

Fundamental Sales Skills

Master the concepts of selling.

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MARKETING & SALES CONSULTANT

You will Know

This training is designed to ensure you learn and master the concepts of selling.

You will learn how to manage and configure sales, Link the relationship between sales and marketing, and manage a wide range of features and functions of sales.

This scientific and practical training will help you establish your sales credentials and give a boost to your career.

- Learning Pyramids
- importance of sales men
- Sales philosophy
- profiles for Sales People
- Sales Process
- Personal Sales Process
- Marketing Mix 4 P's
- Types of Personal Selling
- 7 habits for the most effective salesman
- Planning for a successful Call
- Effective Communication Skills
- Selling Cycle
- How To Handle Sales Objection
- How do Customers Buy

Learning Pyramids – William Glaser

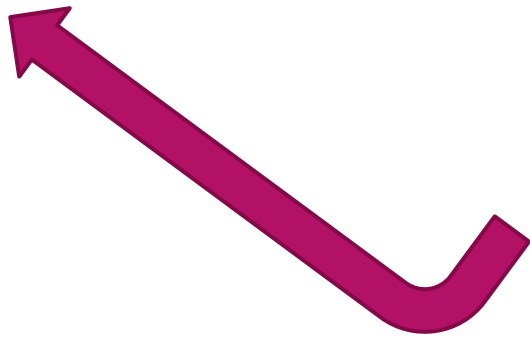


- ▶ 10% of what we **Read**
- ▶ 20% of what we **Hear**
- ▶ 30% of what we **See**
- ▶ 50% of what we both **See** and **Hear**
- ▶ 70% of what is **Discussed** with each other
 - ▶ 80% of what we **Experience** personally
- ▶ 90% of what we **Teach** to someone else

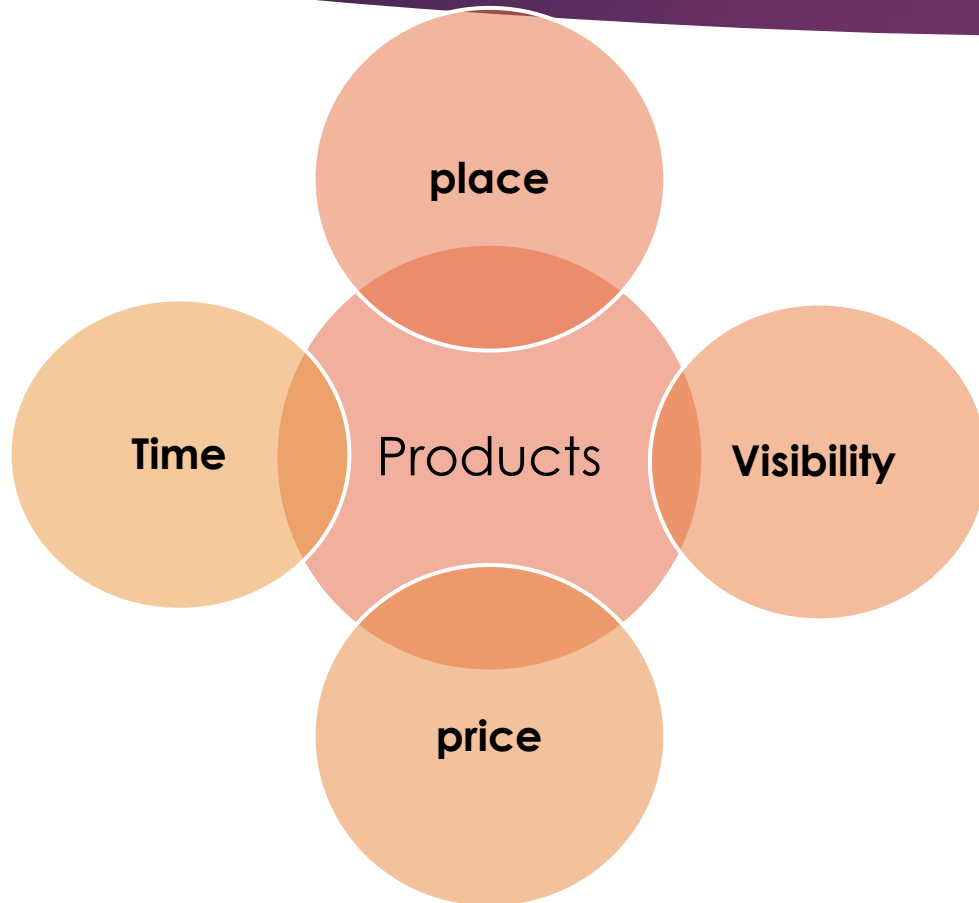
LEARN SALESSKILLS



What is Sales



Salesman Role



What are the importance of sales men?



Importance of Sales man.

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Making Revenue

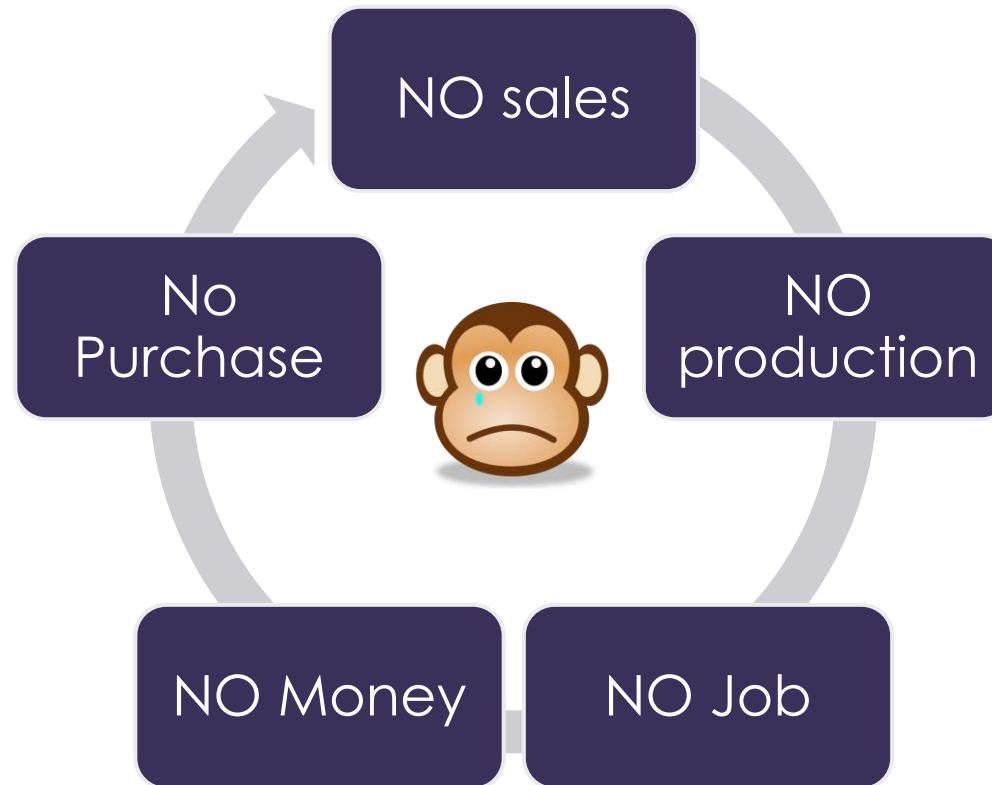
Achieving organization targets / Goals

Linking between organization and customers

Success sales Dept. moving company from loss to profit

The strategic importance of Salesman

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because nothing happens until somebody sells something!

SALES PHILOSOPHY

Our 1st priority is, and always will be, to deliver the highest quality products and services to our customers...



How can you provide value if you don't know what you are taking about?

The Sales Success Philosophy

I am subject matter expert
My Job is to help
Qualified prospects
Make a better decision
About how to solve a problem
Using my products or services

If you are not solving a problem for your prospect, why are you there?

five different profiles for Sales People

5 Distinct Profiles





The Relationship Builder

- ▶ Classic consultative rep
- ▶ Builds advocates internally
- ▶ Creates relationships with prospects
- ❖ Relationship Builders focus on developing strong personal and professional relationships throughout the customer organization.
- ❖ These sellers are very generous with their time, do everything they can to meet customers' needs, and work diligently to resolve any tensions that arise in the commercial relationship. Ironically, while most Sales programs are designed to create and encourage Relationship Builders, it is the least effective of all of them.

The Reactive Problem Solver

- ▶ **Highly detail-oriented**
- ▶ **Reliably responds to stakeholders**
- ▶ **Ensures all problems are solved**
- ❖ Reactive Problem Solvers are considered highly reliable and detail-oriented from the customers' perspective. They are known for their focus on post-Sales follow-ups to ensure that service issues are addressed and solved quickly and thoroughly.

