



INTRODUCTION TO SALES

Name:

Date:

The purpose of this booklet “Introduction to sales” is to provide a system and structure for you to be able to make a consistently great Success Sales for your Career . You can expect the following to be covered:

- ✓ **Creating a great first Impression in a “SEC”**
- ✓ **Verbal & Non-Verbal Communication**
- ✓ **The 3 Steps**
- ✓ **The Law Of Averages**
- ✓ **The Learning Process**
- ✓ **Sales Vs Fun**
- ✓ **Impulse Factors**
- ✓ **Objection Handling**
- ✓ **The Wheel of Life**

Creating a great first impression in a SEC

The introduction is the most important part of your interaction with a customer, as it determines whether a customer will be engaged. The coaching you will receive today will give you tips and practices on how to grab the customer's attention and lower the guard of potential customers.

3 STEPS	WHY?
SMILE	
EYE CONTACT	
CONFIDENCE	

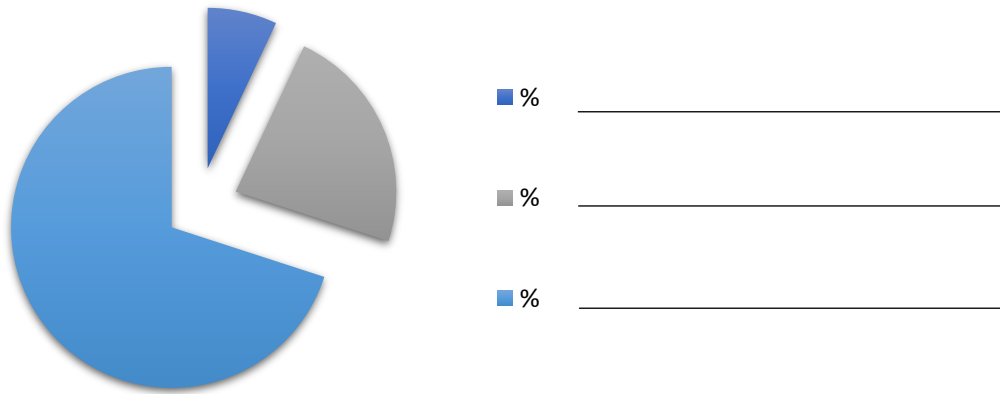
Give 3 real life examples where the 3 steps / SEC can be used?

- _____
- _____
- _____

Verbal & Non-Verbal communication

There are 3 main variables of influence in a sales presentation.

Activity: Name those variables and the % impact of each.



When we communicate things that we care about, we do so mainly using nonverbal signals.

Wordless communication, or body language, includes facial expressions, body movement and gestures, eye contact, posture, the tone of your voice, and even your muscle tension and breathing.

The way you look, listen, move and react to another person tells them more about how you're feeling than words alone ever can.

Developing the ability to understand and use nonverbal communication can help you connect with others, express what you really mean and build better relationships.

- You can enhance effective communication by using open body language- arms uncrossed, standing with an open stance, and maintaining eye contact with the person you're talking to.
- You can also use body language to emphasize or enhance your verbal message (for example: a strong hand shake while complimenting someone on their success).

The 3 Stages

In the table below outline the:

1. **PURPOSE** of each of the 3 steps;
2. **HOW** to present each step to the customer
3. **INTENDED RESPONSE** from the customer.

	Purpose	HOW	Intended Response
APPROACH	Buy you	SEC Who Where Why Rappot	
SERVICE/PRODUCT	Product or service solves there problem	Connection Qualification/up sell Problem/solution Install	
PROCESS	How they get it	Check understanding Answer any concerns Pre paperwork Consolidation	

The Impulse Curve

What is an “Impulse”?

