

# New World of Digital Sales Same Old Bad Habits

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**SCORE Manasota**  
*for the life of your business!*

# What is SCORE:

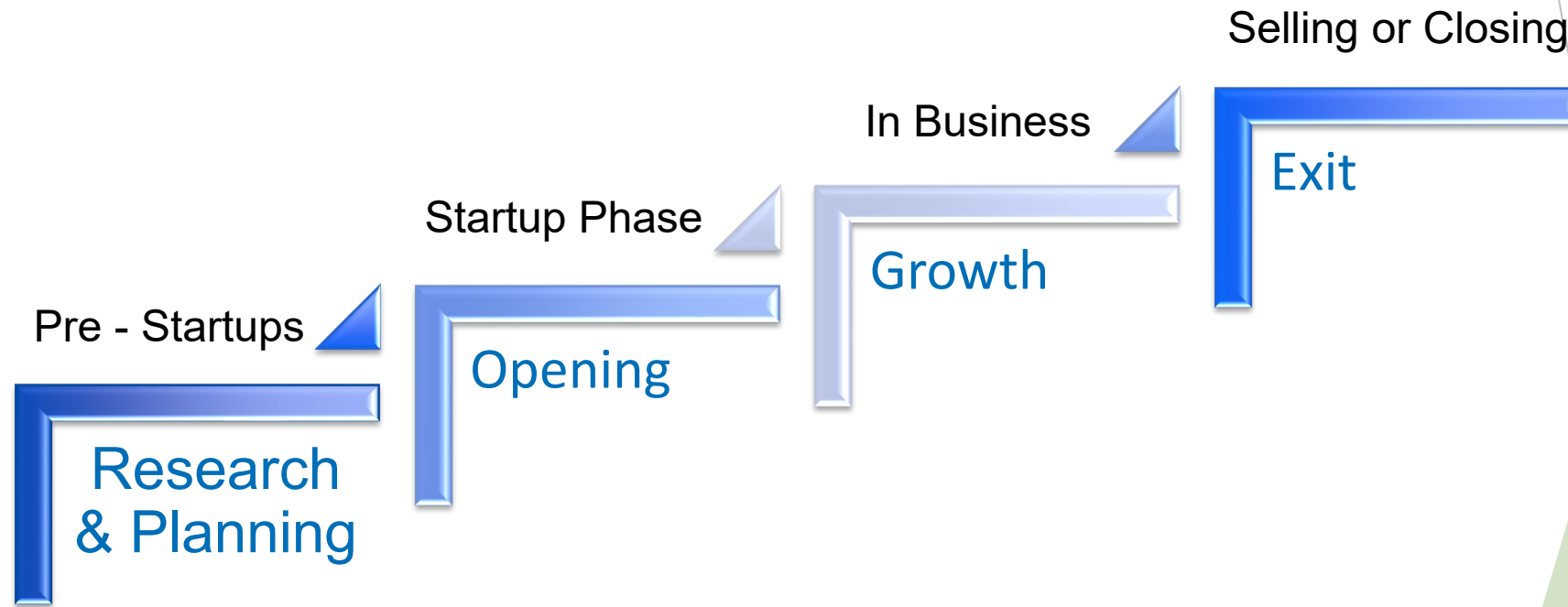
- A nationwide nonprofit organization that is an independent resource partner of the U.S. Small Business Administration (SBA)
- SCORE provides America's small businesses with **free**, confidential business **mentoring** (in-person and online) and **business educational services**: local workshops and 24/7 online resources at 300+ chapters nationwide with 10,000+ volunteers
- With nearly 90 volunteers, SCORE Manasota has served Manatee and Sarasota Counties for 50+ years (excluding North Port, which is served by the Port Charlotte chapter).
- Our Chapter has recently been recognized as the National Chapter of the Year for mid-sized markets.

**Since its founding in 1964, SCORE has assisted over 11 million clients and small businesses throughout the USA**



# Successfully Navigate The Business Process:

Wherever you are in your business cycle, **SCORE** can help



ACHIEVE YOUR BUSINESS SUCCESS:  
SCORE's team of volunteer mentors,  
motivate and guide you along your business path.



FOR THE LIFE OF YOUR BUSINESS

# Visit score.org



Manasota | + Local Mentors Local Workshops Local Resources About

## Small Business Success Starts Here

SCORE can help you start, grow or successfully exit a business. Small business owners who receive three or more hours of mentoring report higher revenues and increased growth.

Enter your ZIP code to find a free SCORE business mentor today.

