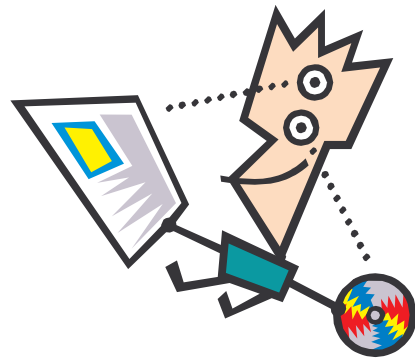
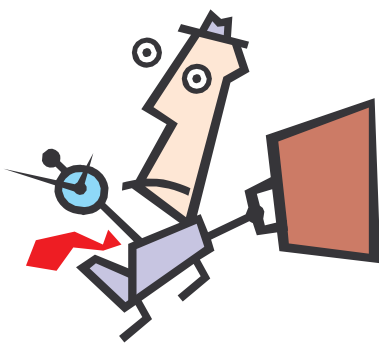


The "X Charity" Training Committee

PRESENTS



SELLING SKILLS FOR NON-SALESPEOPLE: GET THE JOB DONE!



A workshop for The Cookbook Committee

Presented by Gail Frank and Paige Barry

Created by Gail Frank and Natasha Philips

GOALS

After completing tonight's workshop you will be able to:

- 1) Use the different steps of successful selling
- 2) Plan your own strategy for selling cookbooks
- 3) Put together ways to overcome objections to sales
- 4) Increase your confidence level and enjoyment level for selling cookbooks

“Persistence sells. Did you know that 50% of all salespeople give up when they fail to sell a customer on the first call? Only 25% make two calls and only 12% make three. Those who make three are the ones who succeed”

---Mary Kay Ash, founder of Mary Kay Cosmetics

COMPONENTS OF SUCCESSFUL SELLING

PLANNING

How is your planning?

- Do you consider strengths and weaknesses going into the selling process?
- Do you know exactly what you want from this prospect and this particular meeting?

PREPARATION

How is your preparation?

- Are you prepared? This includes having all pertinent information and researching as needed to be prepared for questions and related issues.
- How much time and effort do you put into your preparation? Is it one of those things that could always be done better but time never seems to allow for it?
- Putting the time in ahead of contact with the prospect can pay off nicely

PROSPECT UNDERSTANDING

How well do you know your prospect?

- Taking the time to understand her/his likes and dislikes, as well as the decision-making authority of each person in a target or key account, can pay off handsomely in sales results and the elimination of wasted time.
- Why get to know someone thoroughly who has little or no power to make the final decision (or at least help you get closer to it)?
- Make it your job to know that prospect so completely that you have no doubt who will make the decision and what he/she likes and dislikes.

POISE

How would you rank your poise with customers and prospects?

- The little things, such as taking a seat in the prospect's office only after an invitation, are noticed and appreciated. I like to send a thank you note for everything from the appointment for a first meeting to the opportunity to present a proposal.
- Carry yourself as if you're in the finest restaurant dining with your most important professional contacts.

TONE, ATTITUDE & EXPECTATIONS

How is your tone and attitude with customers and prospects?

- Do you make it a pleasant task for someone to be interviewed by you?
- Are you a bright spot in your customer's day? If not, consider the rest of that person's existence, with its many frustrations, and adjust your approach so that he/she will look forward to your next meeting or conversation.
- Do you expect the best to happen? Understand that your expectations play a significant role in your outcomes, both in selling and in life. When you expect good things to happen in your selling, you're seldom disappointed, especially when you back those positive expectations with the rest of these principles.

PRESENTATION SKILLS

How are your skills in presenting the benefits to the customer?

- The quality of the presentation itself comes from the work that precedes it. The better job you do earlier in the process, the easier it is to make a powerful presentation. Exhaustive research, effective questioning about the wants and needs of your prospect and thorough knowledge of how your product or service will meet those needs are critical to the success of your presentation (and your sale).
- Remember to: use eye contact, be concise, be enthusiastic and be responsive
- Involve the customer and use experience, examples, evidence, visual aids and references to experts and other customers to make your point

ASK FOR THE SALE

Are you asking the customer to make a choice?

- Do you ask for the sale, for the advance, for the agreement on specific issues along the way to the sale?

PATIENCE

How do you score in the patience category?