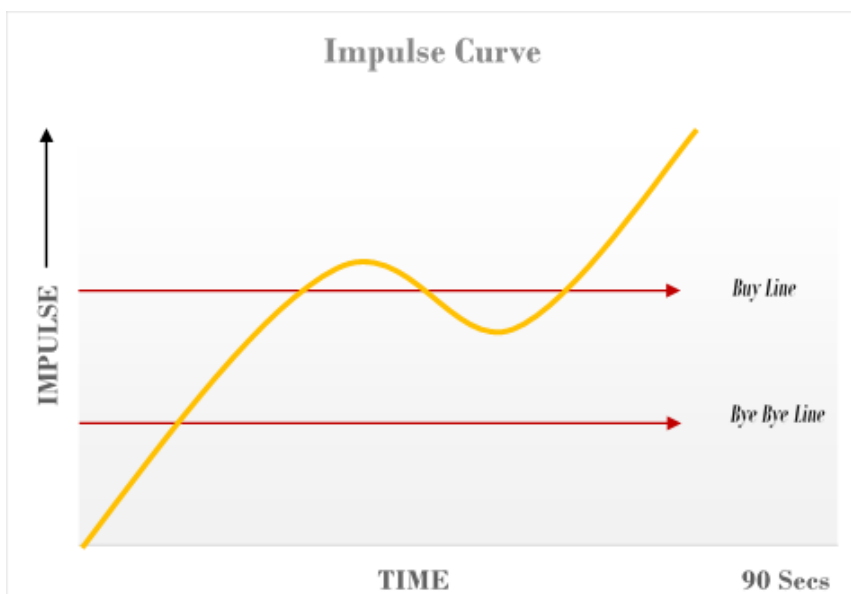
Making a on the spot decision

Can you give an example of 3 items you have bought on ‘Impulse’? List what influenced you to make the purchase.

1. _____
2. _____
3. _____

What are some buying signs that can tell you the customer is being “impulsed”?

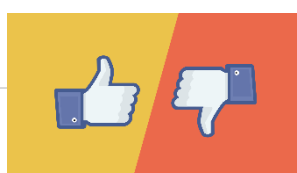
Activity: Label the 5 steps on the impulse curve:



- ① Approach
- ② Client
- ③ Process

Tips on how **not** to lower the impulse

- K.keep
- I.it
- S.short
- S.simple



- K.keep
- I.it
- L.long
- L.lose

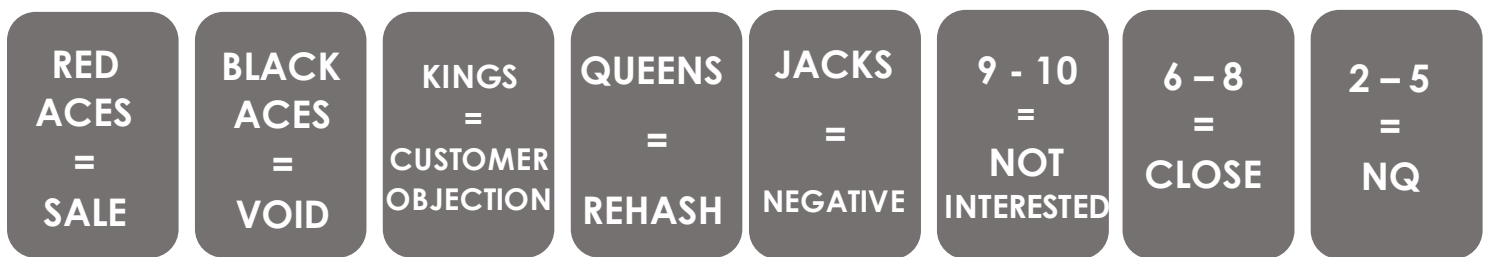
The Law Of Averages

Sales can seem inconsistent, emotional and like someone else has all the "LUCK". As you get your sales business to the next level, you will soon realise that this is not the case.

Understanding and forecasting what your day / week / month will look like, will take away the emotion of this. We can do this at a basic level by understanding what happens to our mentality, effort and positivity throughout each day.

The LOA: The law of averages is the law that a particular outcome or event is inevitable or certain simply because it is statistically possible.

LAW OF AVERAGES EXPLAINED USING A DECK OF CARDS



DIFFERENT TYPES OF DAYS:

Which one do you think is the most common one? Why?








