



**"So You Think You
Can Close?"**

What is Sales?

- Sales is the process of identifying, engaging, and persuading potential customers to purchase a product or service. It involves understanding customer needs, presenting solutions that address those needs, and negotiating terms to reach a mutually beneficial agreement. Sales can take place in various settings, including direct-to-consumer (DTC), business-to-business (B2B), or online, and it plays a critical role in generating revenue and driving business growth.
- **Great Salespeople do not have Customers, They have Clients!**
 - Clients have a Lifetime Value, Customers are Transactional.
- Knowing how to sell is more important than any facet of your organization.
- **"I AM ONLY AS GOOD AS MY NEXT CLIENT!"**
- **"If I DON'T ASK, I DON'T GET!"**
- Sales drives Cash Flow & Profitability.
- Operational Capacity must support Sales Growth!

Characteristics of a Salesperson?

- A successful salesperson possesses several key characteristics that enable them to thrive in the competitive world of sales. These include:
 - Strong communication skills.
 - Active listening, which helps them understand customer needs.
 - They are also highly motivated, resilient, and able to handle rejection while maintaining a positive attitude.
 - Adaptability is important, as salespeople must adjust their approach based on the client or situation.
 - Additionally, strong problem-solving abilities and emotional intelligence help them build trust and long-lasting relationships with clients.

Additional Characteristics to Consider

- Age
- Appearance
- Gender
- Life Experience
- Alpha Personality
- Dreamer/Entrepreneur
- Self - Motivated
 - Typically by Money

What is the Sales Process?

- Prospecting (Otherwise Known as Marketing)
- Qualification
- Needs Assessment
- Tailored Presentation
- Handling Objections
- Closing the Sale
- Follow-Up
- Post Sale Support
- Upselling/Cross Selling

Prospecting

- **Form of Marketing**
 - Networking
 - Pounding the Pavement
 - Direct Mail
 - Email
 - Existing Client Referrals
- **B2B Challenges**
 - Timing (Especially B2B)
 - Whale Hunting vs Low Hanging Fruit
 - Gatekeepers (Especially B2B)
- **Other Challenges**
 - Identifying Basic Definition of Who Clients Are?
 - Initial Resistance

Qualification

- **Identifying if Lead is Worth pursuing!**
 - Requires Probing Questions.
 - Existing Resources (Can They Afford It?) - What are they paying now?
 - Will our Offering Help or Hurt the Organization?
 - Is our Solution a Good Fit?
 - Are you Speaking to the Decision Maker?
 - Determine Level of Urgency.
 - Establish Rapport and Commonality.
 - People Buy from People they relate to.
- **Requires Active Listening.**
 - Process Information in order to understand without trying to respond.
 - 70% of Communication is Non-Verbal
 - Balancing Qualification & Relationship Building.
 - Prospect will teach you how to sell to them.

Needs Assessment

- Successful needs assessments require active listening, empathy, and the ability to guide prospects toward clarity while offering appropriate solutions.
- **Understanding Prospect**
 - Pain Points, Challenges, & Objectives
 - Be mindful of Non-Verbals Cues. They will teach you how to sell them!
- **Customizable Solutions**
 - One Size Does Not Fit All. Understand the Pain Points, Challenges, & Objectives.
- **Build Trust & Credibility**
 - Summarize What They Told You. (So What Your Saying Is)
- **Trial Close**
 - "If I could offer you a solution that would address those Pain Points, Challenges, & Objectives, would I have the opportunity to earn your business?"
 - Avoid Overpromising!

