



FOR THE LIFE OF YOUR BUSINESS

***BASIC
PRODUCT AND SERVICE
SALES SKILLS***

ALAN SIPE

Today's Topics

- **Preparation**
- **Trial Closing**
- **Objections and Questions**
- **The Presentation**
- **Asking for the Order**
- **Go Sell Something**

IS THIS YOU?



- **I am not a salesperson!**
- **I don't like salespeople!**
- **I don't trust salespeople!**
- **I don't want to be a salesperson!**
- **I don't know how to sell!**

You're not alone.

These are common incorrect self opinions.

YOU STARTED SELLING ON DAY ONE!



**I'll stop
crying if I can
get a little
food in here!**

EVERY ONE OF US SELLS SOMETHING EVERY DAY

SELLING NEW IDEAS AT WORK.

SELLING YOURSELF IN A JOB INTERVIEW.

SELLING YOUR SPOUSE ON GOING OUT
FOR ITALIAN RATHER THAN CHINESE.



**EVERY ONE OF US SELLS
SOMETHING EVERY DAY**

**EVEN A SIXTEEN YEAR OLD SELLS AT THEIR
PART TIME JOB.**

**What was the best and easiest add-on sales
pitch ever conceived and produced the
most revenue ever?**

**Would You
Like Fries
With That?**



YOU MAY HAVE THE BEST PRODUCT OR
SERVICE IN THE WORLD

BUT

**NOTHING HAPPENS UNTIL
SOMEONE
SELLS SOMETHING!**



Selling Styles

Suggestive
Selling

Consultative
Selling

Transactional
Selling

Persuasive
Selling

Seduction
Selling

Relational
Selling

Partnership
Selling

Adaptive
Selling

Value- Added
Selling

Add-on
Selling

Up-
Selling

Cross-
Selling

Images

Books

Shopping

For beginners

Best

Top 10

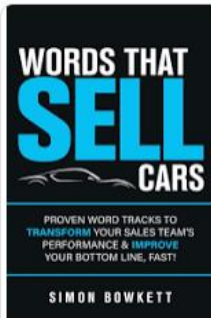
Videos

Best modern

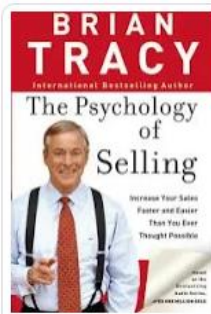
Negotiation

About 155,000,000 results (0.54 seconds)

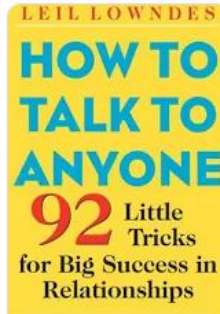
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 30-day return...
 246 page ·
 Paperback ·...



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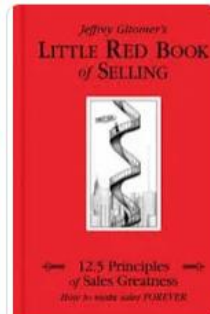
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 ★★★★★ (55)
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SALES SKILLS ARE IMPORTANT

SELLING IS A HUGE TOPIC WITH MANY SELLING SKILLS PHILOSOPHIES.

THIS PROGRAM PRESENTS THE BASICS BEHIND ALL SALES SKILL PROGRAMS.

WE WILL FOCUS ON
“BENEFIT SELLING”

“BENEFIT SELLING”

FEATURES



**FACTS
OR
CHARACTERISTICS**

ADVANTAGES



**WHAT FEATURES
DO**

BENEFITS



**WHAT IS THE
VALUE FOR THE
CUSTOMER**

“BENEFIT SELLING”

FEATURES

ADVANTAGES

BENEFITS



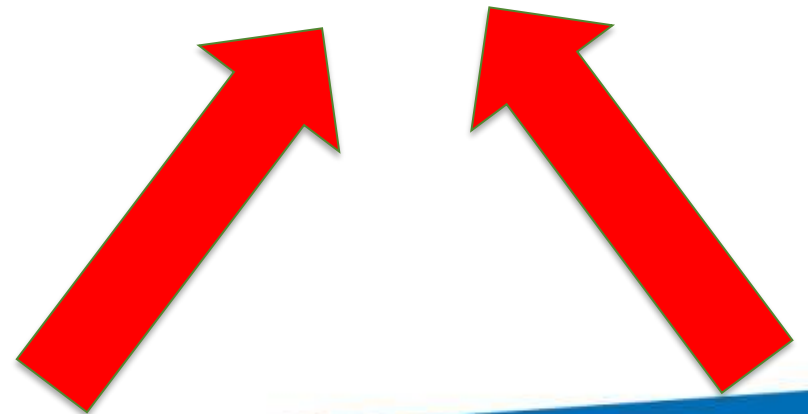
**FACTS
OR
CHARACTERISTICS**



**WHAT FEATURES
DO**



**WHAT IS THE
VALUE FOR THE
CUSTOMER**



“BENEFIT SELLING”

FEATURES

ADVANTAGES

BENEFITS



On / Off Switch

Turns the Machine
On and Off

Saves Energy
Saves Money



“BENEFIT SELLING”

FEATURES

ADVANTAGES

BENEFITS



SEO Optimization



Website Hits



**Builds Awareness
Builds Traffic
Increases Your
Revenue**

FEATURE - ADVANTAGE - BENEFIT



Feature: This charging unit has 9 adapters.

