

# The Sales Presentation Process



## Workbook



### Building Social Rapport:

Whether you like it or not, people form impressions about you based on such factors as appearance and attitude. When it comes to building trust and rapport, there is nothing more important than making a favorable first impression. It's important to remember that in most cases, your prospect's first impression of you will be made over the phone or from a voice message you leave.

Here are some suggestions to help you create a favorable first impression:

1. Show up on time and be well prepared.
2. Maintain a well-groomed appearance and dress appropriately for your market.
3. Be upbeat and personable without becoming overly familiar.



Social Rapport Exercise:

---

---

---

---

---

---

---

---

---

---

---

---



### Opening & Purpose Statement:

Nothing is more important to prospecting (other than actually doing it) than the quality of your opening statement. Being prepared in advance is an important part of the overall sales process and will greatly impact the end result. Remember, it's very likely that many others are also approaching the people you're trying to reach each day (competitors or not). A powerful, compelling, and practiced opening statement can launch many sales opportunities for you where a competitor's lack of preparation can leave them standing still.

Address each of the following in whatever order seems most appropriate (just make sure the benefit to your prospect is mentioned within the first 10 seconds).

- Who you are
- Where you're from (company name)
- What you sell (in very simple terms)
- How your prospect will benefit from your product or service
- A question to gauge interest of the prospect

### Opening & Purpose Statement

- Ask for time to away from distractions
  - A place to sit down is best
- Who you are
- Why you are there (but not by giving product/service detail)
- State your purpose
  - I'd like to see if we can determine a reason we should do business together

KELLY PAPER

#### Keep in mind

- The opening statement is not meant to close a prospect
- Never leave a misleading or vague voice mail message - hit them with your complete and prepared opening (it should be short enough)
- Avoid using industry jargon or unnecessary terms
- Avoid being vague

#### Words to consider using in your opening statement

- Maximize, increase, grow, sales, customer retention, productivity, etc.
- Minimize, reduce, decrease, eliminate, expenses, customer service challenges, etc
- Profit from
- Specific, specifically
- Save, conserve
- Accumulate, acquire
- Prevent
- Fully
- Immediate, now

#### Phrases to avoid in your opening statement

- How are you today? (This is Social Rapport)
- We're the leading provider of...
- We work with several of your competitors...
- Is now a good time to talk?
- Did I catch you at a bad time?

Opening & Purpose Statement:

**Sample opening statements**

We provide [product/ service] in order to help people [take advantage of, minimize, maximize, prevent, etc.] [Something of importance]. I'm calling to see if this might be helpful to [you/ your clients].

We provide [product/ service] in order to help companies minimize their [whatever] expenses and maximize monthly sales revenue. I'm calling to see if this might be valuable to you and your team.

We provide paper, printing, packaging and industrial supplies. I focus on partnering with my customers to achieve mutual success and growth. I am here to see if you are interested in a vendor relationship that takes your specific interests into consideration, and to see if my team and I can provide you with solutions along with the products that you need.

My opening statement:

---

---

---

---

---

---

---

---

---

---

---

---

---

---



### Establishing Credibility:

Customer and prospects want to know why you are there and especially how they are going to benefit by listening to you and possibly to doing or increasing business with you. Here are some measures that you can follow that will help establish your credentials when meeting with customers and prospects:

1. Show a general benefit your company provides to companies in your client's industry, something that solves a problem and serves your prospect's needs.
2. Identify results of how certain clients have benefited from your service or products. What have you done for them?
3. Suggest that your client may see similar benefits.
4. Ask permission to continue to the next stage.

Buyers, clients and prospects are interested in one thing, themselves. If you can show the benefits that your client can receive and how it plays to their interest, you will have credibility in their eyes.

