Developing Excellent Selling Skills

Marketing Myopia

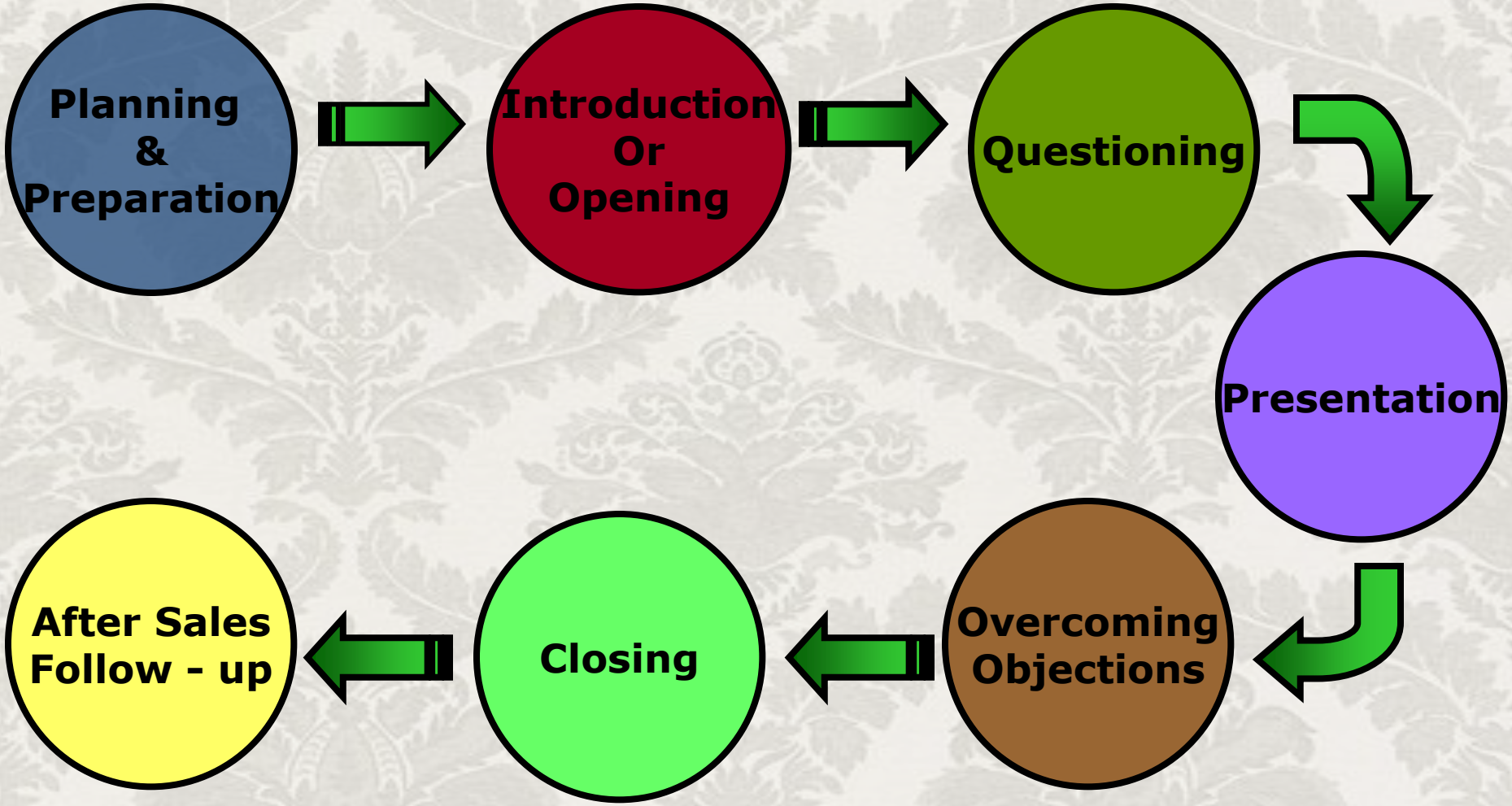
- Sellers pay more attention to the specific products they offer than to the benefits and experiences produced by the products.
- They focus on the “wants” and lose sight of the “needs”.

What is Selling?

It is the process of:

- analyzing a customer's need for a product, service or idea'
- then providing persuasive information about that product, service or idea to the customer.

The 7 Steps of a Sale



Six Powerful Prospecting Tips

1. Prospecting for new business should be done:
- Daily
- With Focus
- Routinely
- With Seriousness

2. When prospecting:
- Be prepared
- Get organized
- Take good notes

Six Powerful Prospecting Tips

3. When prospecting:

- Use a script - don't shoot from the hip.
- Practice the script until it sounds smooth and natural.
- Role-play with an associate over the phone.
- Avoid the temptation to sell over the phone. Your objective is to gather information and make the appointment.

10 Critical Mistakes Committed During Phone Prospecting

Mistake 10: Sending Unnecessary Literature

Mistake 9: Poor Telephone Image

Mistake 8: No Post-Call Review

Mistake 7: Lousy Listening

Mistake 6: Screener Abuse And Misuse

The strong-arm tactics of the

"I have some ideas that have helped other retailers in your industry cut down on their advertising expenses while generating more store traffic. I'd like to ask Ms. Ritu a few questions to see if this would make sense for you to take a look at."

"You probably work closely with Ms. Ritu, is that right?" "So I'm better prepared when I speak with her, there's some information you could help me with first..."

with the boss.
Get Information From the Screener

10 Critical Mistakes Committed During Phone Prospecting

Mistake 5: Inadequate Questioning

Mistake 4: Poor Preparation

Mistake 3: Mis-understand Objectons

People object when reps don't question effectively, when they talk too much, and basically present features the person isn't excited about. Then when objections are voiced, it's not handled it effectively.

Action Step: The best way to deal with objections is to prevent them from arising in the first place. However, when objections do arise, dig for behind them.

"I see. Well, let's talk about that."

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TECHNIQUES OF SELLING

Handling Objections

Objection Handling Techniques

- **Feel/Felt/Found**
  - I know how you feel.
  - Other customers have felt the same way
  - I'll show you what our customers have found.

- **Agree/Add/Explain**
  - Listen and confirm
  - Align with the customer before redirecting
  - Explain why and how the situation can be changed or altered

Objection Handling Techniques

- Smoke out all important objections
- See the objection as a question
- Agree with the customer about something
- Admitting to the Objection

Tips for successful selling

- You have just a few seconds to make a good initial impression be it in person or on the phone.
- Maintain an attitude that you are seeking to *help your prospect meet a need or solve a problem*, rather than force the sale of a product or service.
- Know your product and be enthusiastic about it! If you're not enthusiastic, your prospect certainly won't be.

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