Tailored Presentation

- **Why Does it Matter? (Ensure Enough Time is Available!)**
 - Demonstrates Understanding
 - Shows that you are Actively Listening & Empathetic.
 - Enhances Relevance
 - Shows you are not wasting their time.
 - Addresses Objections
 - Best way to address potential objections is before they say them.
 - Builds Credibility
 - Demonstrates your professionalism and expertise.
- **Steps (Ask Continuous Yes Questions!)**
 - Understand the Need & Customize Content. (Voice Inflection & Pauses)
 - Provide Relevant Examples. Do you remember....? Have you ever.....?
 - Highlight the Benefits, & be prepared to adapt. (Use Referrals)
 - Use phrases such as, "You told me"
 - Use Menu Selling Approach. "I have three options that would address your need, which one works best for you?" **Be Quiet, first one to talk loses!**

Handling Objections

- If you do a thorough Qualification, Needs Assessment, and Tailored Presentation, the objections should be minimal.
- From a Personality Perspective, Handling Objections is Where the "Rubber Meets the Road."
 - NO FEAR. It's Not Personal, its Business. Get out of your Comfort Zone! Ask for the Business!
- **There are Only Three Possible Objections!**
 - **Person, Product, or Price**
 - Don't be afraid to state the obvious in a jovial way. "Mr./Mrs. Client, I've been doing this for a long time and there's only three reasons that Clients Say NO,"
- **Establish which "P" is causing the No.**
 - 9 out of 10 times, the "NO" is a price issue.
 - "If I was to offer this for free, would you accept?"

Closing the Sale

- **Assuming Prospect has yet to agree, it's time to Negotiate!**
 - Know and Understand your Costs and Bottom Line by Heart!
 - You should already have gathered their existing Cost in Qualification and Needs Assessment Phase.
- **Use Phrases such as "If I could, would you?"**
 - Don't Respond Until They Do.
 - Hold on to your Bottom line offer to maintain profitability.
- **In B2B Sales, attempt to Schedule the Next Appointment**
- **If a "No" still exists (DTC), Summarize the Costs & Benefits of your Offer.**
 - Before you leave, you can offer your bottom line offer. (One in the Hand, Beats two in the Bush.)
 - Use Columbo Close, "I almost forgot"
 - Make sure offer has an expiration.
 - Don't Be Afraid to Walk Away. (You can't sell from desperation)
 - Not All Business is Good Business.

Follow Up

- **Balancing Persistence with Patience:** It's essential to be persistent enough to stay on the prospect's radar but not so persistent that you become a nuisance. Finding the right frequency of follow-up communications can be challenging.
- **Create a Follow Up Schedule in Operating System.**
 - Day 1, Day 3, Day 7, Day 14, Day 30. Then Monthly Automated messages.
 - Personalize all messaging for first 30 Days.
 - Use Automation and Tasks for reminders.
 - Methods of Communication are Email, Text, Call, Letter, Personal Visit.
 - **If you haven't done all methods, you haven't followed up!**
 - Devise a new reason for Contact. (Promotion, etc)
- **Pit Bull Phase**
 - Assuming you are determined to earn their business, become one of their customers or refer someone you know to them.
 - They will feel indebted.

Post Sale Support

- **Managing Expectations**

- After the sale, customers may have higher expectations than what was promised, leading to dissatisfaction if the product or service doesn't fully meet their perceived needs.
- **Underpromise and Overdeliver!**

- **Maintaining Responsiveness:**

- Customers expect timely responses to their concerns or questions. However, managing a high volume of post-sales inquiries while maintaining quality service and personalized attention can be overwhelming.

- **Handling Complaints and Dissatisfaction**

- Complaints are emotionally charged. Handling these situations tactfully and turning negative experiences into positive outcomes requires patience and empathy.

- **Preventing Churn**

- Retaining customers after the sale is crucial, but if post-sales support is lacking, customers may choose to switch to competitors

Upselling/Cross Selling

- **Timing**
 - Finding the perfect timing, when the customer is ready to see added value, can be tricky. Only done if and when complete satisfaction with prior experience.
- **Understanding Needs**
 - To successfully upsell or cross-sell, salespeople must have a deep understanding of the customer's evolving needs.
- **Value**
 - Clearly articulating how the additional purchase benefits them or solves new problems is critical to gaining buy-in.
- **Customer Fatigue**
 - Ensuring that offers are relevant and spaced out is important to keeping customers engaged.



**Mock Sales &
Questions!**



Thank You!