Advantage: It can be used with almost all PC's on the market.

Benefit: You will need to buy only one unit, and you will not need to search all over for adapters.

SELLING BENEFITS!



BENEFIT SELLING

WHAT THE FEATURES DO FOR THE PROSPECT.



THE HIERARCHY OF A SALE




PEOPLE BUY THE SALESPERSON FIRST

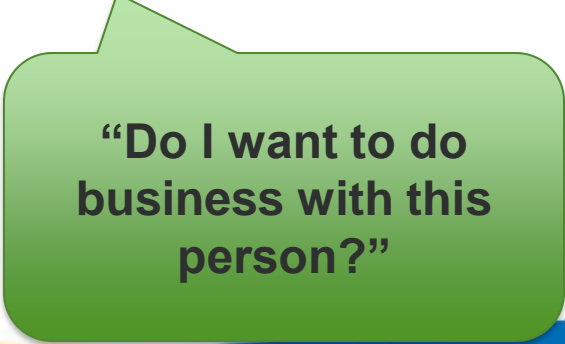
DO THEY LIKE AND TRUST YOU?

DO YOU KNOW WHAT YOU ARE TALKING ABOUT?

DO YOU CONNECT WITH THE PROSPECT?



Does the customer like YOU



“Do I want to do business with this person?”

PEOPLE BUY INTO THE COMPANY SECOND

IS THIS A LEGITIMATE SUPPLIER OF THIS PRODUCT OR SERVICE?

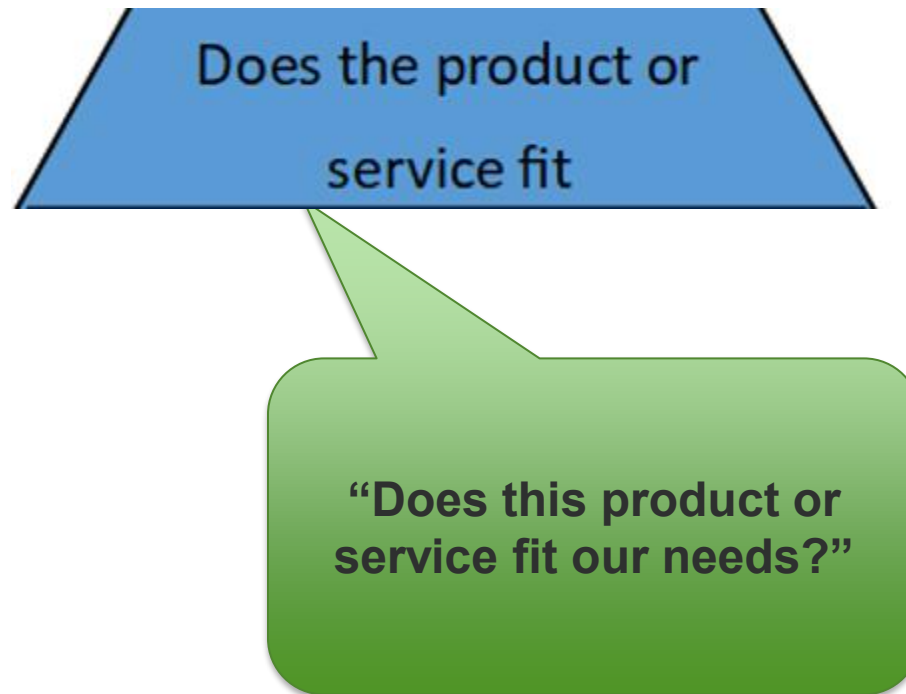
WILL THE COMPANY BE AROUND WHEN I NEED THEM?
THIS IS VERY IMPORTANT FOR YOUR NEW COMPANY.

WHO RUNS THE COMPANY?

Does the customer trust the
Company?

PEOPLE BUY INTO THE PRODUCT THIRD

DO I WANT OR NEED THIS PRODUCT?

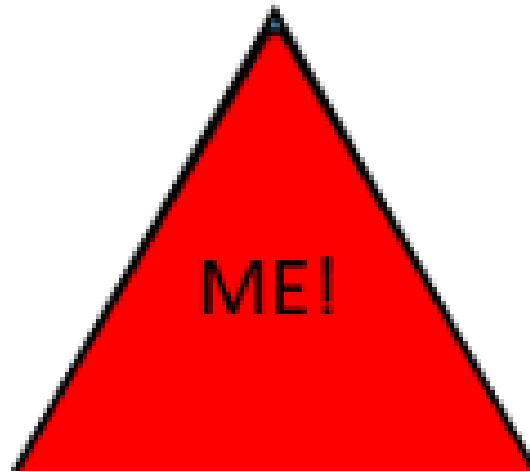


WILL OTHERS LIKE AND RESPECT THIS PURCHASE?

Their Customer's
Acceptance

Will my internal user be
happy with this
purchase?

