

Selling with integrity

Christian Business Leaders, Stow



Christian Business Leaders

Jamie Mitchell - Bio

- General Manager
 - *TNT Express 2004 –*
- Sales Manager
 - *TNT Express 2001 – 2004*
- Business Development Manager
 - *Domino Systems 1997 – 2001*
- Field Sales Executive
 - *TNT Express 1995 – 1997*
- Field Sales Executive
 - *West Oxfordshire Motor Auctions 1993 – 1995*
- Telephone Sales Executive
 - *Emap 1992-1993*

Purpose

- To walkthrough the bare essentials of selling
- To help you to overcome paralysis caused by emotional barriers to selling
- To stimulate you to generate more sales

Biblical perspective

- All hard work brings a profit, but mere talk leads only to poverty. Proverbs 14:23
- If a man is lazy, the rafters sag; if his hands are idle, the house leaks. Ecclesiastes 10:18
- Sow your seed in the morning, and at evening let not your hands be idle, for you do not know which will succeed, whether this or that, or whether both will do equally well. Ecclesiastes 11:6

Selling – A definition

- Selling is a two-way persuasive process which takes place between a seller and a buyer and results in a transaction. The buyer and seller recognise and appreciate each other's roles in making sure that both parties gain from the deal.
- Selling is *not* fleecing someone to buy something they don't want or need.

Emotional barriers

- Lack of experience
- Something more pressing needs to be done
- They've said 'no' before
- The managing director is bound to be too busy to talk to me

Fear of
rejection

Scenario

- You've got the product
- You've designed your business plan
- You've got your leads
- You've got a phone on your desk which *isn't* ringing!

What do you do now?

Sell! Sell! Sell!

- Probe
- Match
- Confirm
- Close
- Definition
- Identification
- Proof
- Agreement
- Desire
- Action

DIPADA in more depth

Definition

Make sure you are negotiating with someone who can make a decision. Using open ended questions – establish wants and needs of prospective customer, prioritise: what's most important?

Identification

Identify your product as a potential solution which meets your customer's needs. Trial close, "...if I...will you...?" If the answer is no, go back to definition

Proof

Using Features and benefits, describe how your product fits the bill

Agreement

Gain your customer's agreement that you're your product does meet their needs. If they don't agree, clarify what's missing for them.

Action

Also called the close, this is where you agree what you will do next. It might be a product demonstration, a follow up meeting with an influencer or it might be a sale

Desire

- The missing 'D' in the previous slide is desire. It doesn't fit into the process diagram but by following it, but your customer's desire will increase as you move through the process because you will be demonstrating how your product meets their needs.

20 Questions

- Use open ended questions, those that can't be answered yes or no. This will ensure that you get the maximum information and avoid the conversation sounding like an interrogation
- Prepare in advance – what information will you need to know to determine whether your product is suitable for the customer
- Ask questions about your customer's business – particularly those about how they make money, why their customers buy from them,
- Be truthful: be clear about your objective from the start – you are trying to sell, you're not conducting a questionnaire!

Features & Benefits

- Definition: a feature is a characteristic of a product, a benefit is the value that it brings to a customer
- People buy benefits – not features
- Benefits are linked directly to the buyers motivation
 - Money profit wealth and gain
 - Ease and convenience
 - Belonging
 - Security
 - Image and prestige

Closing

- ABC – Always Be Closing
- Types of close
 - Direct – “Can I have your business?”
 - Trial – “...if I...will you...?”
 - Alternative - “Would you like that in red or blue?”
 - Assumptive – “I’ll get that delivered on Wednesday for you”

10 Golden Rules

1. You must sell!
2. You must deal with decision makers
3. You need to close – always ask for the business
4. Never stop selling
5. A sale is not a sale until the order is signed, product delivered and the bill paid
6. Don't pin all your hopes on one or two opportunities
7. Don't practice on small customers – aim at those who have the potential to do most business
8. Keep lists of prospect customers
9. Don't give it away
10. When you don't sell, always know why