**Establishing Credibility**

**17 RULES FOR ESTABLISHING CREDIBILITY**

1. Provide reasons for the customer to consider you as a vendor
2. Be Completely prepared.
3. Involve the prospect early in the presentation, something that makes them feel you're on there team.
4. Have something in writing. An article about your company or product from a national news source will build credibility.
5. Tell a story of how you helped another customer. This creates a situation that the prospect can relate to
6. Use a referral source if possible

**KELLY PAPER**

---

---

---

---

---

---

---

---

---

---

---


---



### Establishing Credibility

**17 RULES FOR ESTABLISHING CREDIBILITY**

- 7. Drop names of larger customers or the buyer's competitors
- 8. Have a printed list of satisfied customers
- 9. Have a notebook of testimonial letters
- 10. Don't bombard the prospect.
- 11. Emphasize service after the sale.
- 12. Emphasize long-term relationships



---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

**Establishing Credibility**

**17 RULES FOR ESTABLISHING CREDIBILITY**

- 13. Sell to help, not for commissions
- 14. Dress professionally. Look clean and sharp
- 15. Talk to their eyes.
- 16. Be honest and sincere
- 17. The most important link to the process: ask the right questions

**KELLY PAPER**

My Credibility:

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---



The sale is yours for the asking  
All you gotta do is ask for it in the right way

Jeffery Gitomer –The Little Red Book of Selling

**Investigate Needs**

- Ask questions to discover problems
  - Use this acronym;
    - S**ituation
    - P**roblem
    - I**mplication
    - N**eeds/payoff

**KELLY PAPER**

### Spin Selling:

SPIN Selling is the brainchild of Neil Rackham who authored a book of the same name in 1988. SPIN Selling is based on extensive research by Rackham and his company, After analyzing more than 35,000 sales calls they showed that in successful sales calls it's the buyer who does most of the talking, which means that the salespeople are asking questions.

**Situation Questions** - deal with the facts about the buyers existing situation.

**Problem Questions** - ask about the buyer's pain and focus the buyer on this pain while clarifying the problem, before asking implication questions. . These give Implied Needs.

**Implication Questions** - discuss the effects of the problem, before talking about solutions, and develop the seriousness of the problem to increase the buyer's motivation to change.

**Need-Payoff Questions** - get the buyer to tell you about their Explicit Needs and the benefits your solutions offers, rather than forcing you to explain the benefits to the buyer. Getting the buyer to state the benefits has greater impact while sounding a lot less pushy. What these questions do is probe for explicit needs.

### **Situation Questions**

These questions are used to gather the facts and data. They are concerned with the specifics of the situation and the customer.

Examples of good situation questions include:

- What is your budget and time frame?
- How many employees do you have?
- How long have you been in business?
- What are you looking to do?
- What are your greatest challenges and goals?

You get the idea, fact and data collection. Most sales people have very little difficulty in this area. However, the problem is most go no further in their question asking process.

### **Problem Questions**

Problem questions are used to uncover the pain experienced by the prospect. This is step one in getting a handle on how you might actually help the prospect. Understanding why they need to buy your product or service is connected to what they are looking to change or fix in their lives. This can be described as the pain you are going to take away from them when they buy from you. Experienced sales people generally have a handle on these questions, however the real pros realize that before the sale can be closed, there must be a direct connection between the pain experienced by your prospect and the solution you are recommending.

Examples of these questions include:

- Where are your problem areas?
- What would you like to fix?
- What is your current problem?
- What kind of obstacles are you facing in this area?

### **Implication Questions**

These questions are very important, as they determine the consequences of the pain and how it is unique to your prospect.

Implication questions include:

- Why is solving that problem important?
- What would it mean for you?
- What are the implications of fixing that problem (cost/time saving)?
- How do you see this moving forward?

### **Need-Payoff Questions**

The final set of questions reveal how the product or services offered can add real benefit. These questions bring it all together so your solution makes sense to your prospect and they are ready to buy.

Examples: How can I help you reach your goals? Why is this important? How would that help? Where do you see returns? How can my product or service help them/you do it better? Would it be useful if...? Is there any other way this could help you? What kind of benefits would you like to see?

Examples:

- How can I help you reach your goals?
- Why is this important? How would that help?
- Where do you see returns?
- How can my product or service help them/you do it better?
- Would it be useful if...?
- Is there any other way this could help you?
- What kind of benefits would you like to see?