- Do you allow your prospects the space and time to give a critical decision the emphasis it deserves? Losing your cool over a long-awaited decision gives your prospect cause to doubt your ability to deliver the promised solution.
- "Some will, some won't, so what" is the proper attitude to carry into any decision on the prospect's part.
- It's nothing personal; so don't take it that way. Be able to roll with the punches, take a deep breath and understand that this one may take some time. Get busy working on other priorities and stay in touch.

PLEASANT PERSISTENCE

What's your persistence factor?

- Do you stick with it by asking in several ways at several different stages throughout the process?
- Do you find the right balance between being pleasantly persistent and being a pest?
- Perhaps you've heard the selling advice, "ABC: always be closing." I prefer ABA : always be asking.

PRETEND TO BE AN INTERVIEWER OR REPORTER

How are your questioning skills?

- As sales professionals, we should always be asking great questions to uncover critical information, to get clarification on specific issues, to gain agreement along the way with the prospect, to get the sale and valuable referrals of new prospects.
- The mark of a top sales professional is her/his persistence in asking focused questions throughout the process, listening closely to the answers and sticking with a prospect until the result is clear.

"No" means "no" today. Tomorrow is another day!

STEPS FOR SUCCESSFUL SELLING

1) RESEARCH AND PLANNING STAGE

- What are you selling?
- Who are you selling it to and how do we find them?
- Why would they buy it?

2) CONTACTING THEM & LEARNING

- Opening Statements
- WIIFM
- Questions, Listening & Exploring Needs

3) SELLING THEM

- Summarize the Situation
- State The Idea
- Show How it works
- Reinforce Key Benefits
- Overcoming objections

4) CLOSE THE SALE

- Ask them to make a choice

1) RESEARCH AND PLANNING STAGE

- What are you selling?

- How many do you need to sell? (Set a goal)

- What are some features of the cookbooks?

- Who are you selling it to and how do we find them? (Find out who to speak to first – before you start your sale – so then you can call and ask just for that person alone so the doorkeeper doesn't try to filibuster)

- How is this cookbook different from the others in the market?

- Why would a retail customer buy our cookbooks? What do they get from it??

- Why would a consumer buy our cookbooks? What do they get from it?? What does the community get from it?

2) CONTACTING THEM & LEARNING

OPENING STATEMENTS

Identification Statement: This is Mike Smith from National Long Distance here in Chicago.

Reason for This Call: The reason I'm calling you today specifically is to tell you about a program we just set up for ABC Company-- we were able to cut their telecommunications costs by 35% in just one quarter.

Request for Appointment: Mr. Prospect, let's get together so I can tell you more about what we've done with ABC. How's Wednesday at 3 p.m.?

This script outline has a proven record of success in virtually all industries.

Sample Opening Statements

- 1) hi, [first name]... this is [sales name] with xyz company... we provide [product/ service] in order to help companies minimize their [whatever] expenses and maximize monthly sales revenue... I'm calling to see if this might be valuable to you and your team...
- 2) hi, [first name]... [sales name] with xyz company... we help companies fully profit from their existing resources through our [product/ service] that [does/ has/ have whatever differentiating point or feature]... I'm calling to see if you'd be interested in discussing how it might help your [whatever] efforts/ initiatives
- 3) hi, [first name]... [sales name], xyz company... we deliver [product/ service] which might be able to save you more than [specific percentage] on your [whatever] expenses... would you be interested in discussing how it might fit into your environment?

Steps

who you are

where you're from (i.e. company name)

what you sell (in very simple terms)

how your prospect will benefit from your product or service

a question to gauge interest of the prospect

Keep in mind

- Maximize every word, syllable and pause
- The opening statement is not meant to close a prospect
- Never leave a misleading or vague voice mail message- hit them with your complete and prepared opening (it should be short enough)
- Never use industry jargon or unnecessary thousand dollar words
- Avoid vagueness

Words to consider using in your opening statement

- Maximize, increase, grow [sales, customer retention, productivity, etc.]
- Minimize, reduce, decrease, eliminate [expenses, customer service challenges, diversions, etc.]
- Profit from
- Specific, specifically
- Save, conserve
- Accumulate, acquire
- Prevent
- Fully
- Immediate, now

Phrases to avoid in your opening statement

These phrases may be used at other times during the sales process, but they have no place in the opening statement because they do not create immediate attention or encourage the prospect to engage with you.