The Hard Worker

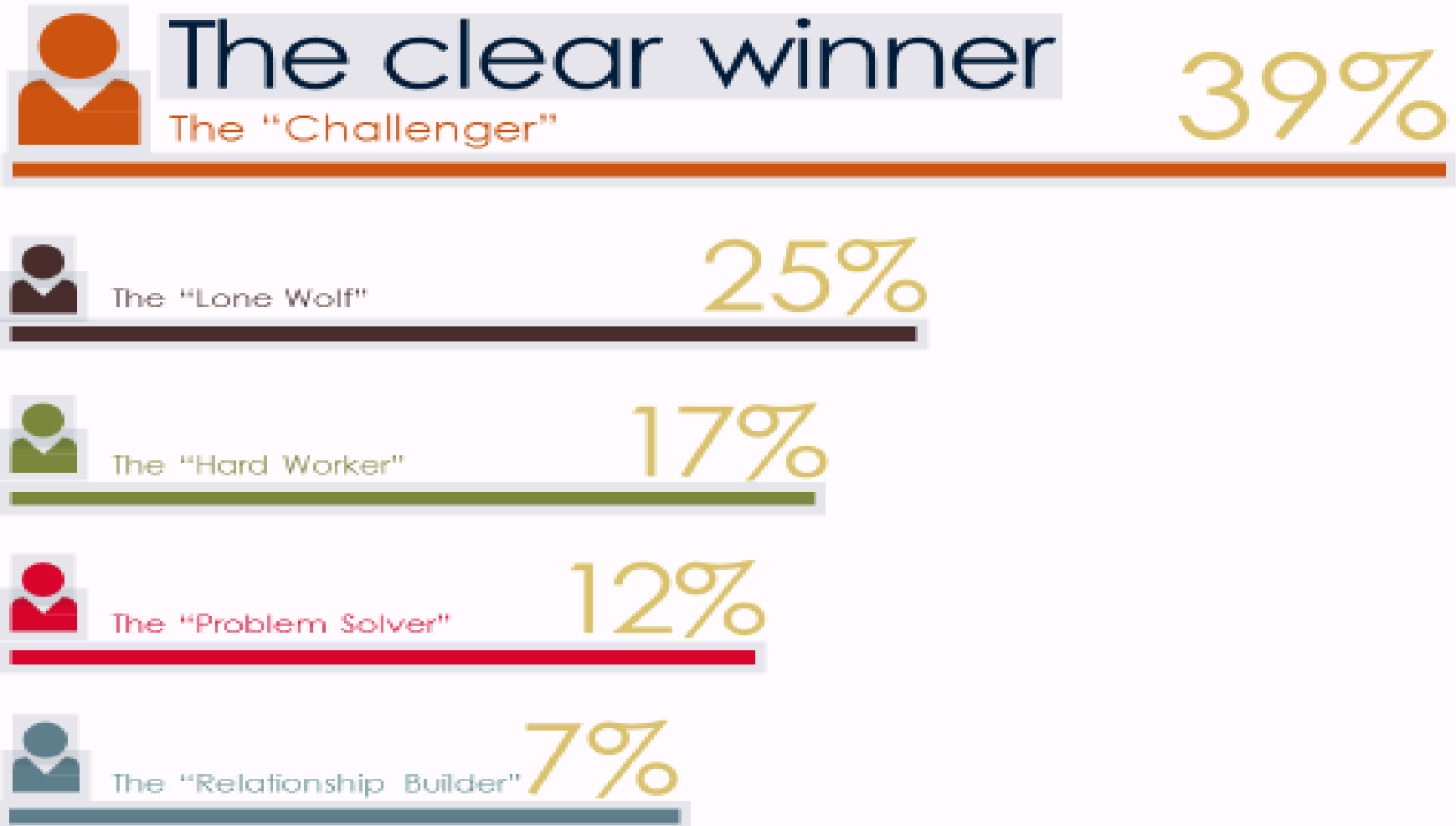
- ▶ **Doesn't give up easily** لا يستسلم بسهولة
- ▶ **Self-motivated** محفز
- ▶ **Interested in feedback and personal development** يهتم بأعطاء رد (تغذية عكسية) ويسعى لتطوير ذاته
- ❖ Hard Workers are the members of your team that show up early, stay late, and always go the extra mile. These Salespeople can make more call in an hour and meet with more prospects in a week than anyone else on your team. The hustle never stops for hard workers.

The Lone Wolf

- ▶ Follows own instincts
- ▶ Self-assured
- ▶ Delivers results, but difficult to manage
- ❖ Lone Wolves are deeply self-confident and have a natural ability to succeed on their own instincts. They break rules, are hard to manage, and do things their way or no way at all. They are the least common profile of all Salespeople, but they are the second most common among top performing Salespeople.

The Challenger

- ▶ **Different view of the world**
- ▶ **Loves to debate and push customer**
- ▶ **Strong understanding of customers' business**
- ❖ Challengers use their deep understanding of their customers' business to challenge their thinking and maintain control of the Sales conversation.
- ❖ Challengers aren't afraid of expressing controversial views and are assertive with everyone they communicate with.
- ❖ Among top performing Salespeople, Challengers are most common.



Planning for a successful Call

2 – During Visit

Focus on Customer needs .Direct beneficiary

Know what is client needs. Indirect beneficiary

Offer the appropriate Products.

Speaks about products value and advantages

allows the customer to speak .. and does not insist on selling from the first glance-(Peep)

Deal with the customers Objections

Do the right things to generate Sales

Understand the hints of purchase from the client.

Who is A sales professional

A sales professional

- ▶ Who adds real value
- ▶ Respects your Time
- ▶ Collaborates with his client/ colleague.
- ▶ Take a service orientation
- ▶ Helps to Solve Problems

What Is Five-Step Sales Process ?



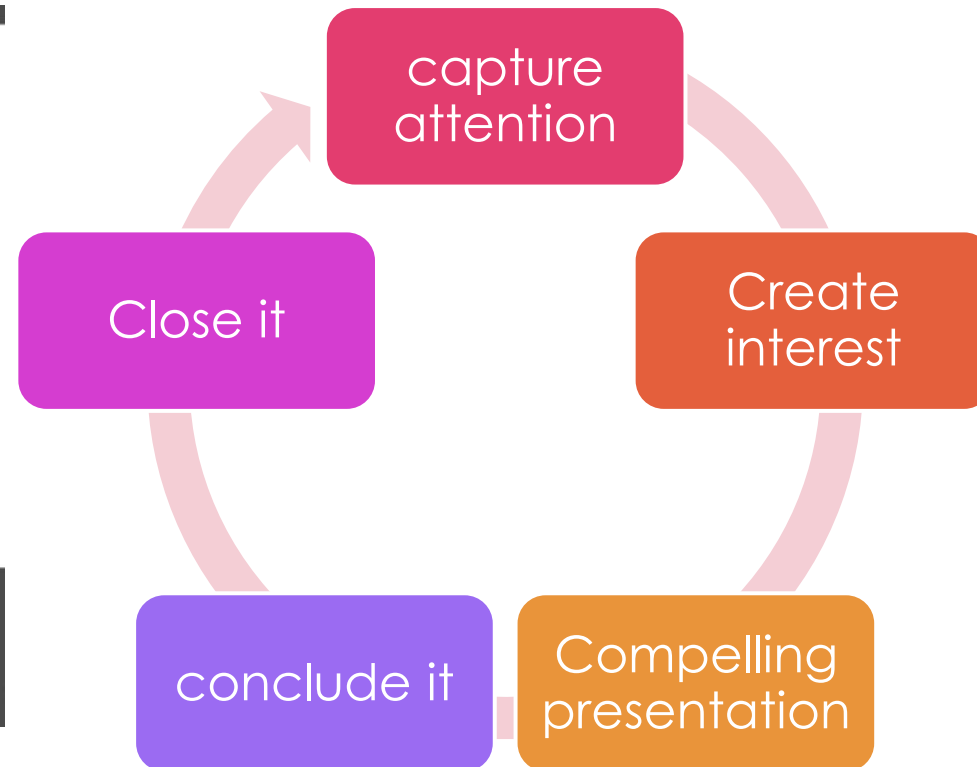
You have
5 mints
answer

5 C's sales -Five-Step Sales Process

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HOW TO WIN MORE HIGH-END SALES
(JUST FOLLOW THIS 5 STEP PROCESS...)



What Is the six –Steps of Personal Sales Process ?

WHAT IS PERSONAL SELLING??