DIFFERENT TYPES OF PEOPLE:

The way you perceive any given situation is your attitude. Depending on how negative/positive your attitude is, customers might appear more or less negative to you...

Activity: You see at least 50 people a day. In the table below: write down how many people and how many sales you would get in each situation.

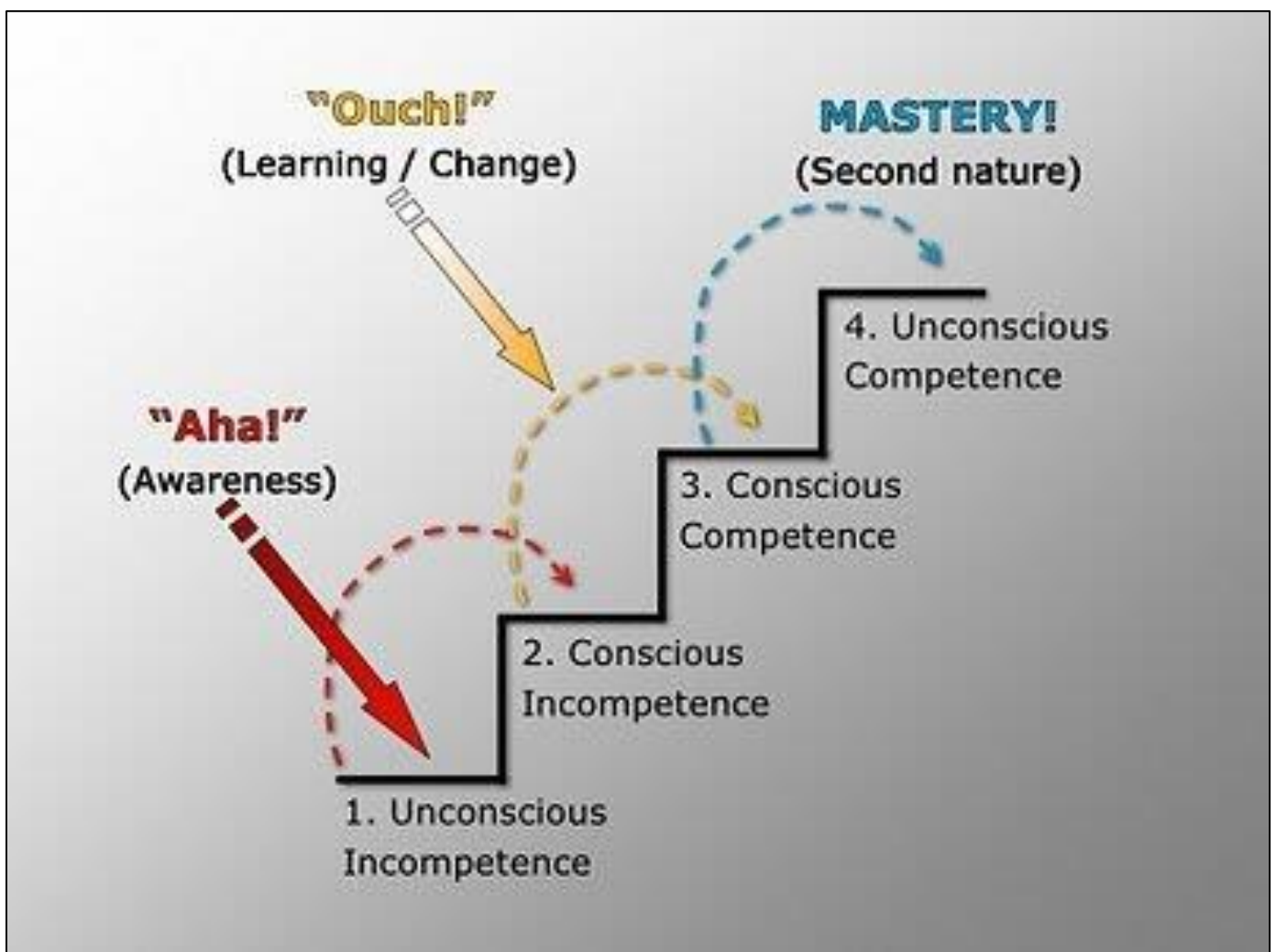
With a standard day you get 5 extra negative, 10 negative bad day), 20 indifferent, 10 positive(good day), 5 extra positive.

