 1 Suggest the correct product

Customers are more open to cross-selling if the products that you are suggesting are products they actually need. Suggesting a DVD player after they've bought a digital camera is not helpful, but a memory card or a camera bag would be.

### 2 Pick the right time

Customers tend to be very task-focused when they are trying to get something done, so recommending a product whilst they are doing this is usually ineffective. What you can do is recommend something to them once they've completed their shop, or after they've put something into their shopping basket.

### 3 Show that you care

Customers tend to be very sale or bargain-focused and highlighting special offers will increase spend per customer. For example, if users put a regular chicken into their shopping basket, you can suggest an organic chicken which is on offer that might cost a little more than the regular chicken, but one they might not normally consider at full price.

Some things you can consider are to place items on special offer and/or highlight bulk buy offers (e.g. buy 10 of these and save £10) or recommend bundles to customers, as bundled products are usually cheaper than individual products bought separately. Recommending bundles will endear you with customers (as you are helping them save money), hence increasing customer satisfaction.

### 4 Don't be pushy

No one likes a pushy sales person. Up-sells and cross-sells should be recommendations only.

## 12. MEASURING SUCCESS – measuring and monitoring



Measuring against KPIs & sales targets

| Sales target – Units or sales | Measure for success |
|-------------------------------|---------------------|
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| KPIs – no of customers | Measure for success |
|------------------------|---------------------|
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**Action plan:**

| What | Why | By when |
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