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

1. Planning & Preparation
2. Introduction or Opening
3. Questioning
4. Presentation
5. Closing
6. Overcoming Objections
7. After Sales Follow-up
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

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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**

- “Send me information on that.”
- “Well, I didn’t have a chance to read that yet.”

Printed materials can be a fine "complement" to your sales effort. **YOU** still need to generate interest to the point where they deserve literature.

**Action Steps:**

If you hear the request early in the call, respond with, "I'll be happy to send something that summarizes what we discussed. Let me ask you, though, if you like what you see, I'm assuming we'll be able to do business together?"

**Mistake 9: Poor Telephone Image**

People fuss about their personal appearance, but ignore the way they "look" on the phone. And that can be fatal to tele-professionals.

**Experiment:**

On your next 10 calls mark in 2 columns: "desirable" & "undesirable," describing the total image you form based on what the other person says & how they say it.

**Action Step:**

The best way to improve the way you sound is to listen to yourself on tape.

**Mistake 8: No Post-Call Review**

It is important to REFLECT on the activities of each phone call. These are learning opportunities. Learning doesn't take place while you're engaged in an activity. It takes place afterward, when you dwell on it.

**Action Steps:**

At the end of every call you place, simply ask yourself two questions:
1. What did I like about this call?
2. What would I have done differently on this call?

**Mistake 7: Lousy Listening**

Listen More Than You Talk.

The other person's desire to listen & to talk to you is in inverse proportion to the amount of speaking you do. Plus, the more you talk, the greater the possibility you'll mention things they can object to.

**Action Steps:**

The key is selling yourself on WHY you need to listen. "Why do I need to listen to this person?" "Because what this person says will tell me exactly what I need to say in order to help them buy, therefore putting more money in my pocket."

Have your purpose in mind before and during every conversation.

**Mistake 6: Screener Abuse And Misuse**

The strong-arm tactics of the salespeople cause resistance with the screeners. Basic psychology tells you that the more someone is pushed, the harder they resist.

**Action Steps:**

To get to your buyers, all you need to do is help screeners do their job, which is protect the buyer's time so that only callers with something of value are allowed to spend time with the boss.

"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..."
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 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 the reasons behind them.

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