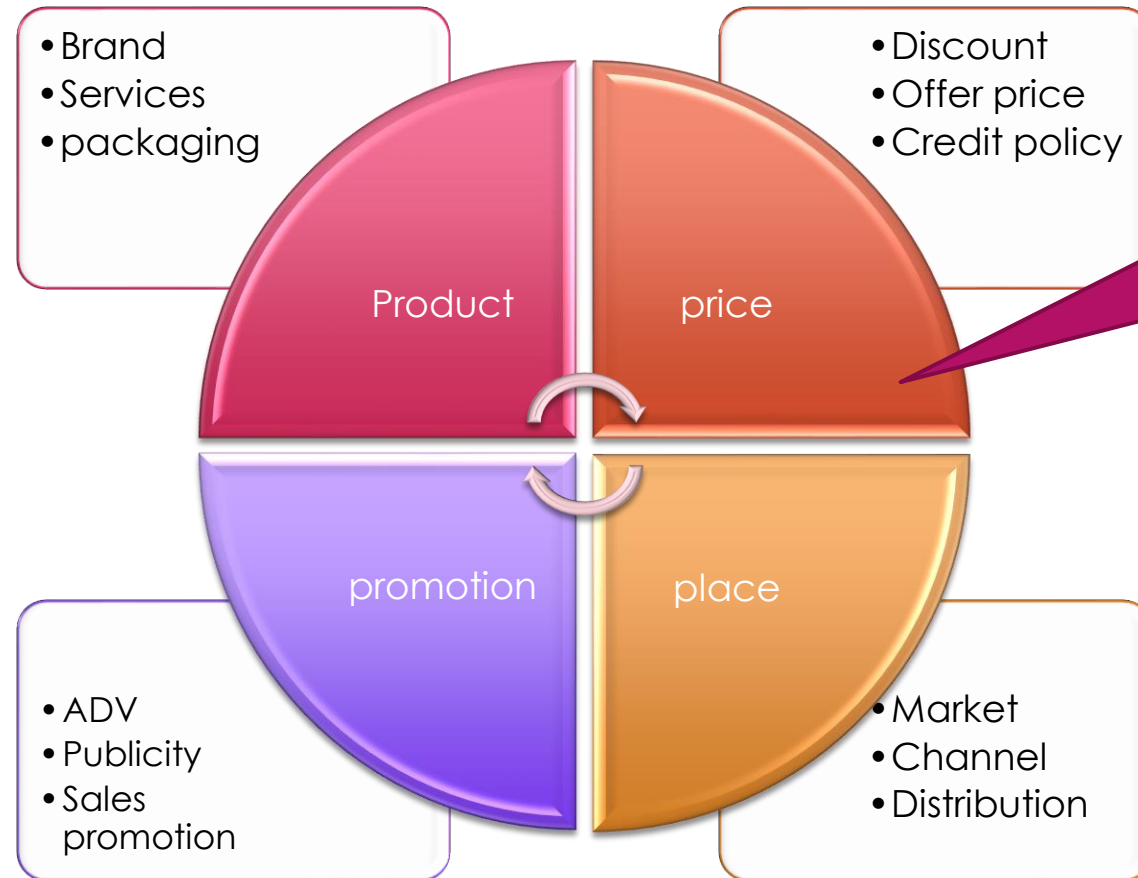


6 steps of Personal Selling



Marketing MIX – 4 P's

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Price is the only element in the marketing Mix which produces revenue;

Types of Personal Selling

Retail

- Single transactions
- Repeat Transaction
- In order Making the order

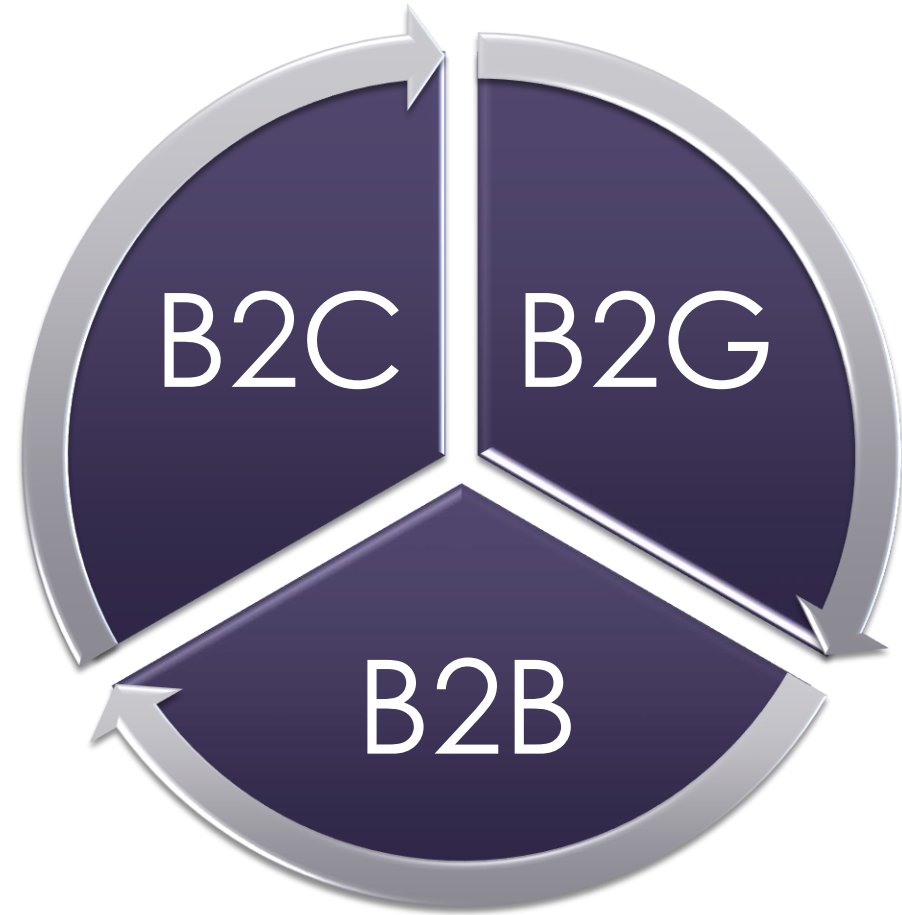
B2B

- Selling products to be used in the manufacture of other products.
- Distributor

Direct

- Telemarketing and internet-based selling

Type of Sales



Channels of distribution

Selling Directly to Consumers



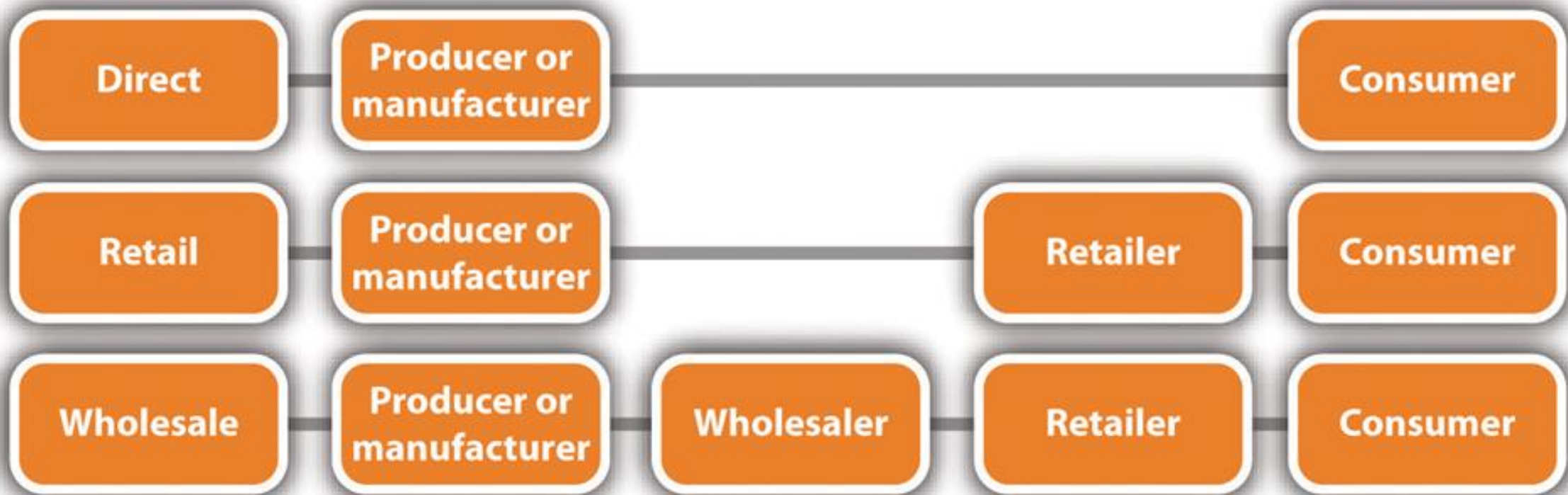
Selling through Retailers



Selling through Wholesalers



Distribution channels



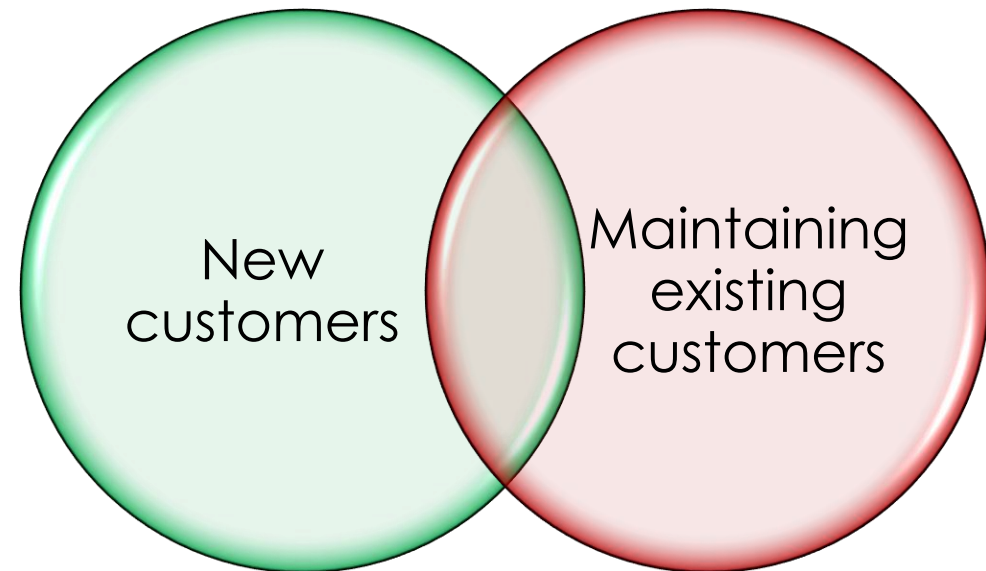
Answer The Question

How to increase your Sales ?



