

Selling For Results



Everyone is looking for an edge in today's highly competitive business environment. For most, the difference is not in what you know but how you approach customers and communicate what you know. That's why it is vital for salespeople to know how to "connect" with their customers and potential customers. It's one thing to know your products and how to make them sound desirable to others, but it's a totally different thing to understand what your customers want and to help them get it while getting what you want, too.

Selling for Results is two days of specialized coaching and training for salespeople who want to take their sales skills to a higher level. It is designed for sales professionals who make sit-down presentations as well as those who make sales pitches to large and small groups. The goal is helping you hone your sales techniques so you get it right with every group or individual.

Each person is coached to identify and use his or her most natural and effective delivery style. Many salespeople have simply copied someone else's style or acquired bad habits that make it harder for them to garner customer trust and close sales.

We use a variety of learning mechanisms to identify negative sales behaviors and teach positive, more effective ways to relate to customers and win their business. Video and videotaping are used extensively for demonstration, practice and feedback. The situations we use are "real world" in nature, based on our extensive coaching and training of salespeople in the financial and other industries.

Selling for Results concentrates on six skill

areas that make the difference between mediocre results and outstanding sales results.

1. Gaining customer trust

Trust is everything when it comes to selling, but it is not automatic. In fact, a high percentage of people do not trust other people. Salespeople have to make a constant effort to gain and retain the trust of customers. Those who do reap the rewards; those who do not lose out.

Many factors determine the degree of trust people place in others. Among the factors salespeople have the most control over are the way they handle themselves when communicating with customers.

Customers tend to magnify little things way out of the proportion you may think they deserve, when determining whether to trust someone else. The most critical of those "little things" are what we call Disconnects. They are negative behaviors that distract and cause people to consciously and subconsciously question whether another person is trustworthy. We can help you identify your Disconnects (everyone has them)

and show you how to stop doing them.

2. Knowing how to “connect”

Connecting with customers is a lot like calling someone on the telephone. Contrary to what some people think, a strong connection is not established when the other person says “hello.” That only gives you an opportunity to connect. The real connection is made when you engage the other person in conversation, and that requires meaningful input on your part.

Meaningful input for salespeople is what we call Connection Skills. These are eight skills that outstanding salespeople learn to use as they engage in conversation with customers. These skills make a huge difference, not only in building trust, but in guiding customers to give you their business.

3. Rethinking your sales pitch

Only three parts of a sales pitch matter: opener, middle and close. In fact, those are the only parts of a sales pitch. We can help you refine all three but especially the opener and the close. Nailing your opener is critical because if you don’t, your customer may not hear anything else you say. The close is just as important because it’s what most people remember the most.

We’ll help you analyze your openers and closes to make sure they are on target and have the greatest impact. We’ll even show you how to develop multiple openers and closes for different types of customers and audiences.

4. S.H.A.P.E.ing your sales pitch

Sales pitches tend to be pretty dry, full of facts and figures about products and company. All of it is important information but when you think about how many sales pitches a typical customer hears most days, you realize yours just blends

into the hum drum of the day unless it stands out from the others.

So how can you make your sales pitch stand out from the others? You do it by going beyond facts and figures, and adding S.H.A.P.E.s to your presentation. S.H.A.P.E.s are verbal and visual mechanisms that reach beyond the initial thoughts customers have and convince them they should do business with you. It’s based on the same reasoning that led marketers to realize that knowing what a product can do for you creates a stronger desire for the product than does knowing what it is made of or how it is made.

5. Making “add-ons” a powerful part of your presentations.

“Leave nothing to chance” is a great motto for salespeople. What some people think are little things actually can have powerful consequences when making a presentation.

We show you how to turn three of these “little things” into powerful and effective parts of your sales presentations. They are:

- *Multimedia.* Up to 80 percent of people who use multimedia misuse it. Used correctly, multimedia can have a powerful effect on audiences; used improperly, it can actually detract from a sales presentation.
- *Promotional materials.* Companies spend millions of dollars on promotional materials, only to see them improperly used. We’ll show you how to use them properly.
- *Q&As.* Salespeople who merely tack question and answer times onto the tail end of a sales pitch are missing a great opportunity to reinforce their message. We’ll show you how.

6. Controlling the room.

Most salespeople take the easy route and leave a

room set up the way they find it. You can't always change the set-up but you should do it when you can because room set-up make a big difference in the outcome of a sales presentation.

We'll explain why some set-ups are better than others and show you how to arrange a room

to minimize distractions and put you in the driver's seat.

Each Selling for Results class is limited to 8-10 participants and is led by up to two trainer/coaches.

Selling for Results

Takeaways

- Learn how to build and maintain the trust of customers and potential customers
- Know how to make a strong connection with people
- Learn how to open and close sales presentations for maximum impact and advantage
- Discover ways to S.H.A.P.E. your sales presentations so customers get and remember your point
- Learn to make multimedia work for you, not against you
- Know how to use promotional materials and Q&A times effectively
- Learn how to control room set-up so it works in your favor

Communicate to Connect is a solutions-oriented provider of coaching and training for executives and staff in the financial industry. Steve Craver is the founder and President.



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