And Finally

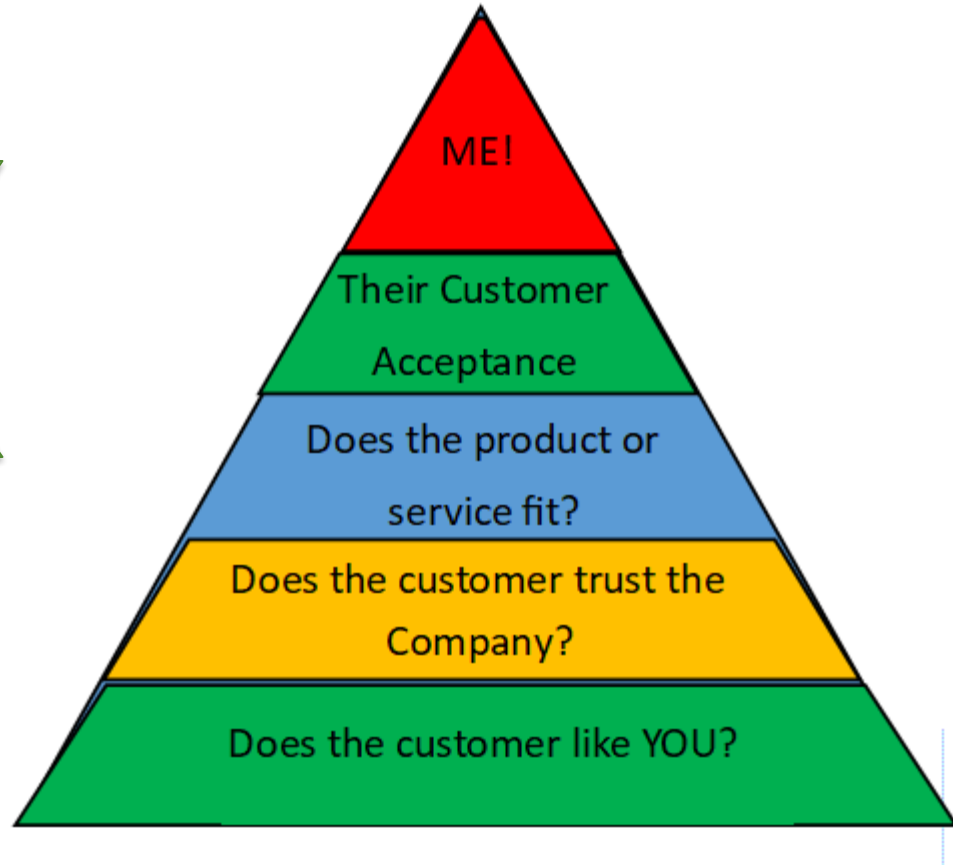


?WIIFM?

Do I feel good about this purchase?

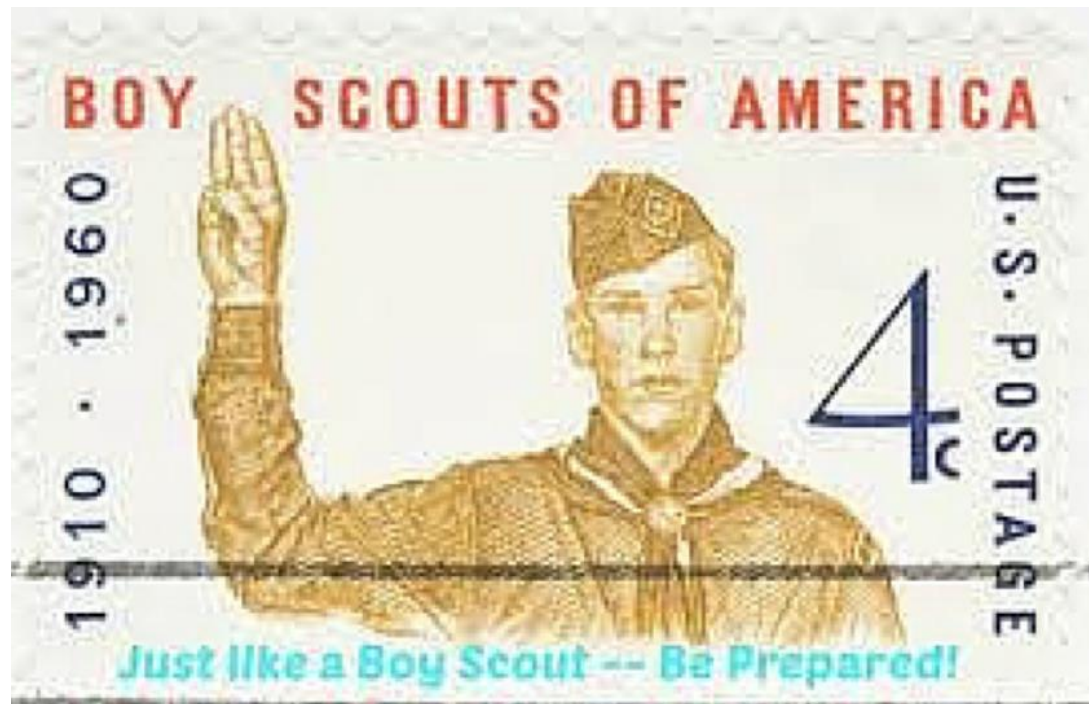
Will it help my career, my company,
ME?

THE HIERARCHY OF A SALE



PREPARATION

THE IMPORTANT WORK FOR A SUCCESSFUL SALES PRESENTATION IS DONE LONG BEFORE YOU TALK TO A PROSPECT.



