



Sales Fundamentals

GLOBAL COURSEWARE

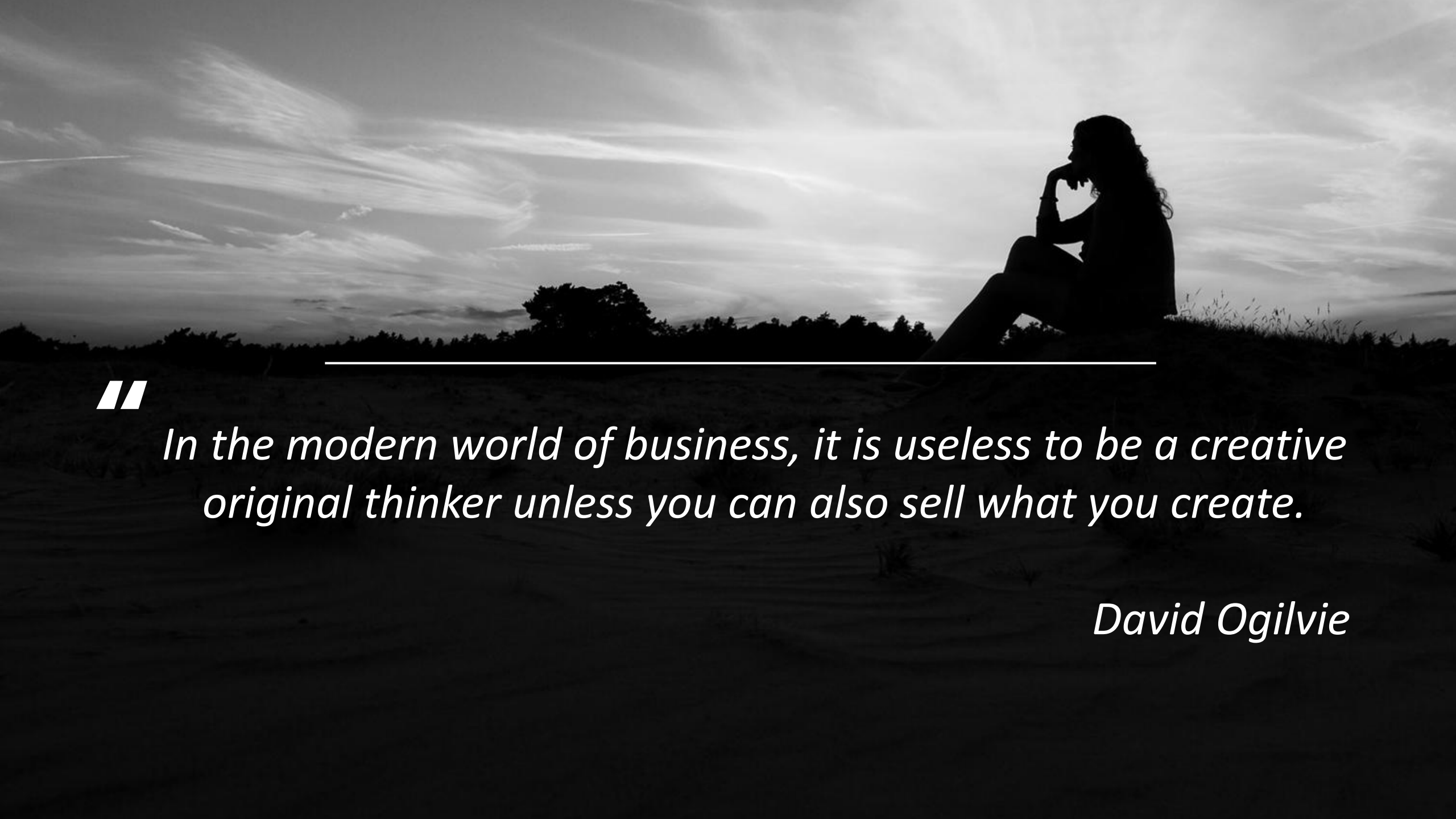
Getting Started

Although the definition of a sale is simple enough, the process of turning someone into a buyer can be very complex.

Workshop Objectives



- Understand the language of sales
- Make an effective pitch
- Handle objections
- Follow up on sales
- Set sales goals



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In the modern world of business, it is useless to be a creative original thinker unless you can also sell what you create.

David Ogilvie

MODULE TWO

Understanding the Talk

Like any profession, sales has its own special vocabulary. There's nothing particularly difficult about the language of sales.