Our Attitude rubs off on the potential customer turn people having a bad day to a extra negative person fill out the table below focus on how many neative people you will deal with, but also how many sales that will affect.

Customer YOUR ATTITUDE	 EXTRA Negative	 Negative	 Indifferent	 Positive	 EXTRA Positive
NEGATIVE					
NEUTRAL					
POSITIVE					

The Learning Process

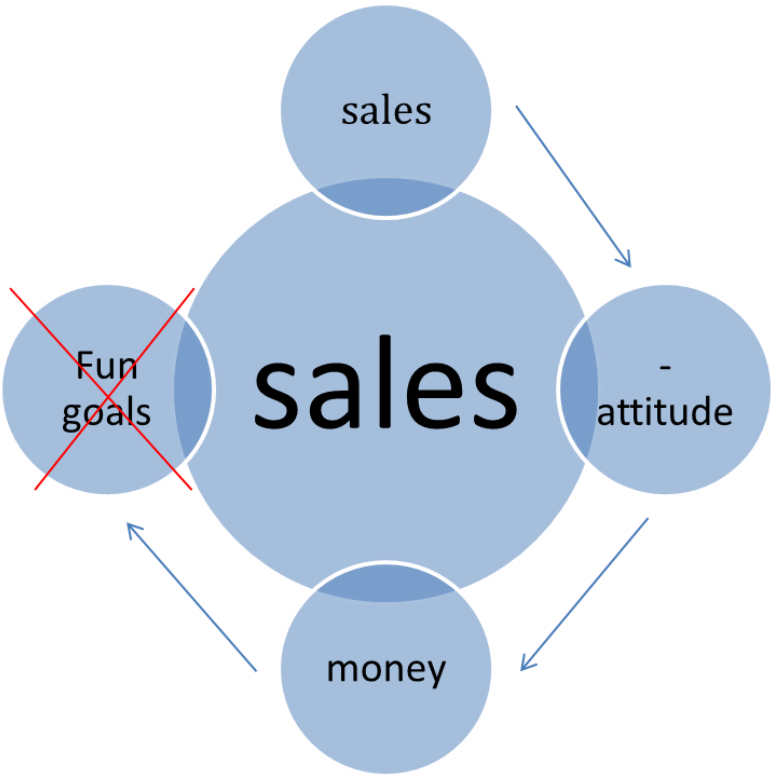
In any new skill that needs to be acquired, there will be certain emotions that you will experience during this process. By understanding this process, it will be easier to stay motivated and manage expectations for your success. As high performing people we will always want to achieve more and execute it faster, you will need to be patient with yourself.



Consolidating the sale

The customer must feel confident about the process. He/she should not have any other questions (you pre-empted them), if he/she had any doubts: they've been reassured. The last couple of pages on the form are very important, as well as the consolidation of the sale once the form has been sent.

Sales VS Fun



VS



Impulse Factors

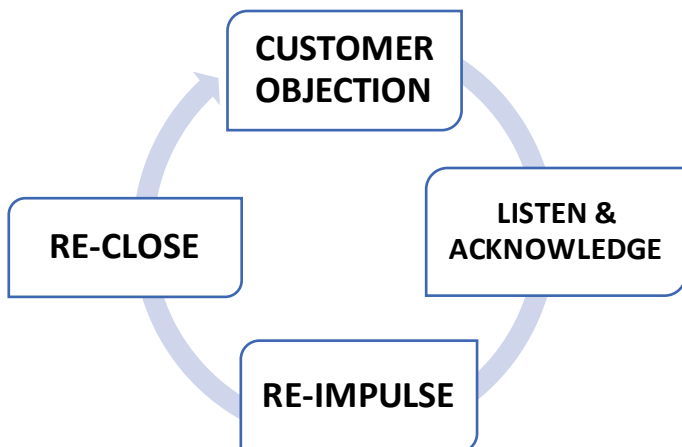
Improving your skills in acquiring Customers is simply a matter of understanding people and raising their interest on a psychological level. However, every individual is different and will be impelled by different things.