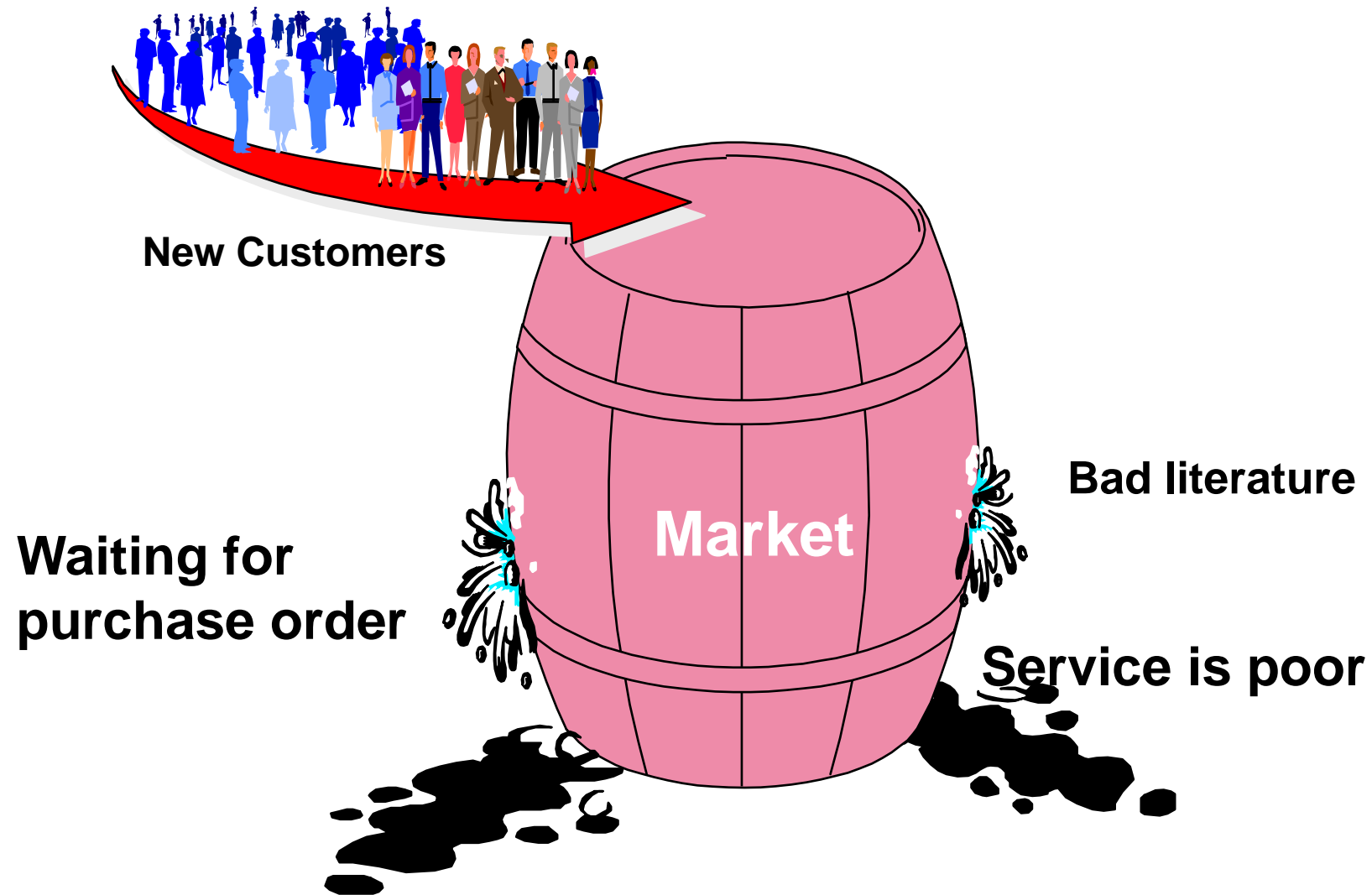
To increase your Sales

- ▶ The selling comes from :
 1. Getting new customers
 2. Maintaining existing customers



How to lose your customers ?

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To sell more we must:

“Making” the order

NOT just

“Taking” the order



Planning for a successful Call



Before
Visit

During
Visit

After
Visit

Success in the sales process requires that you do the right things in a timely manner

Planning for a successful Call

1 – Before Visit



Planning for a successful Call

3 – After Visit

- ▶ Record everything that happened on the visit
- ▶ Analyzes the results of the visit
- ▶ The results and points are used as a prelude to the ne visit.



Remember Confirm the date of the next visit

7 habits for the most effective salesman

1

- Be aware of the product you are selling

2

- Determine the typical and target customer

3

- Know the sales steps

4

- Help the client make the decision

5

- Display product value, not product price

6

- Get the purchase order

7

- Be positive all the time / Good listener

Selling Process workshop

Effective Communication Skills



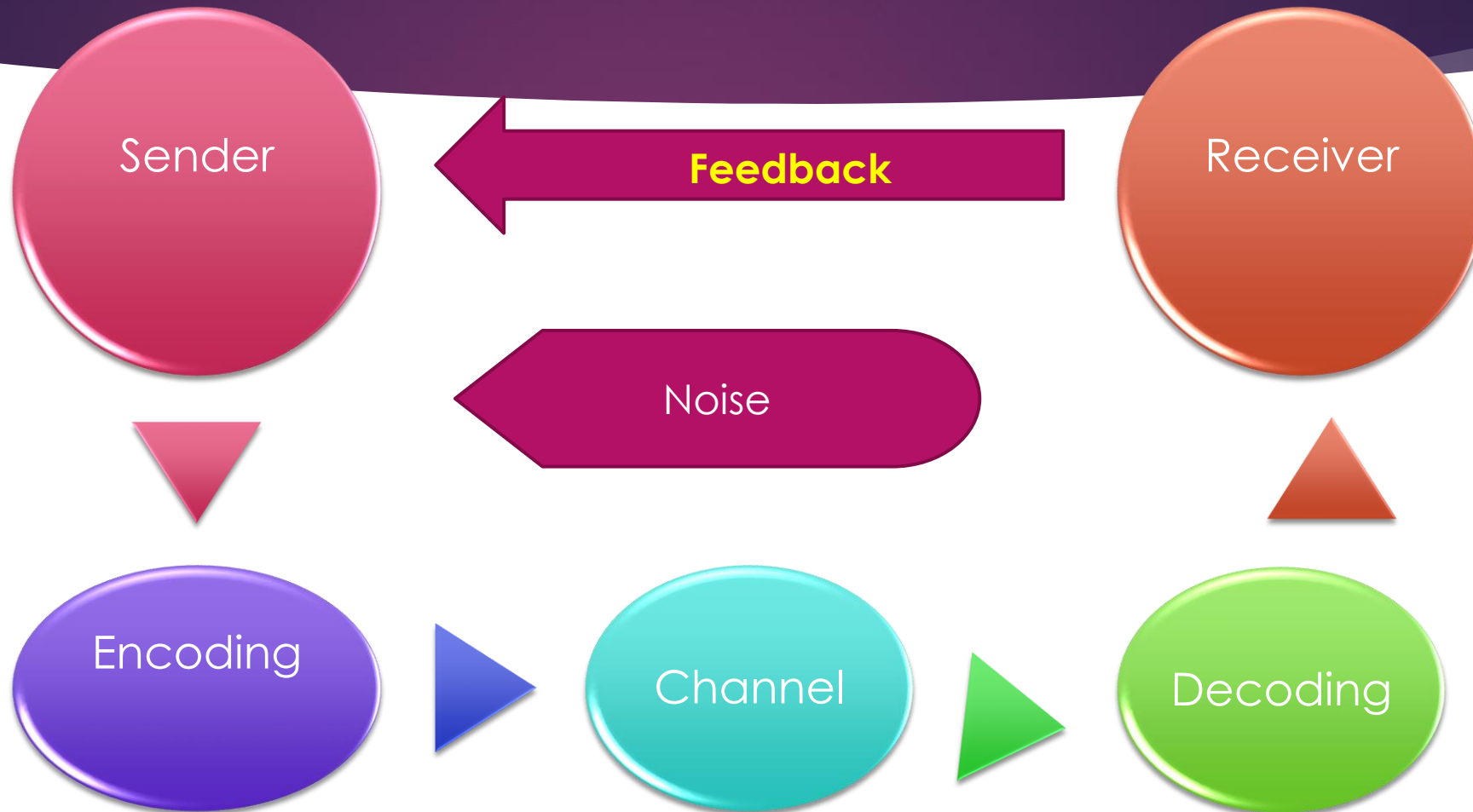
Communication skills

- ▶ **Why is communication skill one of the most important skills a salesman requires?**
- ▶ Because a salesperson is the link between the company and the customers and vice versa.