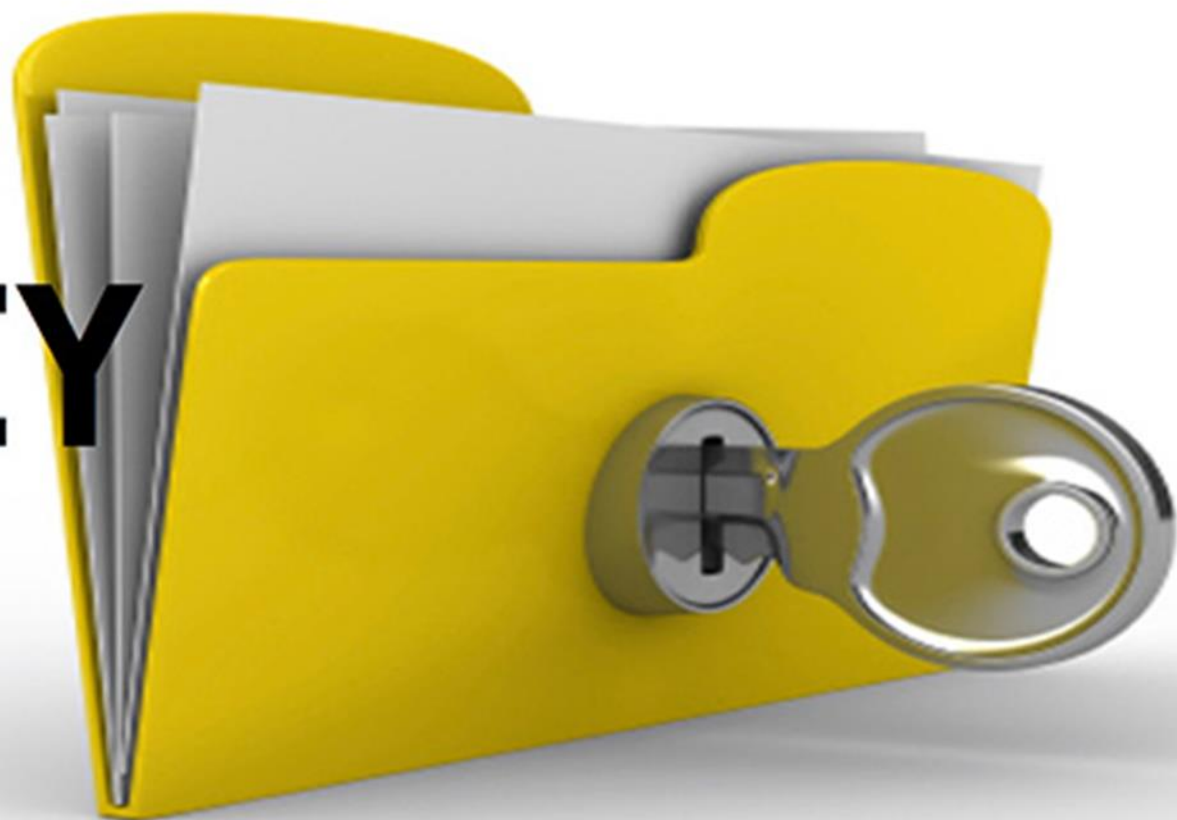
**KNOW YOUR PRODUCT
THOROUGHLY
AN IMPORTANT UNPROVEN FACT OF
ALL SALES PRESENTATIONS.**

IF YOU KNOW 25 POINTS ABOUT YOUR
SERVICE OR PRODUCT, YOU CAN BET THAT
THE NEXT PROSPECT WILL ASK ABOUT...

NUMBER 26!

KNOWLEDGE Is the

KEY



to SUCCESS

WRITE DOWN THE FEATURES AND BENEFITS

FEATURE	BENEFIT
FEATURE 1	BENEFIT 1
FEATURE 2	BENEFIT 2
FEATURE 3	BENEFIT 3
FEATURE 4	BENEFIT 4
FEATURE 5	BENEFIT 5
AND SO ON	AND SO ON