[MATCH ME BY ZIPCODE](#)

# Thank you to the SCORE Manasota Sponsors and Community Partners!

SCORE.org/Manasota  
941.955.1029

## Sponsors



## Community Partners

- Career Source Suncoast
- Community Entrepreneur Opportunity
- Florida Department of Revenue
- Golden Herald Awards
- Greater Sarasota Chamber of Commerce
- Manatee Chamber of Commerce
- Manatee County Government
- Manatee Technical College
- Robert L. Taylor Community Complex
- Sarasota County Government
- State College of Florida
- SWAT Networking
- University of South Florida
- Venice Area Chamber of Commerce
- Women's Resource Center



# Alan Gorlick

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- Teach MBA and undergrad finance, economics, strategy, marketing, sales
- Start-up participant, consultant, Board member
- Managed world-wide sales and marketing
- Raised \$millions of venture capital and direct
- C-suite of venture funded and publicly traded multinational companies



# New World: Digital Selling

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## On line

- No help
- With chat
- With telephone
- Pick-up in store

## Telephone

- Direct sales
- Support

## In person

- Well-informed customers
- Checking the competition
- Fact checking

# What Hasn't Changed

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People buy from  
people

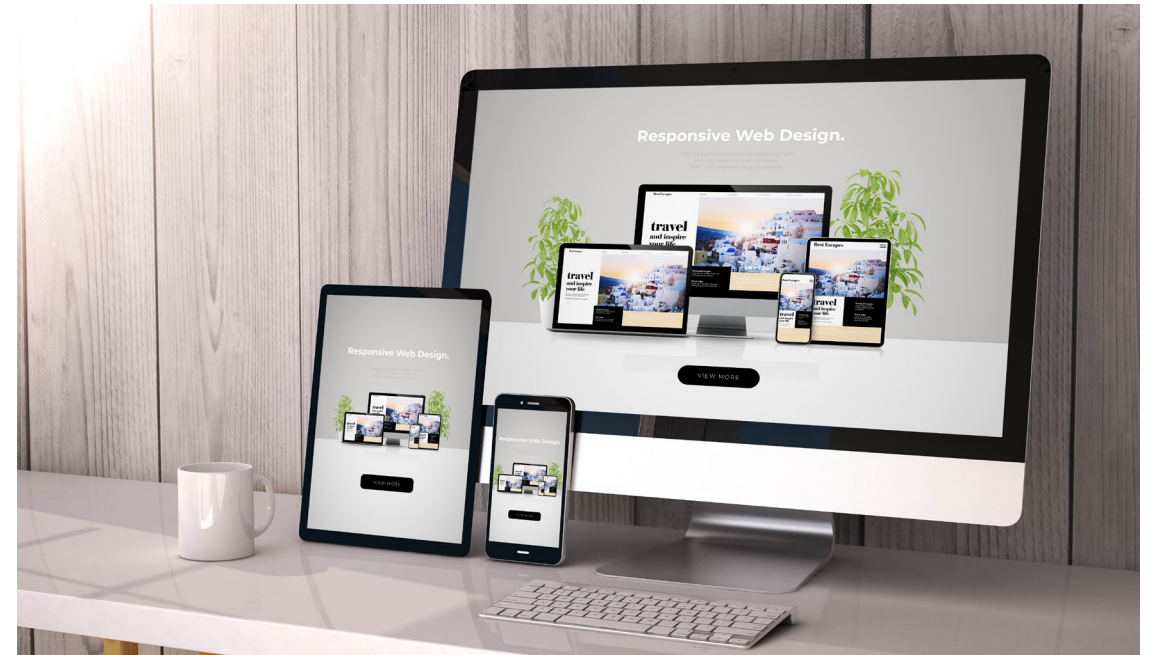
Customers will  
walk from a good  
deal if they don't  
like the  
salesperson