....Communication Process

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Channel



Communication Skills

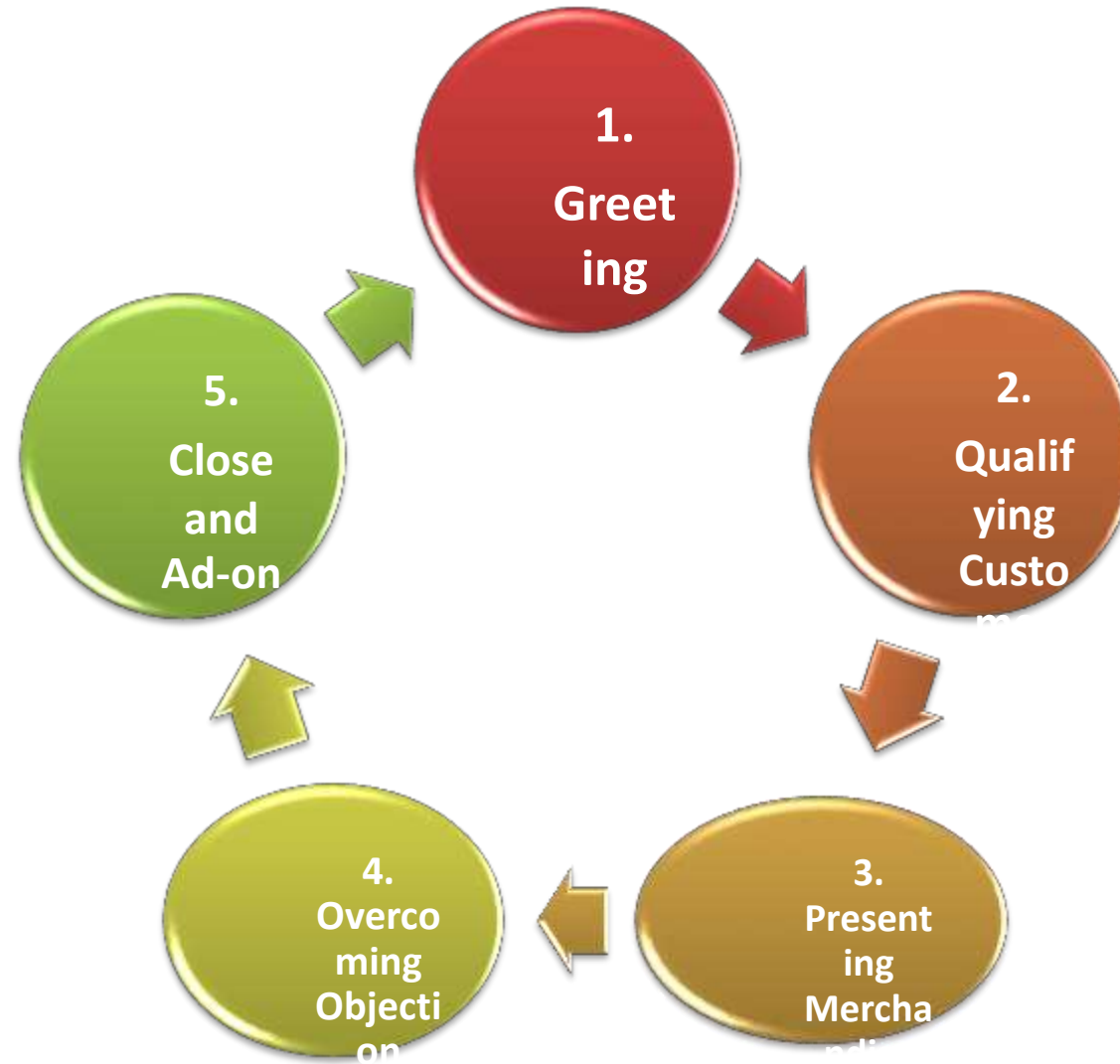


Selling Cycle

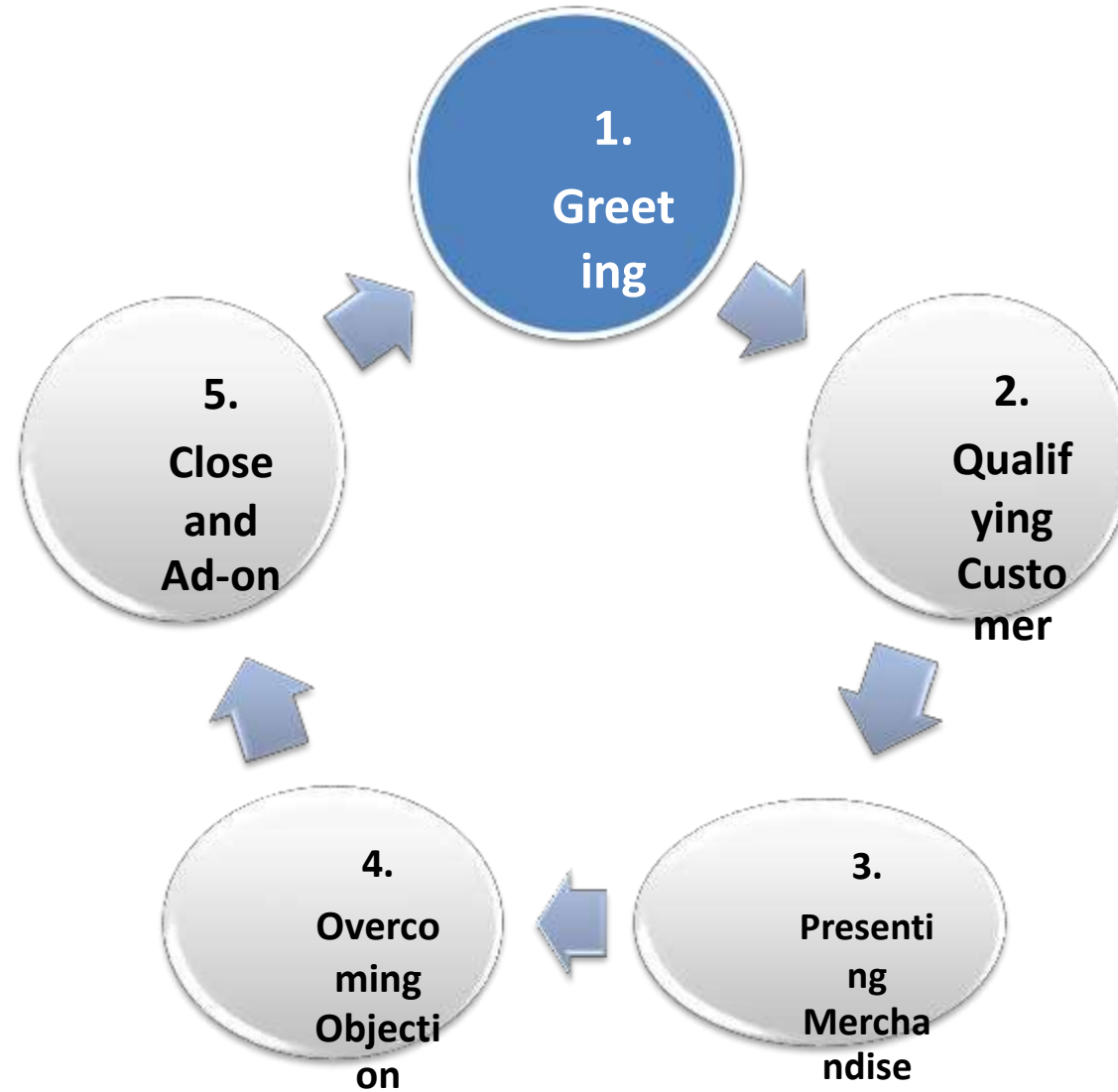


**Happy
Selling**

Selling Cycle



Selling Cycle

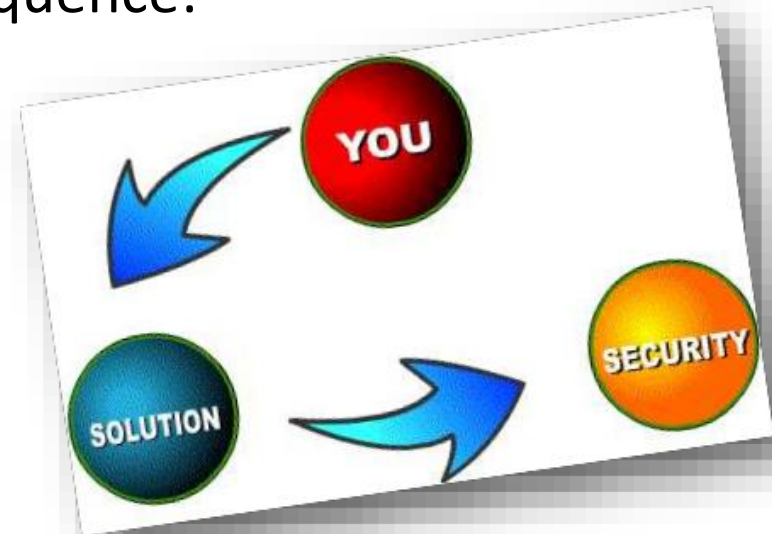


Greeting

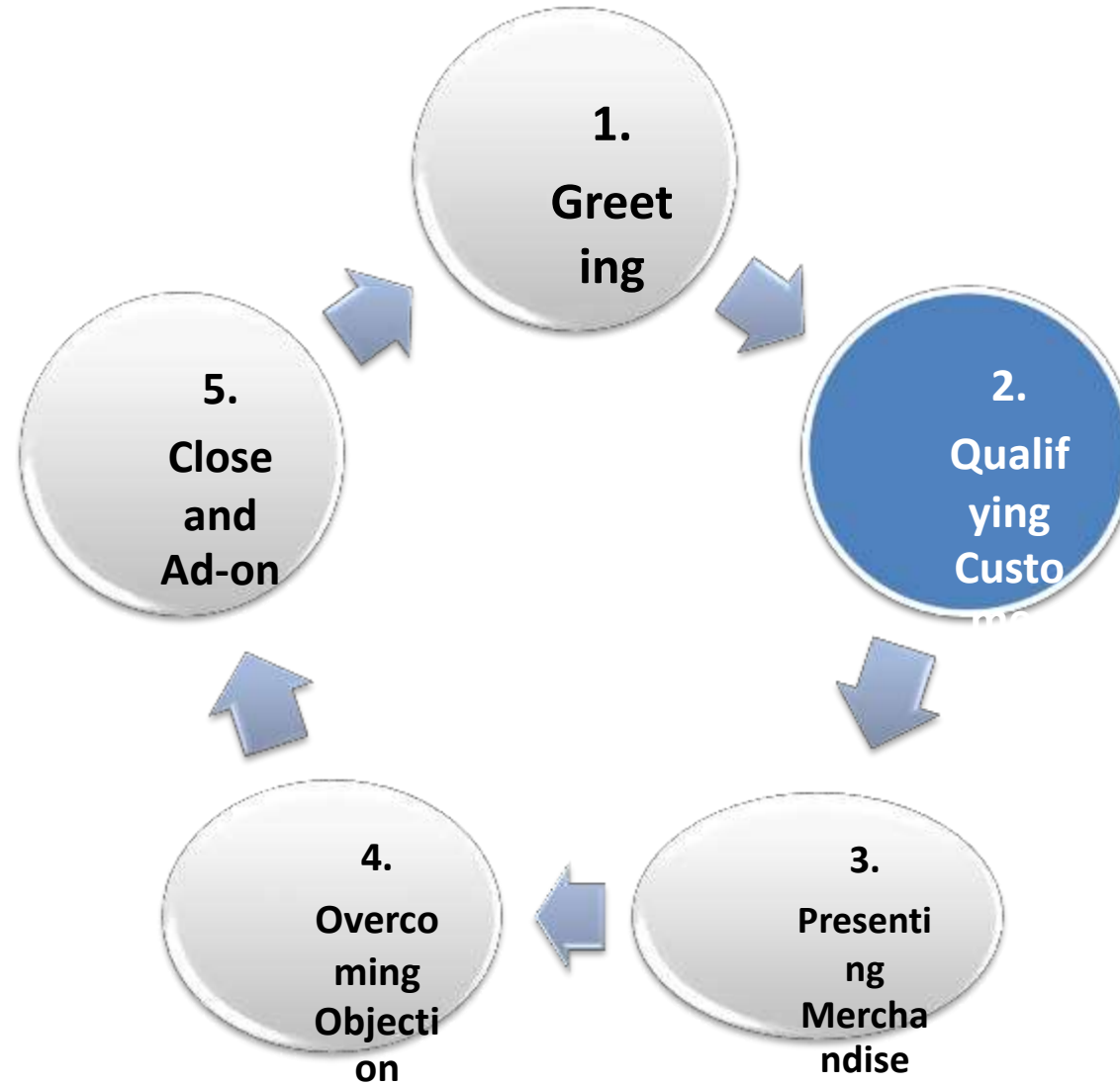
While opening the sales call

- Create a good impression, smile , appearance
- Greet , Introduce yourself & your Organisation
- Make the customer comfortable

Customers buy three things in this sequence:



Selling Cycle



Qualifying Customer

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We qualify customers on basis of....



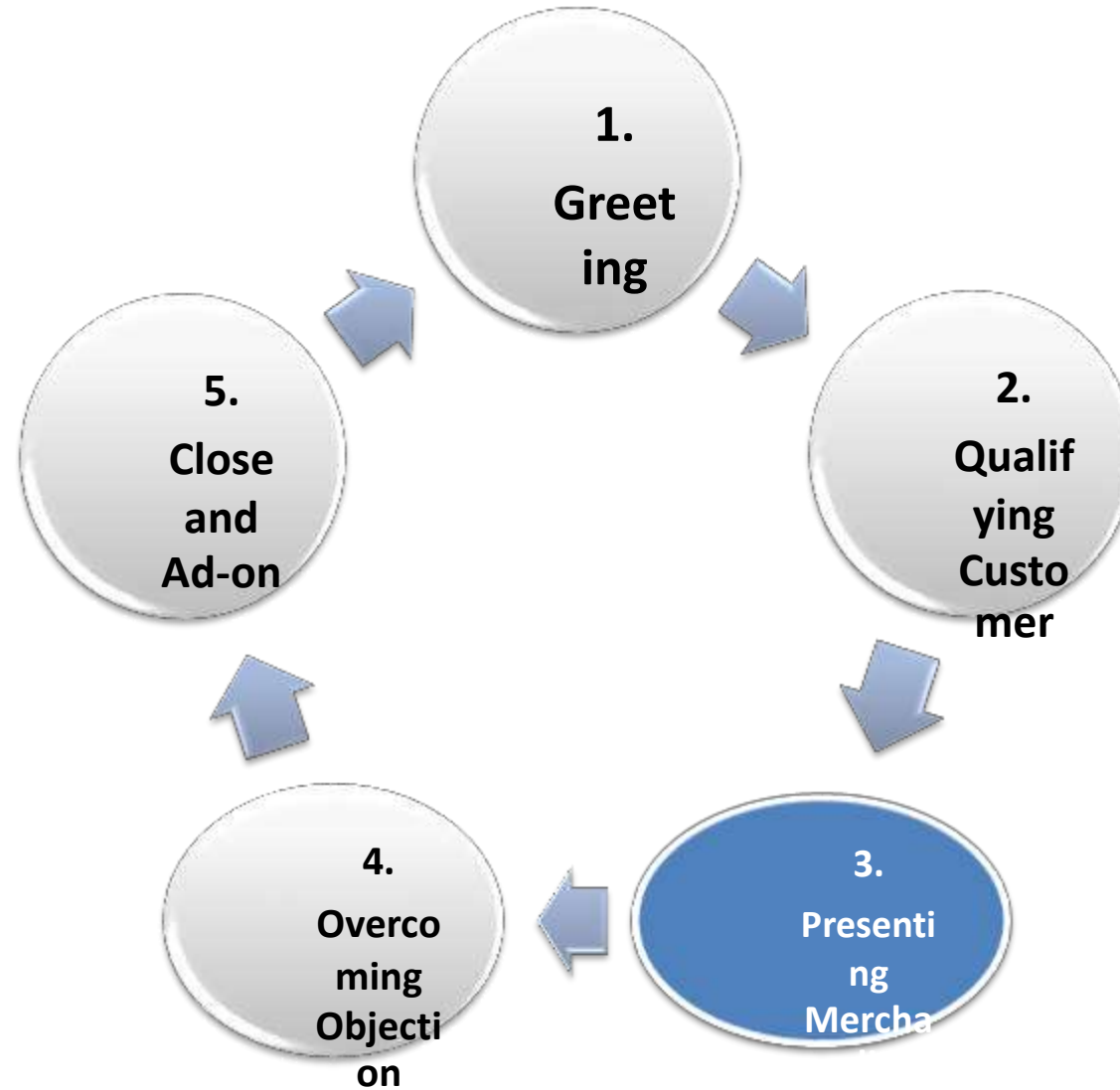
Customer needs can be classified as :

- **Stated Needs(what they say)**
- **Unstated Needs (what they mean to say)**



- Ask background questions to know if the customer is looking for something specific