Features

*Tech Specs – what it is and
does*

Benefits

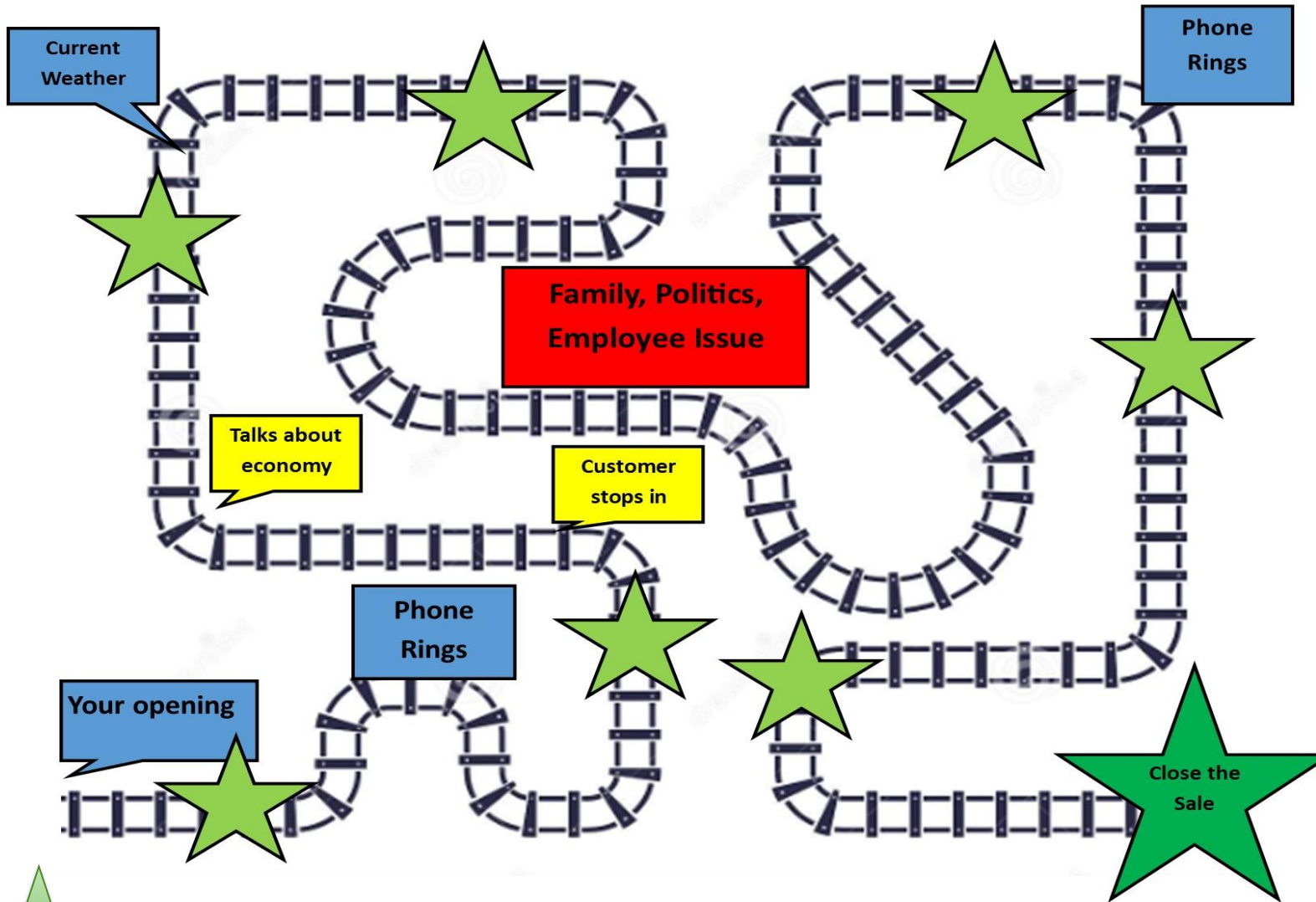
*the feel-good that makes
the customer buy*

Canned Sales Pitch





Actual Sales Call Track



= Product Features

PRESENT IN A LOGICAL ORDER



This will help you remember all the points you want to make.

Do not present the most important feature and benefit first!



ASSEMBLE THE PRESENTATION

FEATURE	BENEFIT
FEATURE 1	BENEFIT 1
FEATURE 2	BENEFIT 2
TRIAL CLOSE	TRIAL CLOSE
FEATURE 3	BENEFIT 3
FEATURE 4	BENEFIT 4
TRIAL CLOSE	TRIAL CLOSE
AND SO ON	AND SO ON

TRIAL CLOSING ????????

TRIAL CLOSING IS TAKING THE PROSPECTS TEMPERATURE

“How do
you like the
product so
far?”



WHY IS TRIAL CLOSING SO IMPORTANT?

LET'S SAY YOUR PRODUCT / SERVICE HAS 20 KEY FEATURES AND BENEFITS..

YOU PRESENT ALL 20 **WITHOUT** GETTING A STATEMENT OF UNDERSTANDING OR AGREEMENT ON THE MOST IMPORTANT BENEFITS FROM YOUR PROSPECT.

YOU ATTEMPT TO CLOSE THE SALE AND THE PROSPECT SAYS...



WHY TRIAL CLOSING IS SO IMPORTANT?

YOU DON'T KNOW WHAT THE PROSPECT IS SAYING NO TO!

WHAT FEATURE DIDN'T THEY LIKE OR UNDERSTAND?



TRIAL CLOSING

IS THE PROSPECT LISTENING TO WHAT I'M SAYING?

DOES THE PROSPECT UNDERSTAND WHAT I'M EXPLAINING?

IS THE PROSPECT INTERESTED?

IT GETS THE PROSPECT TALKING!



Trial closing is like a hall of doors.

Get agreement on a feature / benefit, close that door and move on.

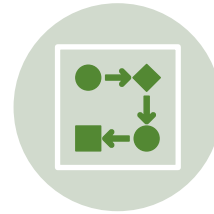
When you get through the last door the prospect should be ready to buy.



Easy Trial Closing Questions



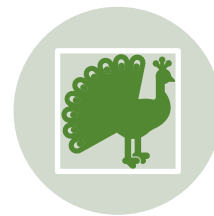
Do you see how this will help your business?



Do you see yourself using that feature?