Importance of  
training and  
process

# Website Requirements

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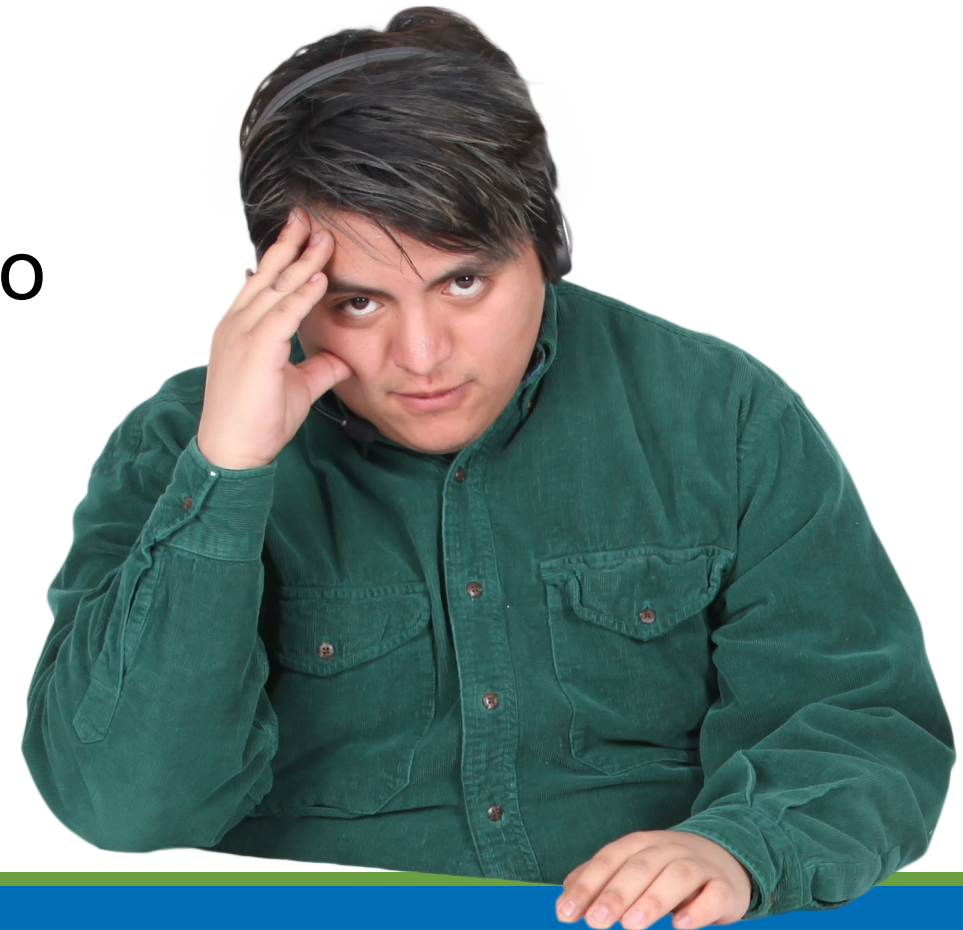
- Great landing page
- Informative
- Friendly
- Easy to navigate
- Automatic resizing for different devices
- Up to date/refreshed
- Google My Business
- SEO



# Telephone Support

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- Easy to find the number
- Automated answering to help not frustrate
- Knowledgeable, well-trained, easy to understand
- They can really hurt or help your business



# Selling Is A Process

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- Interrupt
- Qualify
- Present
- Interact
- Close
- Follow up

# Artificial Intelligence (AI)

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- Trends
- Features
- Demographics
- A/B virtual testing
- Competitive analysis
- Financial analysis



# AI Caveats

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Website chat



Voicemail answering



Outgoing correspondence or literature

# Interrupt

- Advertising
- Displays
- Cold calling
- Referrals
- Networking
- While they are browsing
- Chance meeting



# Qualify

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- Could be the hardest step of all
- Data/experience/intuition
- Don't waste time on unqualified
- Don't turn away qualified
- Know when to pull the plug



# Heterogeneity

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Within the same person

Different roles

Different needs

Different moods

Different recent info

# Present

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Telling isn't selling



Create and enhance engagement



Talk less; listen more



Respond to cues



Control your tells

# About That Presentation

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- Be prepared
- Be professional
- Don't fake it

# Questions

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- Not an interrogation
- Listen carefully – notes are ok
- Gain information
  - Help qualify
  - Fine tune the recommendation and the presentation
  - Smoke out the objections
- Create engagement
  - Customers sell themselves when they talk
  - Customer perceive that you are brilliant when they talk
  - Opportunities for cross-selling, up-selling, and handling objections

# More About Engagement

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- Set the scene
- Test drive
- Samples
- Trial period
- Reason to come back

# Handling Objections

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- Don't argue
- Don't get annoyed
- Don't ignore
- Agree unless the objection really is ridiculous
- Swallow the "but"
- Turn it around with a question
- Counter without pointing out that you are countering
- Feel – felt – found

# Closing

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Can occur anytime in the process, but not too soon



Ask for the order

Choices

Trials

Payment methods



Know when to shut up

# Own It

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- Lost sale, client, or opportunity
- Don't blame:
  - Price
  - Competition
  - Features
  - Your company

# Salespeople Who Are Not In Sales

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# Final Thoughts

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- Don't disparage the competition
- Don't unhook
- Don't lie



**QUESTIONS?**



## Help Us Help You:

- Please complete the survey
  - **What can we improve?**
  - **What other topics are you interested in?**
- Refer Manasota SCORE to those
  - Who may benefit from our programs
  - Seeking volunteer opportunities



**Scan to  
apply  
for a  
mentor**