- Ask for age, gender, size, height, weight, etc. of the person who is going to use the product (depending upon the product customer is looking for)
- Ask if they are looking for any specific brand
- Ask for user's liking about Color, style, shape, etc.
- Ask if they have any specific budget in mind

Selling Cycle



Preparation required:

- Gain product knowledge
- Be familiar with product placement in the store
- Be confident about yourself
- And..

Practice... Practice... Practice...

Objection



Overcoming Objection

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What is an Objection / Doubt??

Doubts are milestones that brings you and customers closer to sales



Most Common Sales Objection



- ▶ Price of the Products
- ▶ Trust
- ▶ Fear of Change
- ▶ Timing
- ▶ Indifferent
- ▶ Satisfied with Current Product/ Service

How To Handle Sales Objection



Listen

- Listen to the Objection



Validate

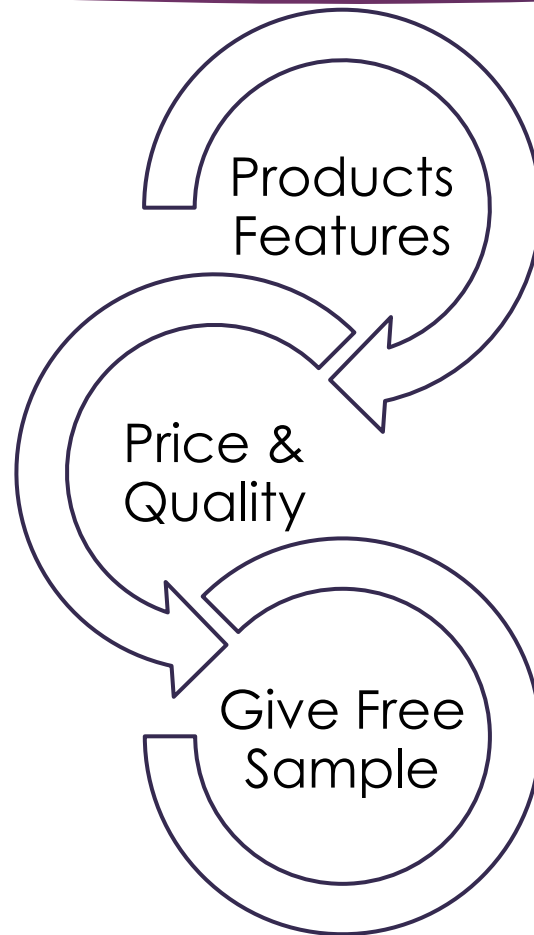
- Validate the problem



Answer

- Say it back to Prospect
- Answer the objection

How to Handel A Sales Objection ?