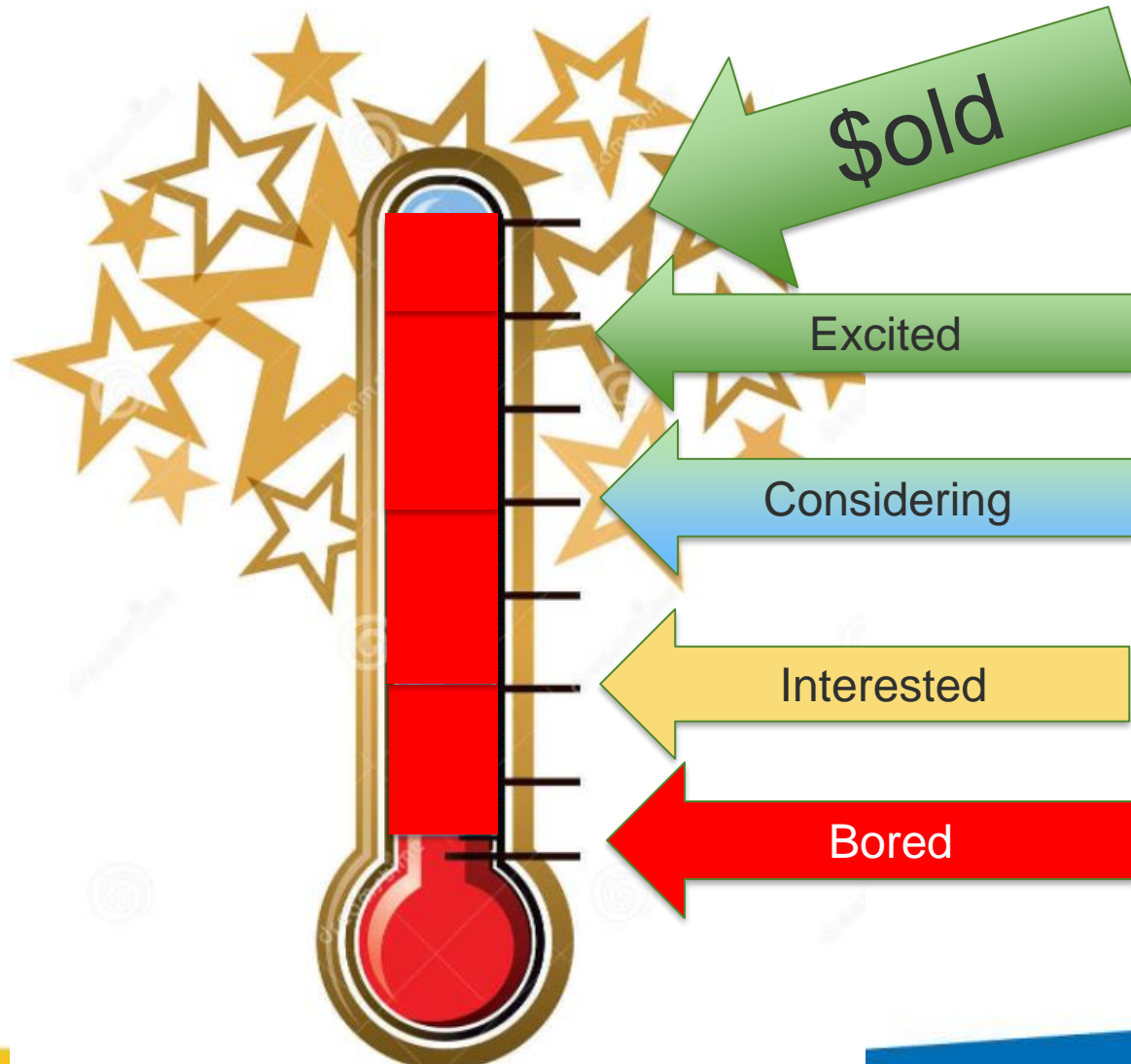
What color do you like best?



This is a really nice feature, isn't it?



“HOW DO YOU LIKE IT SO FAR?”





**HOW DO YOU
LIKE IT SO FAR?**

PREPARE FOR QUESTIONS - OBJECTIONS

A QUESTION IS:

A REQUEST TO CLARIFY A FEATURE OR BENEFIT AND INITIALLY IS NOT A DEAL KILLER. IT NEEDS TO BE SATISFACTORILY ANSWERED AND THEN TRIAL CLOSED FOR ACCEPTANCE.

AN OBJECTION IS:

A POTENTIAL ROADBLOCK TO THE SALE. IT NEEDS TO BE SATISFACTORILY ANSWERED AND THEN TRIAL CLOSED FOR ACCEPTANCE.

PREPARE FOR QUESTIONS - OBJECTIONS

LEARN FROM PREVIOUS PROSPECTS
QUESTIONS AND OBJECTIONS.

OWN THE QUESTIONS AND OBJECTIONS.

BUILD THEM INTO YOUR PRESENTATION.

PREPARE FOR QUESTIONS - OBJECTIONS

“I’ve been asked why does our pump have a $\frac{1}{2}$ horsepower motor and the competition uses a $\frac{3}{4}$ Horsepower motor. Our analysis shows that a $\frac{1}{2}$ horsepower has plenty of power, lasts longer and saves you energy.”

SO, I THINK THAT IS A GOOD BENEFIT. DON'T YOU?"



HOW TO RESPOND TO A QUESTION OR OBJECTION

- NEVER EVER GO ON THE DEFENSIVE

No matter
how much it
hurts.....



HOW TO RESPOND TO A QUESTION OR OBJECTION

- HONOR THE PROSPECTS STATEMENT.
 - “THAT’S A GREAT QUESTION”
 - “THANKS FOR BRINGING THAT UP”
- REPEAT THE QUESTION OR OBJECTION BACK .
 - “TO BE SURE I UNDERSTAND, YOU ARE ASKING”?
- ANSWER THOROUGHLY OR SAY YOU DON’T KNOW.
 - DO NOT OVER ANSWER WITH HOW TO BUILD A WATCH.
- **TRIAL CLOSE TO INSURE THE PROSPECT ACCEPTS YOUR ANSWER.**

THE PRICE OBJECTION



THE PRICE OBJECTION

IF YOU HAVE BEEN TRIAL CLOSING???

“INITIALLY THE PRICE MAY SEEM HIGH, SO LET’S REVIEW WHAT OUR PRODUCT / SERVICE OFFERS YOU?”

