



THE P.E.R.F.E.C.T. Sale

7 Steps to Social Skills SELLING

Measurable and improved results through skills transfer, practical application and on-going development.

Program Outline

The aggressive, self-centred salesperson no longer has a place in today's sophisticated, demanding and client centred world

Recognising this, we concentrate on solution selling to understand the client's issues and desired outcomes which produces the reasons to buy for mutual satisfaction.

We place emphasis on planned selling and using existing social skills for assertive behaviour, rather than promoting aggressive selling techniques.

This program is especially relevant for the business owner and the professional salesperson in building long term relationships and profitable repeat business.

Participant Benefits

Sales performance and professionalism will be improved through:

- Identifying and exploiting the territory potential
- Setting a positive and productive manner for sales calls
- A planned and confident sales structure and approach
- Ascertaining customer needs through increased communication skills
- Explaining product and service benefits and solutions in a meaningful and convincing way
- Satisfying customer concerns so no objections
- Obtaining the sale and follow up

Program Content

Module 1a: Planned Territory Selling

Failure to plan is planning for failure. The more salespeople know about their sales territory, the more they are able to develop and exploit its potential. This module shows how to identify those lucrative accounts and manage one's time for maximum returns.

- Scoping and determining the territory potential
- Evaluating opportunities to develop the business
- The sales cycle and activity ratios
- ROTI - return on time invested
- Ways to maximise selling time
- Planning and managing activities for best results
- Sales plan and platform

Module 1b: Planned Call

Here we examine the advantages of planning and how it makes for an easier sale. Succeeding takes two things: the will to win and even more important, the will to prepare. Using the P.E.R.F.E.C.T. platform we can plan and achieve sales success.

- **Plan** the objective of the call
- **Establish** rapport
- **Research** needs for the right solution
- **Focus** on the benefits to match customer needs
- **Explore** and satisfy concerns before they become objections
- **Commitments**, give and receive
- **Tidy up**

With so many legitimate methods of selling, why resort to the "take-a-chance" method, which is a species of gambling and against public policy?

I. E. Lambert,
Marquis of Queensbury Rules of Modern Business



Module 2: Establish Rapport

We form 80% to 90% of our impressions of someone within the first 4 minutes. The way we look and behave is essential to our success. The failure of many salespeople lies not in their ability to “close” the sale, but in their inability to “open” the sale.

- Four generations of sales skills
- Building motivation, enthusiasm and confidence
- Developing attitudes for success
- Ways to gain favourable attention
- Techniques to generate interest
- Eliminate the fear of “cold calling”
- Get action to the purpose of the call

Module 3: Research Needs

Effective communication is the purposeful and successful transfer of meaning. By comprehending the process of communication and the barriers that prevent effective understanding we can more efficiently receive and transfer meaning for greater customer understanding and solution selling.

- The 7 key areas in communication
- Barriers to effective communication
- The 3 levels of listening
- 8 keys to improved listening
- The 2 types of questions
- Questions to find the needs and solutions

Module 4: Focus on the Value

Do we buy a product for the product itself, or for what the product will do for us? Some salespeople are seen as product pushers because they attempt to sell their products and services, rather than satisfy the client’s needs through their solution propositions.

- The 3 questions a client always asks
- The 5 buying motives
- Fitting my product to the buyer’s need
- Painting mind pictures
- Making my product interesting
- Gaining confidence in my products and self



Module 5: Explore and Satisfy Concerns

We all wish to own, we all wish to invest, but seldom do we want to buy. We all have resistance to purchasing and our customers are no different from us. Concerns are a natural element in any relationship. Satisfy concerns and objections become a thing of the past. It is better to have a questioning client prior to the sale, than a complaining customer later.

- Satisfying the customer’s concerns
- Discovering the types of concerns
- Analysing concerns
- Techniques for satisfying the customer
- Successfully handling the customer’s concerns

Module 6: Commitment – Give and Get

“Closing” is not necessary if you want to build a worthwhile relationship with your customers. Sure, we may fear a “No” if we ask; we hope the client will ask to buy our products and services because of the way we have presented ourselves. Giving and obtaining commitments is a natural process in any relationship and the more commitments you give the more commitments the customer will give. A commitment is confirmation of what is already agreed. The client expects it and if you have been professional you have earned it.

- Giving and receiving commitments along the way
- 6 easy ways to obtain a commitment
- Knowing how and when to seek commitment
- Commitment is two way
- The best way for you

Module 7: Tidy up and Follow up

Many a person’s expectations have been dashed and many a company’s business has been lost because people did not follow up and maintain the relationship. Attention to detail and spending time on the relationship builds trust and makes future sales easier and more profitable.

- Steps in follow up
- Maintenance checklist
- Build the relationship
- Develop action plans for success

Mobile: +61 (0)418 101 21
Web: www.3x5x7.cc
Email: gerald@3x5x7.cc
Facebook: facebook.com/3X5;
Twitter: twitter.com/3x5