Situation Question Exercise:

---

---

---

---

---

---

---

Problem Question Exercise:

---

---

---

---

---

---

---

Implication Question Exercise:

---

---

---

---

---

---

---

Needs Question Exercise:

---

---

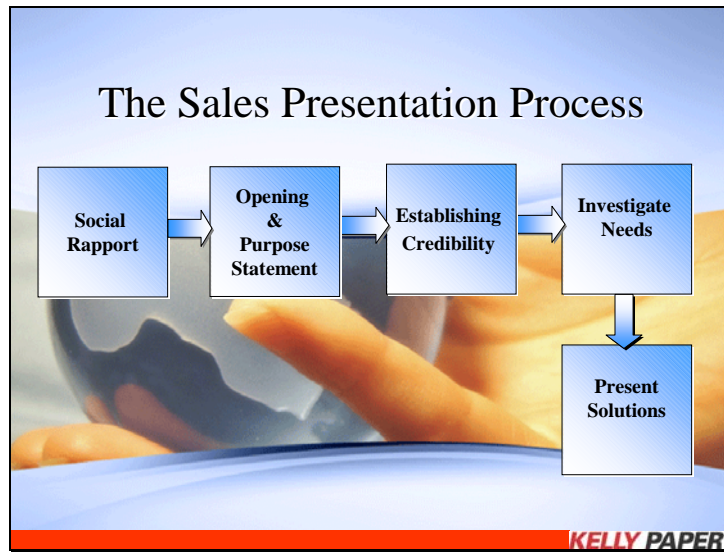
---

---

---

---

---



### Present Solutions:

A solution is, by definition, the resolution of a problem. If you don't have a problem, you don't need a solution. Elementary? Sure, but it's amazing how often it's forgotten by salespeople intent on pushing their products. Major sales are lost every day by attempts to resolve nonexistent problems.

**Present Solutions**

- Present your specific abilities
- Identify Kelly Paper's unique strengths
  - Give examples of how these strengths have made a difference to an existing customer
  - Refer back to one of our testimonials if possible
- Use this acronym;
  - P**roblem
  - A**ction
  - R**esult

**KELLY PAPER**

My Solutions:

---

---

---

---

---

---

---

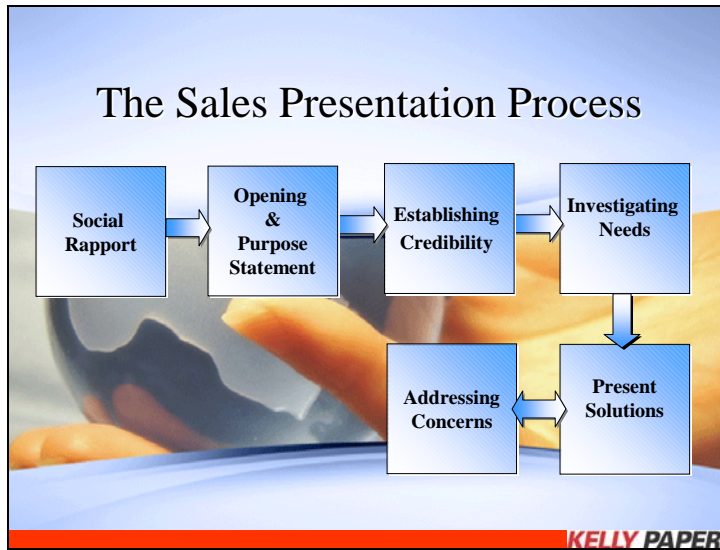
---

---

---

---





### Addressing Concerns:

These are issues the customer may have with dealing with Kelly Paper, you or your store. Try to anticipate these concerns in advance and have a response ready to present.