IF YOU’RE SELLING A LUXURY PRODUCT?

“SURE, THE PRICE IS HIGH AND HERE’S WHY.....”



YOU'RE ALMOST READY TO GO



CO-WORKERS – SPOUSE – NEIGHBORS –
FRIENDS - VIDEO YOURSELF

the MORE
YOU PRACTICE
THE PRACTICE
BETTER
YOU GET

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BEFORE EACH CALL

HAVE A SPECIFIC OBJECTIVE!

A SALE
ANOTHER MEETING WITH THE BOSS
TO PRESENT A PROPOSAL
TO SOLVE A PROBLEM
A TRIAL OF YOUR SERVICE

START WITH SMALLER PROSPECTS

PROSPECTS

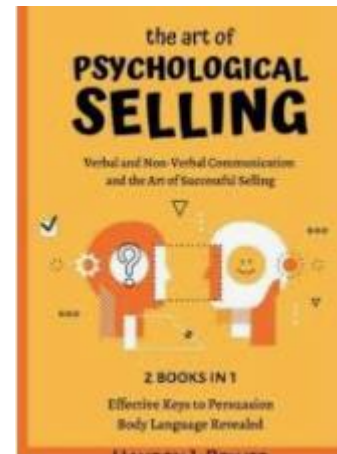
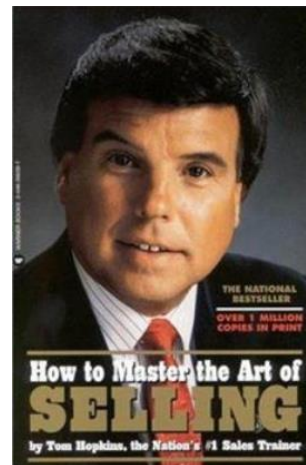
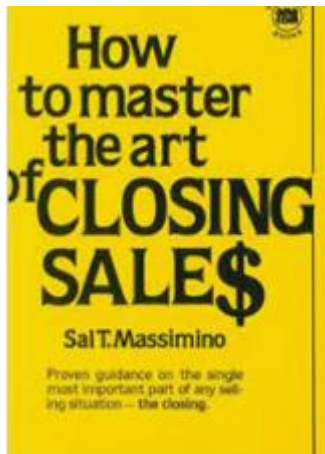
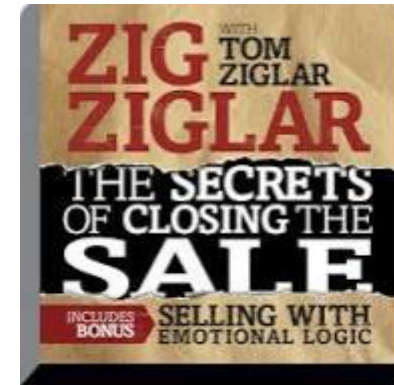
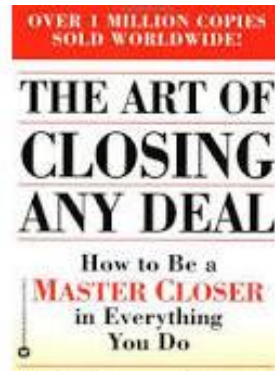
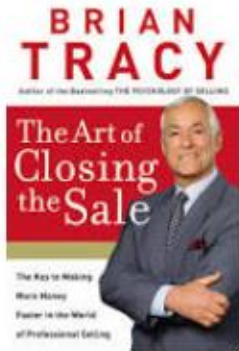
LEARN FROM SMALL PROSPECTS BEFORE YOU TACKLE THE MOST IMPORTANT ONES.



GIVING THE PRESENTATION

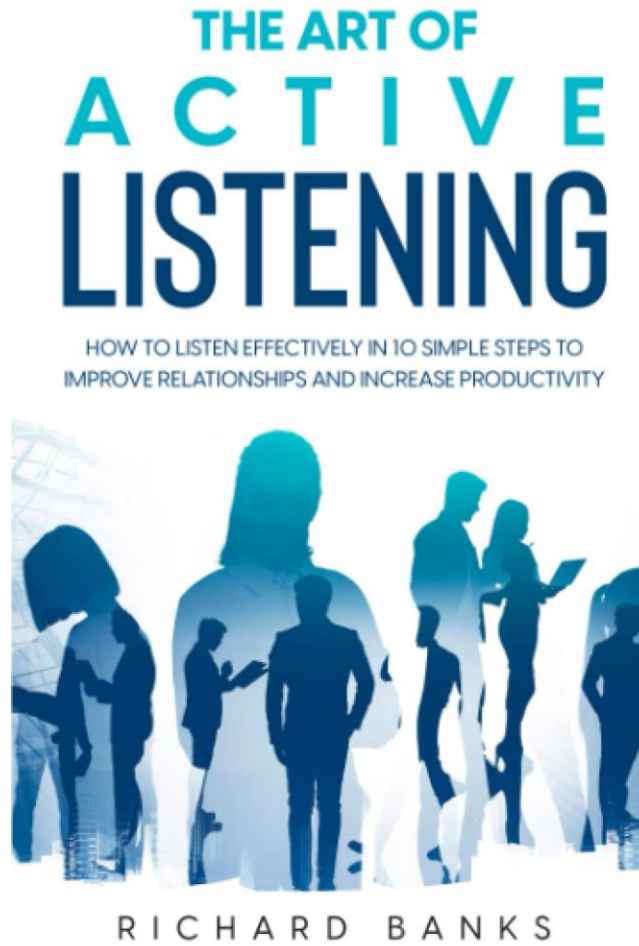
- **Opening**
 - **Question session**
 - **Remember Customer Hierarchy**
- **Product / Service Presentation**
 - **Product knowledge**
 - **Benefit selling**
 - **Trial closing**
- **Review the points the prospect liked**
- **Ask for the order**

CLOSING THE SALE



Listen Hard for Buying Signals

“When will mine be delivered?”



