

Client Workbook

Sales Skills

What you'll discover during today's workshop:

1.
2.
3.

Notes:

The Sales Process

1. Effective sales people are _____ not born
2. You can be an effective sales person when you learn the correct techniques and have the right attitude
3. Good Sales people know their _____.

Pre Sales Strategies

Set Goals

1. Weekly, _____ and _____.
2. Aim high however _____.
3. In all key areas of sales:
 - a) _____
 - b) _____
 - c) _____

1. To truly excel you must _____ in what you are selling
2. Focus on the Positives
3. Aim to _____ your customer rather than sell.
4. Build a _____.

Practice & Rehearse

1. Opening Lines

2. Handling Common _____

3. Closing _____

Know Your Product

1. Weaknesses and Strengths

2. Special _____

3. _____ Weaknesses and Strengths

Sales success is by choice not by chance

Your _____ will be

During the Sale

1. Your Customer must take Centre Stage
2. Need to gain your _____ as quickly as Possible.

The Initial Contact

1. Professional and _____
2. Appearance
3. Attractive and Appropriate _____
4. Not _____

Qualification – Seeking Information

1. Can the customer use your product or service?
2. Are you _____ to the _____ person?
3. How can you really _____ this person
4. The customer can often _____
_____ by asking the right _____

Find out what the Customer is really interested in.

_____ rather than _____ may be the
major motivating factor.

It would be wise to sell the _____ factors as much as the
price if not more

Create an Offer that Is Too Good to Refuse

1. Money Back Guarantee

2. Sample or _____

3. Value Added _____

4. Interest Free _____

Encourage Questions / Handle Objections

1. What are the 3 most _____ questions you customers ask?

2. How could you _____ these questions?

Closing the Sale

Provide 2 Options

Which date would suit you the best, the 12th or the 15th?

Perception Check

Prospect: Do you have a 12 month Guarantee?

Sales person: Would you be ready to move forward if we offered a guarantee?

1. Move Forward
2. Develop your _____
3. Which close would best suit the business you are in
4. Now write some closing questions for your business:

Post Purchase Selling

1. Life Time Customers

2. Post Purchase Selling Activities are Designed to:

- a) Create Lifetime Customers
- b) Create Delighted Customers that will refer you to other people
- c) Improve Payment Speed

3. Referrals

4. Telephone

5. Letters

6. Newsletters

7. Training

8. Xmas Cards

9. Birthday Cards

How do you apply this to Your Business?