Yes , But



(AIAC) Acknowledge, Inquiry, Answer and Confirm

- ▶ OK, I like what you are saying, but my situation is completely unique..."
- ▶ "Yes, that's good, but I've not had good experiences.."
- ▶ "Great, I like that, but here is where I differ..."
- ▶ "OK – I like that, but can I only do half?"
- ▶ "Yes, but can we start small and work up?"
- ▶ "Good, I like it, but if you give me a deal on this, I'll give you more business"
- ▶ Yes, I understand why you quoted all of this, but I don't have the budget, can I still get all of the services for less?"

WHAT SHOULD BE **AVOIDED** WHILE HANDLING OBJECTIONS?

- ***Don't*** argue
- ***Don't*** pressurize
- ***Don't*** lose your temper
- ***Don't*** keep on talking

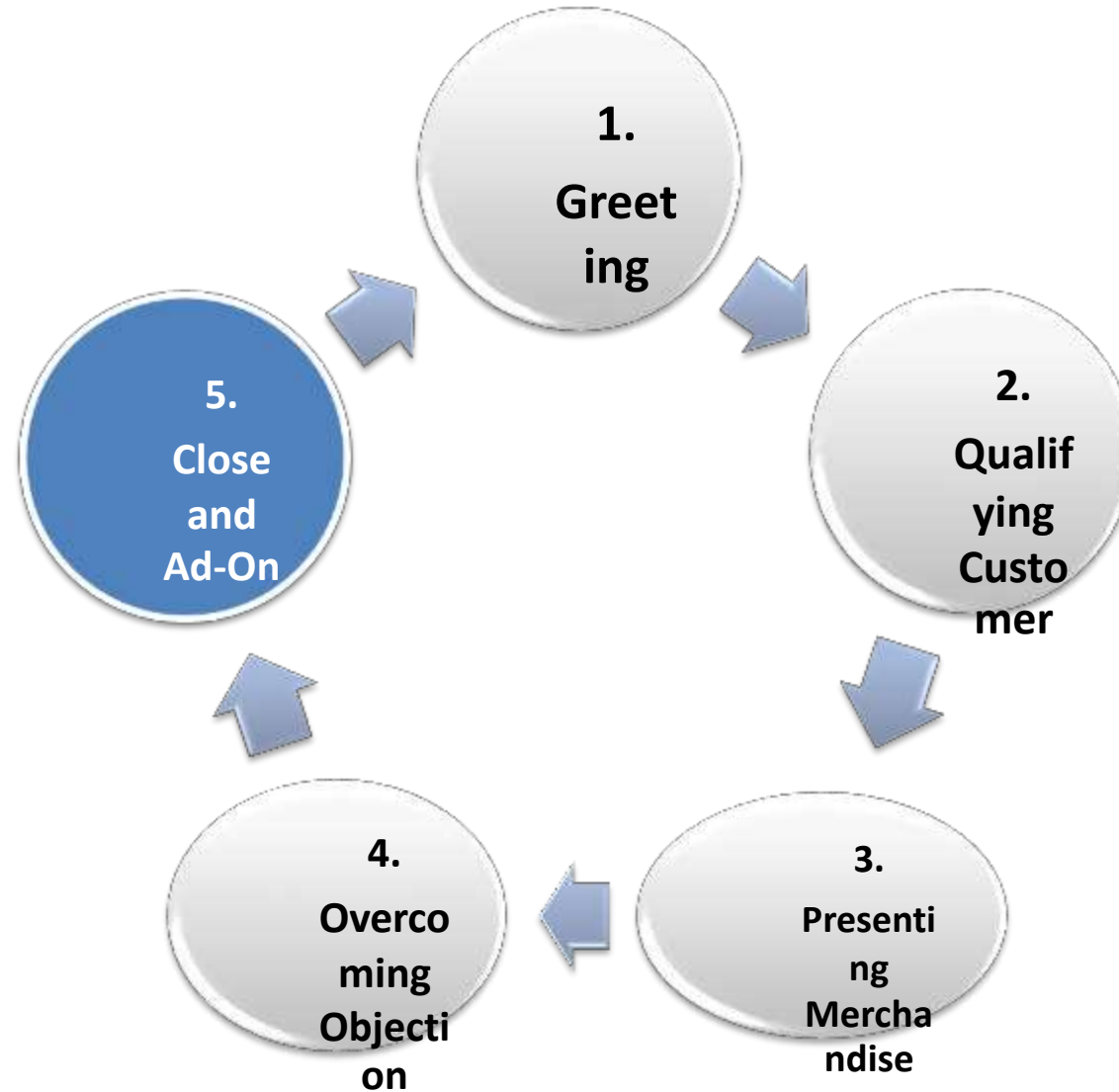


WHAT SHOULD BE **AVOIDED** WHILE HANDLING OBJECTIONS?

- **Don't** apologize for the price
- **Don't** make price the focal point of your sales presentation
- **Don't** appear nervous



Selling Cycle



Closing the Sale

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Sale is not complete unless it is closed..!!

Look for Buying Signals..!!

Verbal Signals

- ✓ Do you have <specific> color?
- ✓ What discount do I get?
- ✓ How much will this cost me?
- ✓ Can I get the product delivered to my home?
- ✓ Do you accept Cards?
- ✓ Is there any warranty or guarantee on this product?

Non-Verbal Signal

- ✓ Customer tries the product
- ✓ Repeatedly looks at mirror and smiles
- ✓ Through eyes ,checks for feedback from the person accompanying him/her
- ✓ Holds it separately in hand or keeps product in the basket

As you notice a strong buying signal..!!

66



FOR



How to ask for sale?

- Ma'm, let's go to the billing counter?
- By what name would you want the bill to be generated?
- When would you want the delivery to be made?
- May I know the address where delivery needs to be made?
- Would you be paying by cash or card?