“What days of the week are you available?”

CLOSING THE SALE

YES AND YES CLOSE

“WHAT DAY WOULD YOU LIKE DELIVERY MONDAY OR WEDNESDAY?”

“DO YOU WANT TO SIGN UP FOR THE 6 WEEK OR 12 WEEK SESSION?”

CLOSING THE SALE

PRESENTATION REVIEW CLOSE

“AS WE WENT THROUGH MY PRODUCT YOU SAID YOU LIKED THE:

- REPEAT LIKED FEATURE/BENEFIT
- REPEAT LIKED FEATURE/BENEFIT
- AND SO ON

SO BASED ON THOSE POINTS WE SEEM LIKE A GOOD FIT FOR YOU.**OK?**”

CLOSING STYLES

- New guy close.
- The alternative choice close.
- The band wagon close.
- The think about it close.

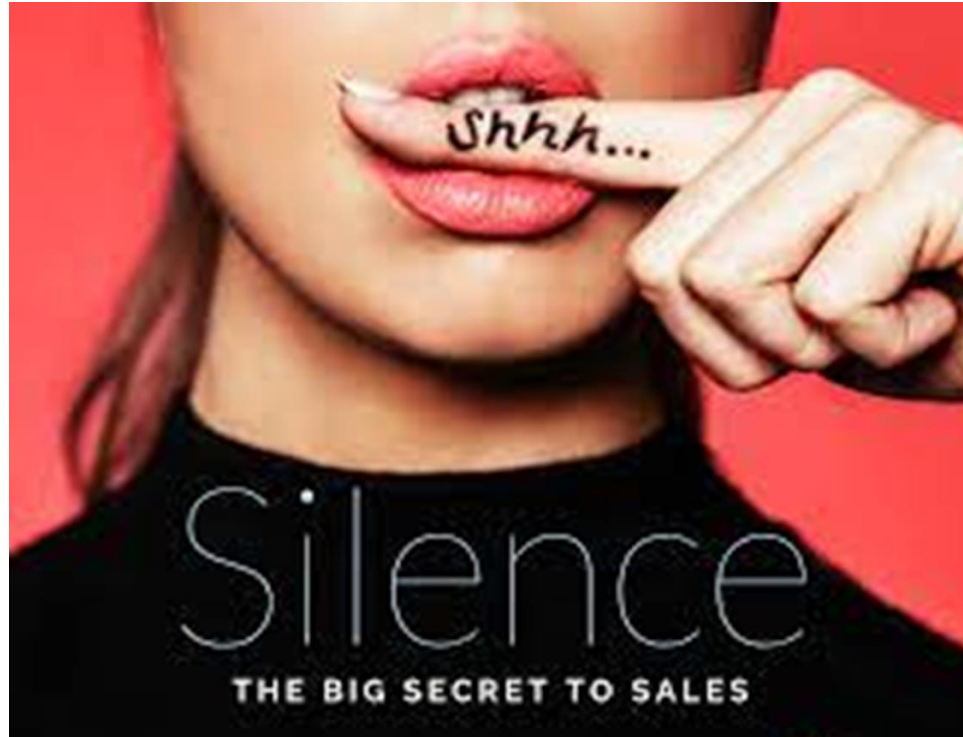


THE TWO MAJOR SINS OF SELLING





SIN # 2



**THE FIRST TO SPEAK
LOSES!**



SIN # 1



NOT ASKING FOR THE ORDER

SOME SELLING TIDBITS



SOME SELLING TIDBITS

Don't be a "Trunk Runner"



LITERATURE AND SAMPLES

NEVER - NEVER EVER - NEVER NEVER

GIVE A PROPECT A PIECE OF LITERATURE, A PROPOSAL OR A SAMPLE UNTIL THE END OF THE PRESENTATION OR ONLY WHEN YOU WANT THEM TO HAVE IT!

IT IS AN UNPROVERN FACT

WHEN YOU HAND THE PROSPECT A SAMPLE, PROPOSAL, OR LITERATURE, THEY LOOK AT IT AND QUIT LISTENING TO YOU!



Perfect Proposal

UPDATED JULY 2020

Learn how to craft proposals that win bigger, better clients

LEARN
48-Page Perfect Proposal Guidebook

FEATURES

- Designing proposals
- Sending proposals
- Understanding clients
- Customizing proposals
- Structuring your pricing
- Securing proposals

VIEW
Real-World, Six-Figure Proposal Example

KRAFT
Design-Ready Proposal Template

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SIGNED



\$59

Post Call Review

What Went Well?

What didn't go well?

What will I do next time?



Key Points

- Know how the features of your product/service benefit **this prospect**.
- Start small. Learn from the small prospects.
- Trail Close..... often.
- Own the questions and objections.
- ASK FOR THE ORDER!!!
- When you “close” BE QUIET!

AND NOW
MOST IMPORTANTLY
GO SELL SOMETHING!





Thank you for Attending

***BASIC
PRODUCT AND SERVICE
SALES SKILLS***