- How are you today?
- I'd like to learn a little more about your business to determine...
- We're the leading provider of...
- We work with several of your competitors...
- I'd like to see if there are some ways we might work together
- Is now a good time to talk?
- Did I catch you at a bad time?

WIIFM (WHAT'S IN IT FOR ME?)

It's about them first. In the beginning of your dialogue, you'll need to establish your rapport by becoming genuinely interested in them as individuals. This will clear the path to a high trust environment (or at least a higher trust environment than if you didn't show genuine interest in them as individuals). Act on this one concept and you'll blow away thousands of professional sales people right out of the gate.

Answer the unspoken question first. Begin to act with the mind set of "What's in it for me?"—WIIFM. No, not you, but the person or company you hope to bring on board as a customer. In each sales effort, always ask yourself at every stage of the process, "*What's in it for this person or company I'm trying to bring on as a customer? Why should they do business with me?*" Answer this question and you've begun the necessary steps in determining the approach and message you need in order to make the sale.

Example: A caterer. She's identified one of her target markets as couples who are having a wedding reception.

Before she identifies the method she'll take to approach this market with her services, she'll need to determine her approach. "*What's in it for those people having a wedding reception to do business with me?*"

CATERER THINKS

"Well, I make fantastic food."

"My presentation of the buffet will be beautiful."

"My staff is very friendly and service-oriented."

PROSPECT RESPONSE

So does my mother. What's in it for me?

I've seen a lot of nice buffets. What's in it for me?

I should hope so and that's great for you. What's in it for me?

Why should your target market do business with you instead of someone else? What compelling reason can you give them to justify their decision to choose you?

Here's where the selling process begins to hit its stride. How can you know what's in it for your prospect unless you listen to them—really listen? You can make assumptions about prospects in general but to hit the WIIFM hot button you need to talk with them and listen to what they're telling you.

Many times it'll be as straightforward as a couple telling the caterer, "***I need a caterer I can count on to deliver and serve in a prompt and timely manner.***" So what is your focus become when you present the reasons to do business with you?

The prompt and timely service you deliver and the supporting information that confirms your promise!

It doesn't matter that your competitor makes beautiful buffets or creates wonderful food. Without considering the WIIFM factor, they'll never get the opportunity to prove it because you, who addressed the couple's need for prompt service, is catering my wedding reception.

QUESTIONS, LISTENING & EXPLORING NEEDS

****You can't create a WIIFM if you don't ask questions and listen to their answers. The caterer in the example above could not have stated the benefit they needed without listening first! ****

QUESTIONS:

- 1) **OPEN-ENDED:** They require more than a yes or no response. Use *What, How, Why* and *When* to begin the question

Samples:

- 2) **EXPLORATORY:** Start broadly with questions and then narrow. Examples:

CONSUMER:

- a) Do you enjoy cooking?
- b) What types of cookbooks have you bought before?
- c) Which JLT cookbooks have you bought before?

RETAIL:

- a) Do you sell cookbooks?
- b) What types of cookbooks sell best?
- c) Which JLT cookbooks have you bought before?

- 3) **OPINION BASED:** Get them to express their thoughts or opinions

- a) Tell me how well cookbooks sell here
- b) What do you think about the price of cookbooks and the impact on purchases?



EXPLORING NEEDS

- Talk less and listen more
- Involve customers in determining needs and exploring options for solutions
- Be a problem solver, not a peddler

• 3) SELLING THEM

SUMMARIZE THE SITUATION

Explain again what you're selling and how it is a perfect fit with their needs or their business. Most people you talk to are bored. In order to put them in a BUYING mode, they must be EXCITED. In order for them to be excited, you must be **ENTHUSIASTIC!**

STATE THE IDEA

The Cookbooks facts and how it relates specifically to their business or their own cooking needs

SHOW HOW IT WORKS

Show them the book--open it, point out examples and quality of book

REINFORCE KEY BENEFITS

Based on your learning about the customer and how historically well the books have sold, or how many people enjoy them

OVERCOMING OBJECTIONS

1) UNDERSTAND THE REAL OBJECTION

Paraphrase and repeat back what you think the concern really is. Often it is not what it is stated to be. Example: "I can't buy the books--they are too expensive." After probing and questioning, the salesperson discovered that it was not really that the books were too expensive, it was that the store was having cash flow problems. The salesperson was able to offer a graduated payment plan that overcame the REAL objection

2) FEEL-FELT-FOUND

Tell a third party story about how someone else who had the same objection.