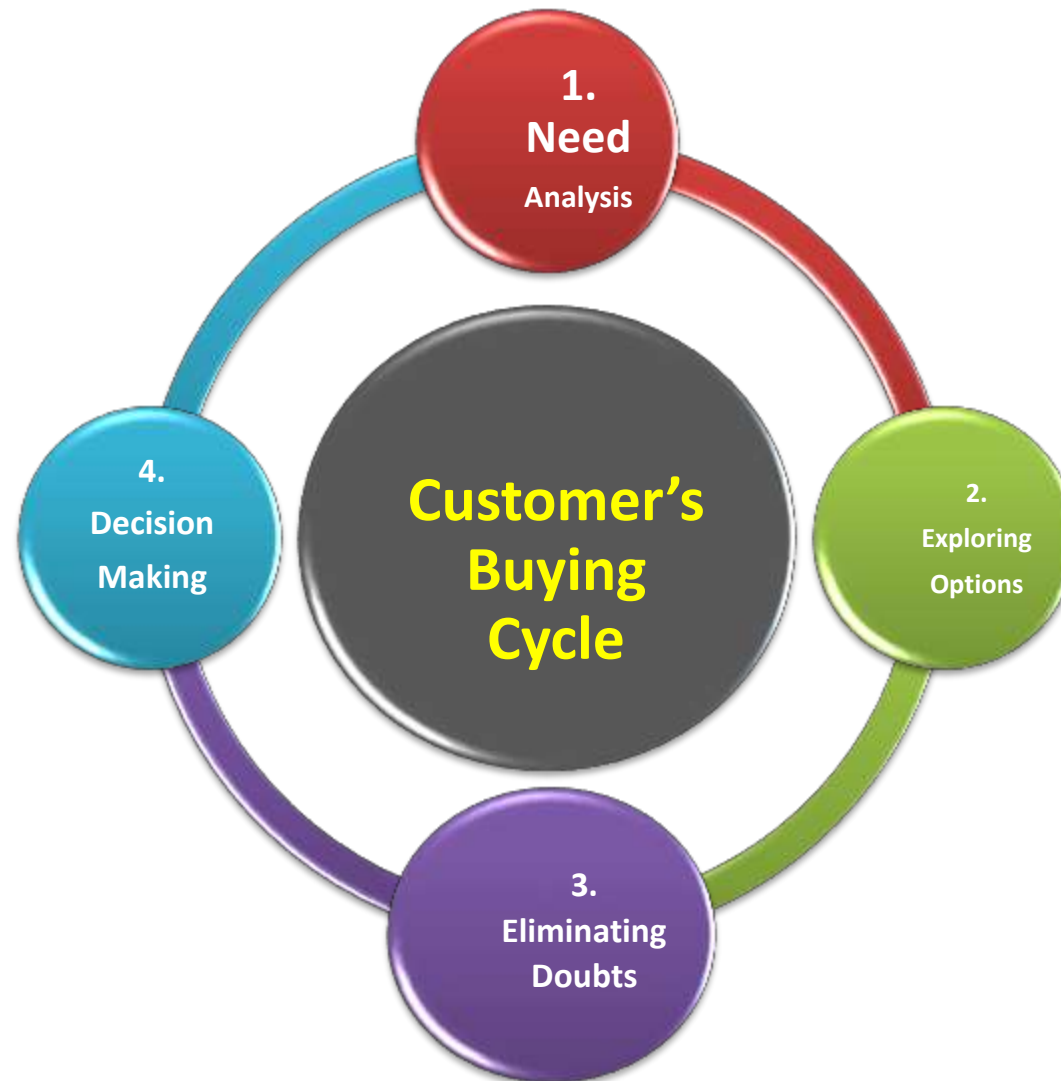
Closing the sale



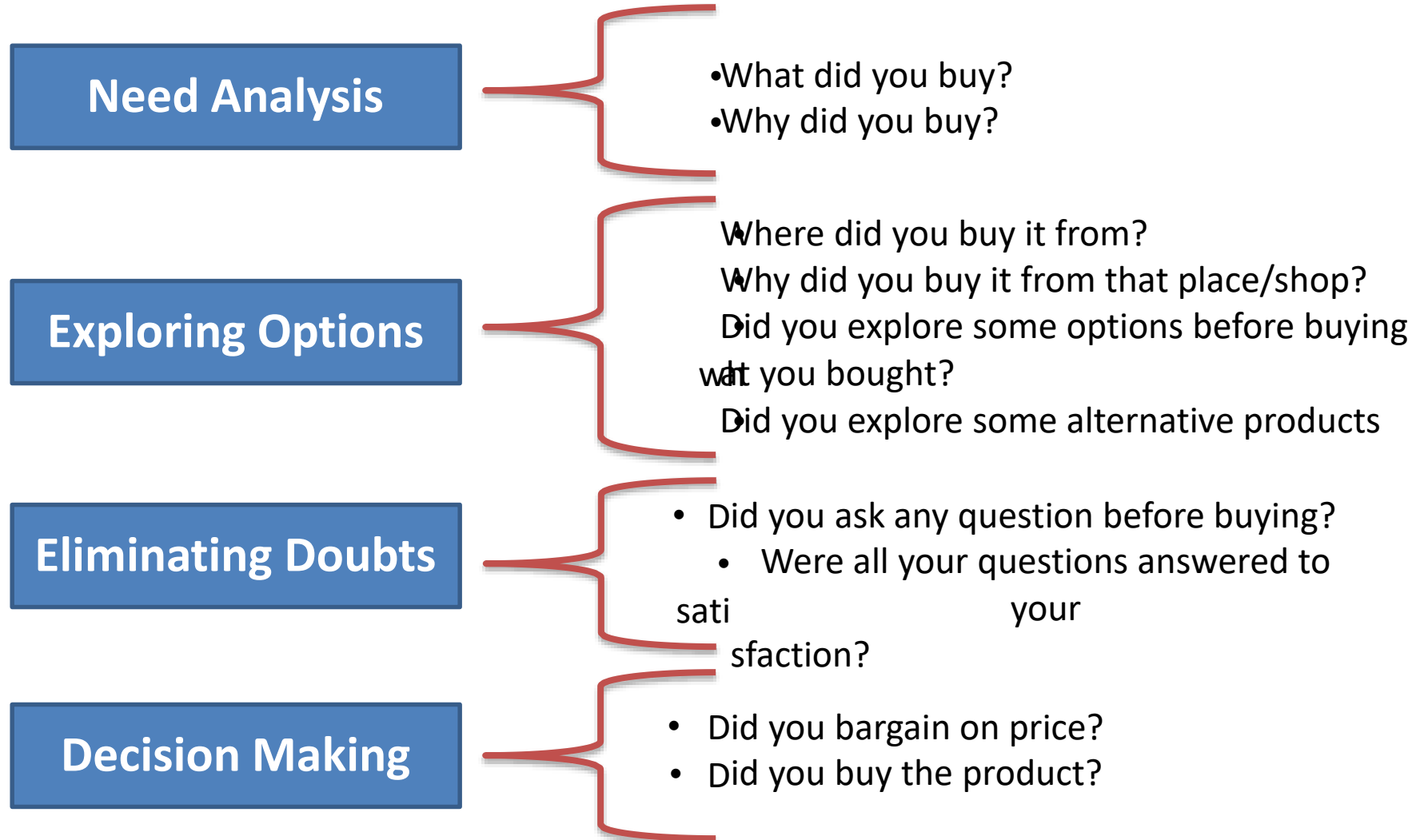




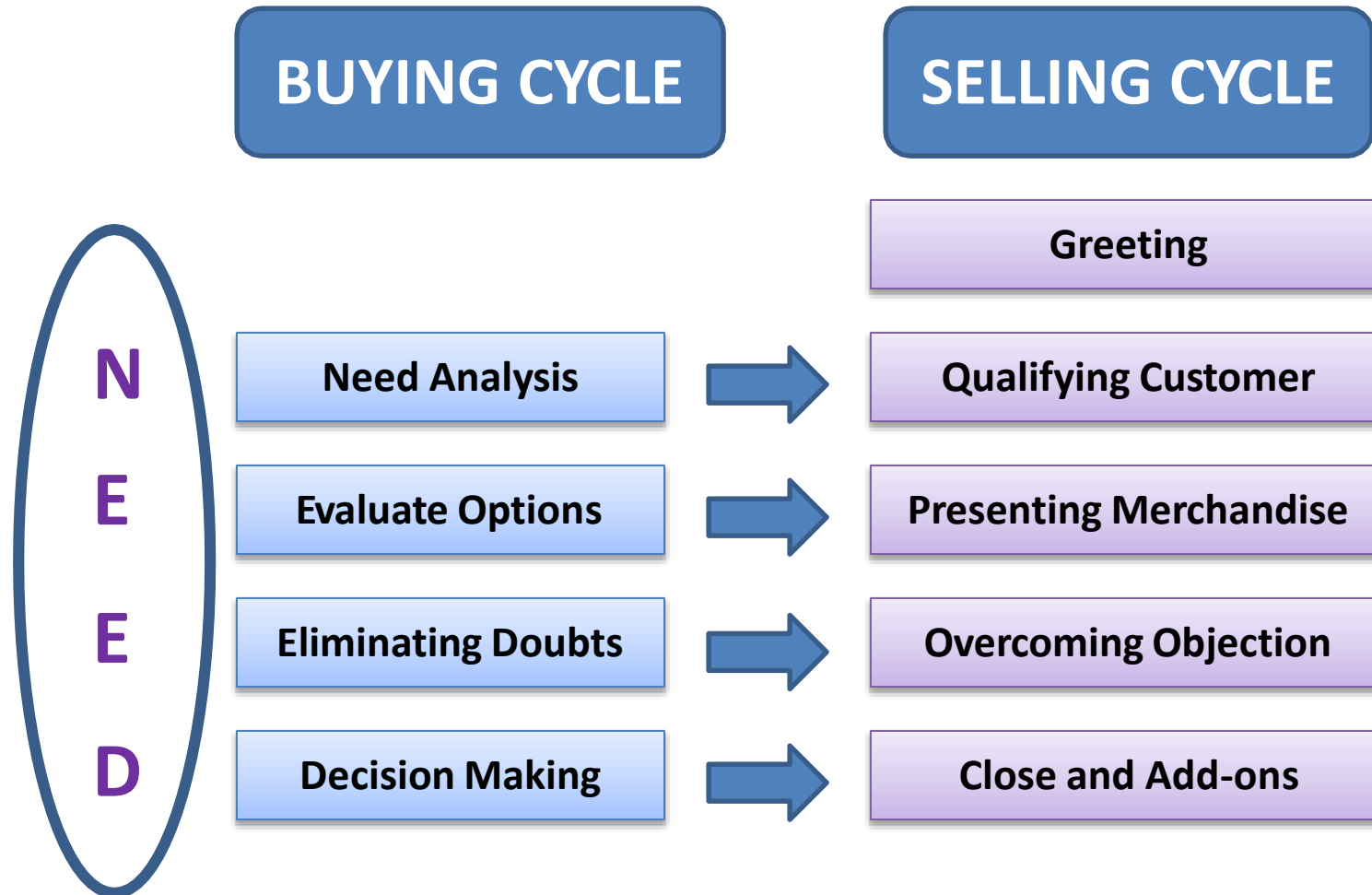
How do Customers Buy?



Buying Cycle



Aligning Selling Cycle with Buying Cycle





תודה
 Dankie Gracias
 Спасибо
 شكرًا
 Merci Takk
 Köszönjük Terima kasih
 Grazie Dziękujemy Děkojame
 Ďakujeme Vielen Dank Paldies
 Kiitos Tänname teid 谢谢
Thank You Tak
 感谢您 Obrigado Teşekkür Ederiz
 Σας ευχαριστούμε 감사합니다
 ඔබටතෙත
 Bedankt Děkujeme vám
 ありがとうございます
 Tack