

Things to Consider Before You Start Selling

Your image is your business's image. These things influence that image:

- ✓ First Impressions**
- ✓ Dress**
- ✓ Language**
- ✓ Being On Time**
- ✓ Business Meeting Etiquette**

Traits of Successful Sellers

- ◆ **High energy**
- ◆ **Self-motivation**
- ◆ **Good grooming**
- ◆ **Persistence and perseverance**
- ◆ **Good listening skills**
- ◆ **Technical knowledge**
- ◆ **Ability to use the product**
- ◆ **Ability to explain the product**
- ◆ **Good communication skills**
- ◆ **Ability to overcome objections**
- ◆ **Knowing how to close the sale**

Six Steps to Sales Success

- 1. Prospect and Prioritize Accounts**
- 2. Plan and Prepare for Sales Calls**
- 3. Make the First Contact Count**
- 4. Present your Product**
- 5. Handle Objections**
- 6. Close the Sale**

Closing Techniques

Basic Close

Offer Alternative Choice

**Compare Pros and Cons of
Buying the Product**

**Ask Closing Questions and
Summarize**

**Cite Examples of Others Who
Have Purchased**

**Isolate the Customer's Potential
Objection and Clarify**

**Use a Secondary Question to
Close**

Four Customer Service Basics

- ❖ **Positive Talk**
- ❖ **Recognizing Customer Needs**
- ❖ **Finding Common Ground**
- ❖ **Building Trust**

When We Communicate...

**7% of our message is
delivered by words**

**93% of our message is
nonverbal!**

Learn What Your Customer Needs

- ✓ To Be Understood**
- ✓ To Feel Welcome**
- ✓ To Feel Important**
- ✓ To Feel Comfortable**

Why We Lose Customers:

- 1% die**
- 3% move away**
- 4% drift to another business**
- 5% change on a friend's recommendation**
- 9% buy it cheaper somewhere else**
- 10% have a service problem that is not resolved**
- 68% leave because they feel they're not getting good service**

What Customers Expect

- ☐ Clean, comfortable, attractive surroundings
- ☐ To be welcomed pleasantly
- ☐ Well-groomed, professional sales personnel
- ☐ Immediate, focused attention
- ☐ Eye contact
- ☐ To be addressed by name
- ☐ To be assisted by someone with excellent product knowledge
- ☐ Confidentiality
- ☐ To be treated with courtesy and respect
- ☐ Other: _____
- ☐ _____
- ☐ _____

General Guidelines for Dealing with a Complaint

- 1. LISTEN!**
- 2. Recognize the customer's feelings**
- 3. Apologize when it's the right thing to do**
- 4. Clearly explain what you're going to do about the situation**
- 5. Thank the customer for bringing the problem to your attention**
- 6. Take action to make things right**

Customer Service Essentials

- **Welcome customers to your business**
- **Thank customers for coming to you**
- **Educate customers about your products**
- **Answer questions**
- **Follow up promptly**
- **Thank customers for choosing you**
- **Follow up with the customer, to make sure that your product and service were satisfactory**
- **Use follow-up responses to improve your product or service**