"I know how you FEEL, I had a customer who FELT the same way. When we XXX, the customer FOUND that..."

Remember to use an example of a person that was even more resistant than your prospect, and of course, dwell on how happy they are by making the purchase. Even quote them, as "something you'll never forget".

3) JUST SUPPOSING

Often, objections are raised by the prospect because they are not yet convinced that they should buy your product or service. This is where the "just supposing.." way of handling objections can be very useful.

Prospect: *"I already buy from another supplier"*

You: "**Just supposing** you were convinced that there was another supplier who could satisfy all your needs at a lower cost - what would you do?"

Prospect: *"I've got no need for your (product)(service) right now"*

You: "**Just supposing** you could see that this (product)(service) could save you significant amounts of (time)(money) - what would you do?"

Prospect: "*These things are a waste of (time)(money)*"

You: "**Just supposing** you were convinced that they would (*make your life easier*)(*reduce your costs*)(*increase your sales*) - what would you do?"

Once you've had a fairly positive response to your question, you have got a 'conditional' agreement to the sale. That is, if you can now demonstrate what you believe your product / service can do for the prospect - and specifically answer the objective, you should be well on your way to closing the sale.

Here are ten strategies for identifying the true objection and then conquering it:

- 1) Establish mutual trust and confidence and let the prospect know that you are there to be both an advocate and a consultant. If you can establish the rapport to build a friendship, that's certainly valuable, but not essential.
- 2) Listen carefully to the objection being raised. Is it an objection or just a *delaying tactic*? A prospect often will repeat an objection if it's real. To uncover the truth, try asking "Don't you really mean . . ." or "You're telling me. . . but I think you mean something else."
- 3) Qualify it as the only true objection. Ask the prospect if it is the only reason he/she won't buy from your company.
- 4) Confirm it again. Rephrase your question to ask the same thing twice. For example, ask "In other words, if it weren't for the price, you'd buy my service. Is that true?"
- 5) Phrase a question in a way that incorporates the solution. "So if I were able to get you a longer warranty," would that be enough for you to make a decision?"
- 6) Answer the objection in a manner that thoroughly resolves the issue. Pull out your Guerrilla ammo here. You can submit a testimonial letter, a competitive comparison chart , or a special time-sensitive or price-related offer.
- 7) This is the time to demonstrate value, list comparisons, and prove benefits. If you cannot answer the prospect in a way that's different or sets you apart from others, you'll never close this (or any) sale.
- 8) Ask a closing question or communicate in an hypothetical way. Ask a question, the answer to which confirms the sale. "If I could do X, Y or Z , would you give me your order ?" is the classic model for a close.
- 9) Describe similar situations when you close; people like to know about others in the same situation.
- 10) Confirm the answer and the sale (in writing when possible).Get the prospect to transform into a customer with a confirming question like: "When do you want it delivered?" or " When is the best day to begin?" Product knowledge, creativity, sales tools, and confidence in yourself, your product, and your company must call some together if you are to overcome sales objections and close the sale. You must combine technique with honesty and conviction to get the prospect to resolve any lingering doubt or conflict.

WHAT ARE SOME OBJECTIONS YOU MIGHT COME ACROSS?

WHAT ARE SOME IDEAS TO HANDLE THE OBJECTIONS?

4) CLOSE THE SALE

- Always attempt a close within the first 15 seconds of your conversation (even if you have to play it off as a joke). You may be able to capitalize on the IMPULSE BUY and be able to avoid the whole thing!
- Recommend an action, and do so in a direct manner

TYPES OF CLOSES

- **Agreement close:** End in the word "OK". Example: "I'll put you down for 6 books, OK?"
- **Choice close:** "Would you like morning or afternoon?" "Would you like the books delivered this week or next week?"
- **Assumptive close:** Just tell them you're coming to install Direct TV, then skip to reviewing their address.
- **Yes or No?** Very difficult type of close.
- **Secondary close:** Get them to agree to an inconsequential statement Example: After offering the close, say, "Are you usually at the store in the afternoon?" "Are you finished breakfast by 9:00?" Follow-up by saying, "Great" as if they have agreed to the appointment.