To appeal to the widest audience, it is important that you consider and apply all the impulses throughout the 3 Stages of your pitch.

GREED	
INDIFFERENCE	
FEAR OF LOSS	
THE JONES THEORY	
SENSE OF URGENCY	
SECRET BUTTON	

Objection Handling

Ideally objections are pre-empted to prevent them from happening in the first place; keep control by introducing and dealing with objections before they arise. But if you are faced with an objection use the guide below:



“An objection is not a rejection; it is simply a request for more information.” Bo Bennett

Listen to the customer's challenge and verify what the customer is actually genuine or if they are giving you an excuse

- This is not the end of the game, all it means is **further clarification**
- Be confident and listen to the tone of voice, watch the eye contact and body language

LISTEN & ACKNOWLEDGE

- Empathise with the customer
- Let them know other customers have felt the same way
- The customer wants to know that the salesperson has listened, acknowledged and understood their problem

RE-IMPULSE

- The customer will need a strong, outcome orientated solution that will satisfy the prospect's needs and wants as to solidify the result.
- By re-impulsing the customer it will remind them of why they were excited at the beginning of your presentation.
- This statement has to be a logical, well-structured, intelligent dialogue that will ease their concern

RE-CLOSE

- You must ask for the sale; the customer will not usually close themselves.

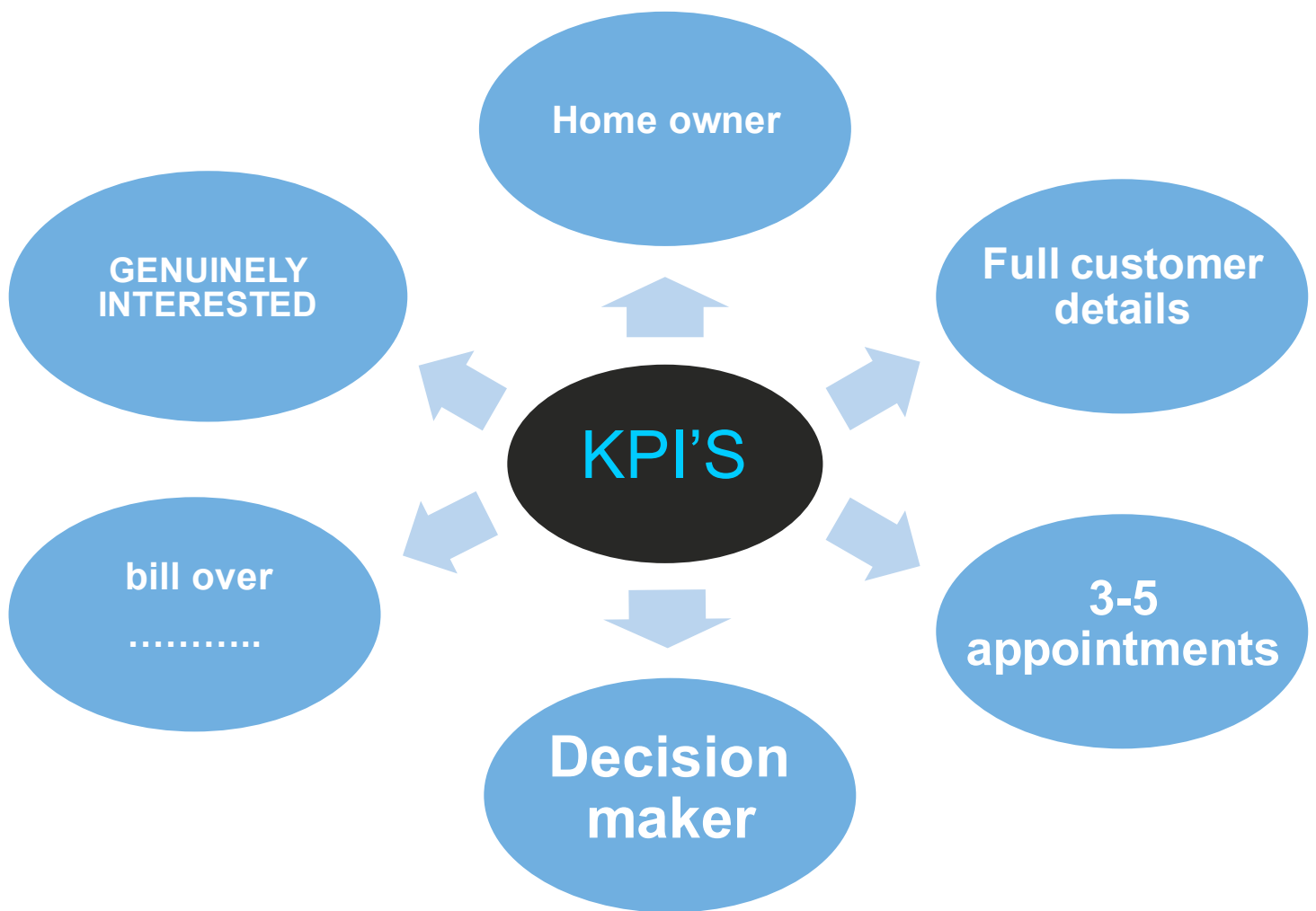
- Inexperienced salespeople or salespeople that slip back into unconsciously incompetent, will regularly forget this vital step