---

---

---

---

---

---

---

---

---

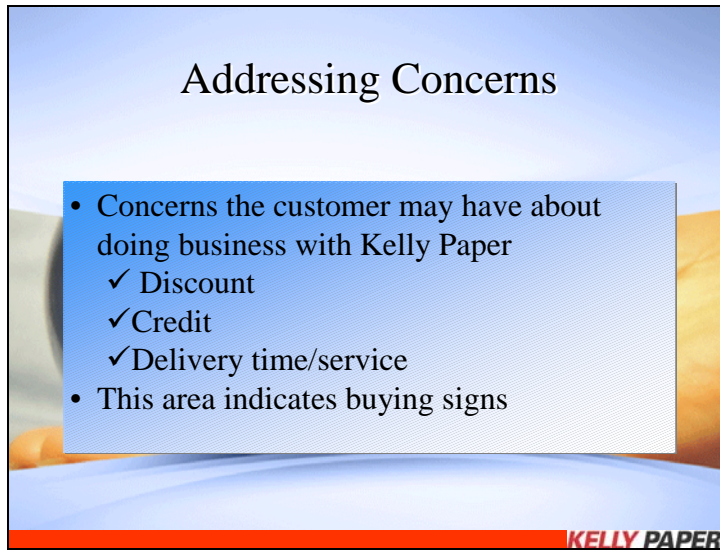
---

---

---

---

---



Some Common Concerns:

---

---

---

---

---

---

---

How I have or will address these concerns:

---

---

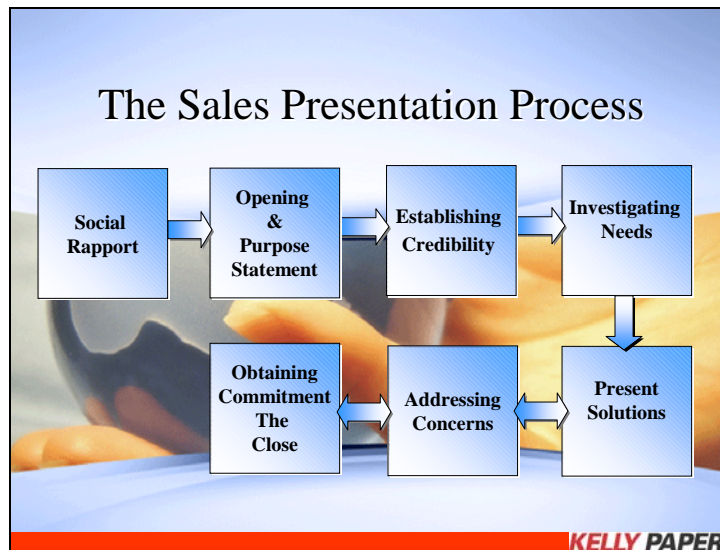
---

---

---

---

---



The Close:

**"There are two sellers on every call - either they'll buy your product or you'll buy their excuses!"**

One of the most important stages of selling is *closing the deal*, which are the actions taken by the sales person to gain a Commitment to the sale. There are many closing techniques in sales, which are prescribed actions that sales people take to persuade the customer to make the necessary commitment. Here are some examples:

- **1-2-3 Close** - close with the principle of three.
- **Adjournment Close** - give them time to think.
- **Alternative Close** - offering a limited set of choices.
- **Assumptive Close** - acting as if they are ready to decide.
- **Balance sheet Close** - adding up the pros and the cons.
- **Best-time Close** - emphasize how now is the best time to buy. .
- **Calendar Close** – make a date.
- **Companion Close** - sell to the person with them.
- **Compliment Close** - flatter them into submission.
- **Concession Close** - give them a concession in exchange for the close.
- **Courtship Close** - woo them to the close.
- **Yes set Close** - get them saying 'yes' and they'll keep saying 'yes'.

The Close

- If I can meet all your needs will you give me your business?
  - Don't let silence bother you, use it to your advantage
  - Would you like to place an order now?
  - What would be a good time for me to call you back?

**KELLY PAPER**

How do I usually close?

---

---

---

---

---

Has this been effective?