RECLOSING

- If the customer does not buy, find out why and see if you can overcome the objection (the real one) together.
- If there is an objection, always remember to re-close after overcoming an objection.
- When re-closing, begin by mimicking their voice tone and personality, and then as you get to the close, kick-in your enthusiasm tools. This is called "Mirroring" and "Leading" the prospect.
- Always have a smile on your face while you're pitching.

RECONFIRM AND THANK

Remember to confirm what it is they just agreed to, define next steps and show your appreciation! Make the "attitude of gratitude" part of every selling day and you'll find you have plenty for which to be thankful.

APPENDIX

Voice mail Tips

1. Be brief and get to the point. Don't begin your voicemail with small talk, jokes or other needless filler words. Your message may be one of many, so the person may be tired of listening when he gets to yours, so get right down to business. Identify yourself and the purpose of calling.

Bad: "Hey, Charlie! It's me. Got a great one for you. Did you hear the one..."

Better: "Hi Charlie. This is Karl Walinskas, calling about our meeting in Tuscaloosa."

2. Put the call into context. Say something immediately after your greeting that puts you and your importance in the mind of the listener. She may not remember you if you just met once or twice, so give her a reference. The listener is always thinking, "*Who the heck are you and why should I return your call?*" If they asked for the call, make sure you say so.

Bad: "Hello Ms. Watson. I'm calling today to let you know of our great new line of..."

Better: "Hi Ms. Watson. This is Karl Walinskas. We met last Tuesday at the Internet trade show in Chicago at my company's booth, The Speaking Connection. I'm following up on your request to..."

3. Given the listener a reason to reply. What does the call recipient get if he gets back to you? Pleasant conversation? A special offer? Offer something compelling that makes the listener want to get back to you for his own good. Everyone wants to know what's in it for me, so provide the listener with an answer to that question.

Bad: "I'd like you to call me back so we can discuss..."

Better: "I'm holding the cruise dates for 24 hours until I hear from you. Call me by tomorrow to book your vacation or plan something else."

4. Time stamp the message. Most voicemail systems have automatic time stamps, but don't rely on them. I never listen to them because the electronic voice is annoying, and many answering machines don't have a time stamp. Let the person know the day and time you called and more importantly, when she can call you back. Provide a window for the return call that is accurate but not too restrictive.

Bad: "We need to talk on the medical account. Call me anytime to discuss."

Better: "I'm calling on Thursday around 3 pm. I can be reached in my office tomorrow from 10 to 1 in the afternoon at 555-1212. Please call to discuss..."

5. Let the listener know how to reach you. Simple right? Give the listener a phone number for a return call and an alternate like a digital phone that's always with you. If you're never around and don't have a mobile phone (like me for years), use the convenience of email technology to let her know an email address that she can reply to that you can be sure to get. Also, state your contact number at the BEGINNING of the message in case they have to replay it in order to write it down

Bad: "Call me back so we can get to it."

Better: "I can be reached at 555-1212 from 3-5 today, or at my mobile number of 555-2121 anytime. You can also get me through email at karl@speakingconnection.com. I check it regularly."

6. Provide Instructions. Tell the listener exactly what you want him to do. For business calls, discussion isn't good enough. What is this person needed for? The "*I need*" phrase is the most powerful two words in the English language, so use it.

Bad: "Call me back so we can discuss the Warren account."

Better: "I need your approval on the final contract to propose to Mr. Warren for the half-million dollar widget order."

7. Explain the consequences of not calling back. This is a great call-return-getter that most people don't use. Think of the cruise example earlier, with the implied consequence of losing the trip reservation unless a return call was made. If you can, be explicit.

Bad: "Honey, call me back about the groceries you wanted me to pick up."

Better: "Honey, call me back to let me know if you wanted skim milk or whole milk. If I don't hear from you, I'll assume you found other nourishment and no longer wish for me to pick up groceries. Bye-bye!"

8. Don't leave the door open for them NOT to call you back. What if you ask them to call you back and they don't? Does that mean you have to sit around and wait for them? Leave yourself an open door to go back if they ignore you.

Bad: "Please give me a call back at 555-1212."

Better: "You call reach me at 555-1212 tonight, or I will give you another call tomorrow"