Why this way	<i>I totally understand that you would like it done this way,unfortontaly because of (Reason) my suggestion is that we do it this way..... Do you have any alternatives or are you happy with that solution?</i>
Do I have to get seviced	<i>I Understand that somtime people say servicing is a waist but would you expect your car to last without getting serviced</i>
I thought you were going to be here at time	I understand you time is valuable , and we do get here as close to the start of the 2 hour window we give you but unfortantly some jobs take longer and we want to deliver for our customers, im sure you would not like us not finishing your job to make it on time to the next right?
That's a lot of money	I understand we all want value for money, the benift of getting it done now, It would save you (incert reason) and we can just add to something you will need to do anyway, which in the long run saves you money so do you want to wait, or just get it done now.

Quality

The more of those standards you reach, the more likely the customer is to save money, that means you will also be more profitable.

Below are examples go through your appointment data and find the common attributes to your current Success.



PROGRESS:

	What did <u>YOU</u> achieve today	What will <u>WE</u> work on next?
Day 1		
Day 2		
Day 3		
Day 4		
Day 5		
Day 6		
Day 7		
Day 8		
Day 9		
Day 10		

GOAL Setting

GOALS + ACTIONS = RESULTS



“A goal is created **THREE** times. **FIRST**, as a mental picture of something you want to be, have, or do. **SECOND**, when written down to add clarity and dimension. And **THIRD**, when you take action towards its achievement”. Gary Ryan Blair

When setting goals, use the S.M.A.R.T. acronym as a guide:

S	
M	
A	
R	
T	

1 – 3 – 5 GOALS

1 GOAL

Write the goal in specific, measurable and time-bound language:

3 WHY'S

Identify and prioritize three reasons why you want to achieve this goal:

1.

2.

3.

5 ACTIONS

List five specific actions and target dates to achieve this goal:

<u>Action</u>	<u>Target Date</u>
1. <hr/>	<hr/>
2. <hr/>	<hr/>
3. <hr/>	<hr/>
4. <hr/>	<hr/>
5. <hr/>	<hr/>

The Wheel of Life

When life is busy, or all your energy is focused on a special project, it's all too easy to find yourself off balance, not paying enough attention to important areas of your life. While you need to have drive and focus if you're going to get things done, taking this too far can lead to frustration and intense stress.

That's when it's time to take a "helicopter view" of your life, so that you can bring things back into balance. This is where the Wheel of Life can help. Commonly used by professional life coaches, it helps you consider each area of your life in turn and assess what's off balance. As such, it helps you to identify areas that need more attention.

Just rate yourself from 0-10 on the graph below for each aspect of your life.