---

---

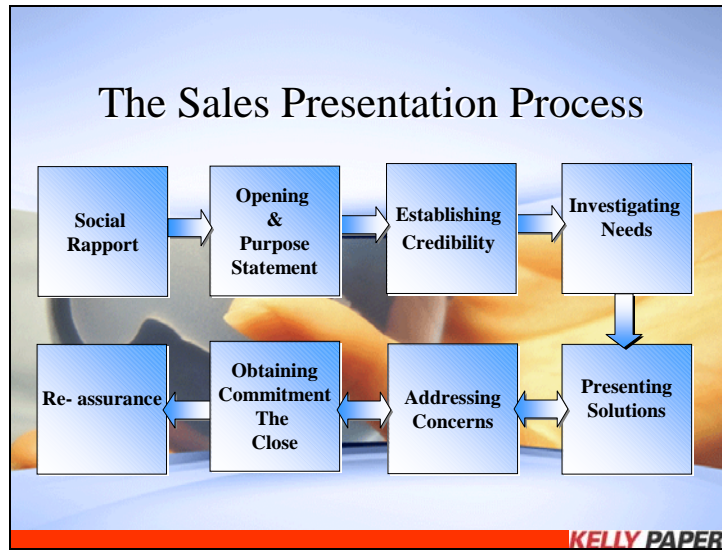
---

What should I change?

---

---

---



Re-assurance:

Focus on service specific actions that you will commit to. Communicate the specific measures that you will take and over see to assure a successful partnership. Make an appointment sometime after the first sale to discuss the experience and expectations of the customer.

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

---

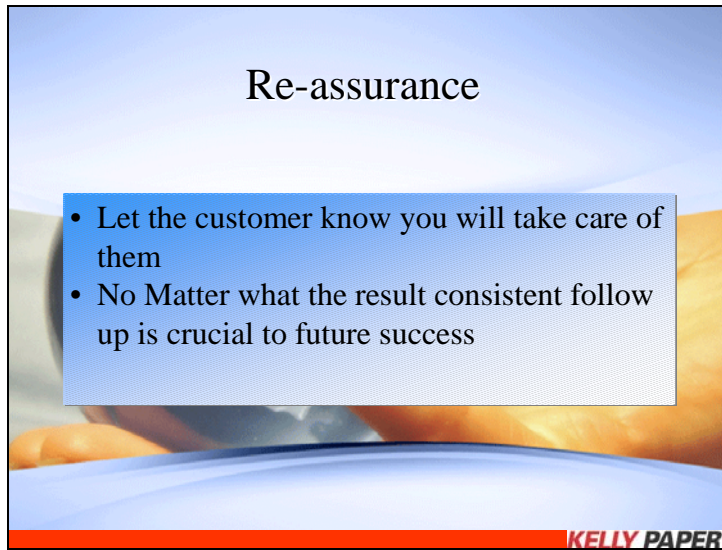
---

---

---

---

---



**Re-assurance**

- Let the customer know you will take care of them
- No Matter what the result consistent follow up is crucial to future success

**KELLY PAPER**

Notes:

---

---

---

---

---

---

---

---

---

---

---

---

---

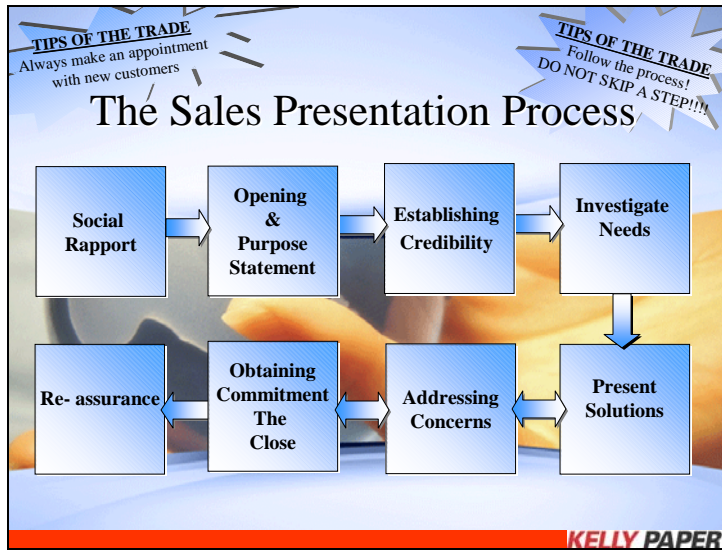
---

---

---

---

---



Notes:

---



---



---



---



---



---



---



---



---



---