



SELLING FAST MOVING CONSUMER GOODS

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

Program Outline

Our surveys revealed that buyers considered 6 out of 10 representatives were a waste of time. Why? Because they did not understand their business and were only interested in getting a product onto the shelves.

Buyers are not interested in keeping your product, they are only interested in selling it. So show them how they can move it 'the last three feet'. To 'sell through' not just 'sell in'.

To sell to retail one must first understand their primary motives and this program explains trade maths, distribution chain variables, the role of the representative, communicating effectively, the planned call, the sales presentation, obtaining orders, the regular service call and merchandising effectiveness.

Ideal for the experienced sales person as well as the individual just entering this exciting profession.

Participant Benefits

Contribution to profit by improved sales performance and professionalism through:

- Understanding retail strategy and distribution
- Setting a positive and productive manner for sales calls
- Ascertaining retailer needs through increased communication skills
- Explaining company and product value propositions in a meaningful and convincing way
- Satisfying customer concerns and obtaining the sale
- Improving profitability through Trade Maths – Mark-up, Margin and GMROI
- Using the regular sales call and effective merchandising to increase product sales

A sales person who has got the product on the shelf has only done half their job.

Gerald Richards

Module 1: 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 2: 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 with S.M.A.R.T.s
- **Establish** rapport
- **Research** needs for the right solution
- **Focus** on the benefits to match retailer needs
- **Explore** and satisfy concerns before they become objections
- **Close** to commitments
- **Trade Maths** for profitability



Module 3: 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 representative is the crucial element in persuading the retailer to stock the product and be involved in promotions. They will influence the retailer not only in the decision to stock the product, but in what quantities and where and how it will be displayed.

- Four generations of sales skills
- Building motivation, enthusiasm and confidence
- Ways to gain favourable attention
- Techniques to generate interest
- Scanning/walking the outlet for opportunities
- Merchandising effectiveness
- Get action to the purpose of the call

Module 4: Research Needs

The best way to discover needs is through effective communication. 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 sales.

- The 7 key areas in communication
- Barriers to effective communication
- The 3 levels of listening
- 8 keys to improved listening
- The 2 key types of questions
- When to ask the right question
- Questioning to achieve the space

Module 5: Focus on the Benefits

Do we buy a product for the product itself, or for what the product will do for us? An elementary question, yet some representatives are seen as product pushers because they attempt to sell their products and services, rather than satisfy the retailer's needs.

- Understanding that the retailer needs to know what our products and services can do for them
- The 3 questions a retailer always asks
- The 5 buying motives – the W.I.I.F.M.
- Fitting my product to the buyer's need
- Painting mind pictures
- Making my product interesting
- Gaining confidence in my products and self

Module 6: 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 the retailer is no different from us. Uncertainties are a fact of life and we should welcome them, for if the retailer has no questions, then have we communicated effectively? It is better to have a questioning retailer prior to the sale, than a complaining one after.

- Satisfying concerns before they become objections
- Discovering the types of concerns/objections
- Analysing concerns
- Techniques for satisfying the retailer
- Successfully handling the retailer

Module 7: Close to Commitment

Representatives often have a fear of “closing”, or obtaining a commitment from the retailer. We fear a “No” if we ask; we hope the retailer will ask to buy our products and services because of the way we have presented ourselves. Obtaining a commitment is confirmation of what is already agreed. The retailer 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 8: Trade Maths and Profitability

The way the representative negotiates the deal directly affects the Company's profit. It is critical, therefore, that COGS, mark-up, margin, stock turns and GMROI be understood and confidently and competently explained to the retailer. Equally important is recognising what impact the deal has on Gross Margins and the relationship between price, volume and profit.

- Pricing and the Profit impact
- Mark-up, Margins, Stock turns, GMROI and Profit
- The effect of deals on Gross Margins
- Volume, Price, Break-even and Profit
- Category management
- Confidently presenting the figures

Mobile: +61 (0)418 101 202
Web: www.3x5x7.com
Email: gerald@3x5x7.com
Facebook: facebook.com/3X5X7
Twitter: twitter.com/3x5x7