Types of Sales

Telemarketing

Direct mail

Person-to-person

Common Sales Approaches

- Consultative approach
- Hard sell
- Technical sales





Glossary of Common Terms

Close/closing

Cold calling

Prequalifying
clients

Qualifying
clients

Sales funnel

Practical Illustration



- Types of Sales
- Common Sales Approaches
- Glossary of Common Terms

Module Two: Review Questions

1. Telemarketing, direct mail, the internet, and person-to-person are examples of types of _____.

A. Sales

B. Scams

C. Marketing

D. Dilemmas

Module Two: Review Questions

2. What is considered to be the average response rate for direct mail?

A. 50%

B. 25%

C. 1%

D. 5%

Module Two: Review Questions

3. Most companies offer information about their products on their _____.

A. Websites

B. Magazines

C. Outside

D. Vehicles

Module Two: Review Questions

4. How many main types of selling are there?

A. Four

B. Six

C. Five

D. Seven

Module Two: Review Questions

5. Which is not an example of a common sales approach?

A. Consultative approach

B. Technical sales

C. Subliminal messages

D. Hard sell

Module Two: Review Questions

6. Consultative approach is a _____ approach to sales.

A. Long-term

B. Short-term

C. Fast

D. Structural

Module Two: Review Questions

7. Which of the common sales approaches is considered pushy?

A. Technical sales

B. Internet marketing

C. Hard sell

D. Consultative approach

Module Two: Review Questions

8. What is the second to last step in the sales process?

A. Cold calling

B. Closing

C. Decision making

D. Networking

Module Two: Review Questions

9. What does qualifying clients mean?

A. Determining if they are worthwhile prospects

B. Getting to know potential customers

C. First phone call made to prospective client

D. Encouraging the customer to sign the order

Module Two: Review Questions

10. What is the term for a pattern that describes the conversion of prospects of sales?

A. Sales funnel

B. Networking

C. Closing

D. Pre-qualifying clients



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The concept of “I’ll play it by ear” is a guarantee of mediocrity at best.

David A. Peoples

MODULE THREE

Getting Prepared to Make the Call

The object of the calls will be to try and get a sales agreement in place as soon as possible, so you need to get as many facts nailed down as possible.



Identify Your Contact Person

In looking for a contact person, it is often worthwhile to go through a “prequalifying” process.

Performing a Needs Analysis

- Information
- Training
- Financing
- Personnel





Creating Potential Solutions

Providing solutions is a matter of finding ways to address the problems identified through the questions you ask a client.

Practical Illustration



- Identifying Your Contact Person
- Performing a Needs Analysis
- Creating Potential Solutions

Module Three: Review Questions

1. Preparing to make a call begins with _____ about your client.

A. Wondering

B. Learning

C. Inventing

D. Running

Module Three: Review Questions

2. A good salesperson must _____ their contact person.

A. Like

B. Identify

C. Envy

D. Alienate

Module Three: Review Questions

3. In looking for a contact person, it is often worthwhile to go through a _____ process.

A. Prequalifying

B. Problematic

C. Persistent

D. Purported

Module Three: Review Questions

4. When you first speak to the contact it will be appropriate to let them know who _____ you to them.

A. Selected

B. Questioned

C. Referred

D. Belittled

Module Three: Review Questions

5. Your contact person is your _____ in to an organization.

A. Lead

B. Contact

C. Way

D. Tunnel

Module Three: Review Questions

6. The more you can do for a client, the more you will be seen as a _____ partner.

A. Valuable

B. Reliable

C. Dependable

D. Remarkable

Module Three: Review Questions

7. If you provide a product that requires _____, make it part of the package.

A. Batteries

B. Instructions

C. Training

D. Money

Module Three: Review Questions

8. A needs _____ begins with research about what an organization does.

A. Analysis

B. Benefit

C. Dilemma

D. Problem

Module Three: Review Questions

9. Providing _____ is a matter of finding ways to address the problems identified.

A. Cash

B. Customers

C. Solutions

D. Clients

Module Three: Review Questions

10. Find the best ideas and _____ them.

A. Pitch

B. Disregard

C. Implement

D. Adore



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*Begin at the beginning and go on till you come to the end:
then stop.*

Lewis Carroll

MODULE FOUR

Creative Openings

Being memorable (for the right reasons) will ensure that your name comes up time and again when possible solutions are being researched.



A Basic Opening for Warm Calls

Your facial expression
and bearing

Your posture

Your tone of voice

Warming up Cold Calls

- A greeting and an introduction
- A statement about the prospect
- A statement about the benefits of your product



Using the Referral Opening

If you do some research, you can focus on features that the client should also find appealing.



Practical Illustration



- A Basic Opening for Warm Calls
- Warming up Cold Calls
- Using the Referral Opening

Module Four: Review Questions

1. Starting off on the right _____ is essential in sales meetings.

A. Leg

B. Foot

C. Shoe

D. Toe

Module Four: Review Questions

2. The first impression people form of you is based on both _____ and _____ factors.

A. Financial, educational

B. Superficial, financial

C. Verbal, nonverbal

D. Facial, intellectual

Module Four: Review Questions

3. Which is not an example of a nonverbal factor?

A. Facial expression

B. Accents

C. Tone of voice

D. Eye contact

Module Four: Review Questions

4. When on the phone, pay attention to your _____
nods.

A. Verbal

B. Head

C. Right

D. Left

Module Four: Review Questions

5. As a rule of thumb, it is advisable to be as _____ as you can on your first meeting.

A. Loud

B. Quiet

C. Polite

D. Shy

Module Four: Review Questions

6. _____ the client for talking with you.

A. Think

B. Thank

C. Treat

D. Trace

Module Four: Review Questions

7. When making a warm phone call, you should _____ the conversation by thanking the client.

A. Close

B. End

C. Open

D. Hope

Module Four: Review Questions

8. An opening statement should not include which of these?

A. Greeting and introduction

B. Statements about benefits

C. A goodbye

D. Statement about the prospect

Module Four: Review Questions

9. Making cold calls can be _____.

A. Fun

B. Frightening

C. Difficult

D. Time-consuming

Module Four: Review Questions

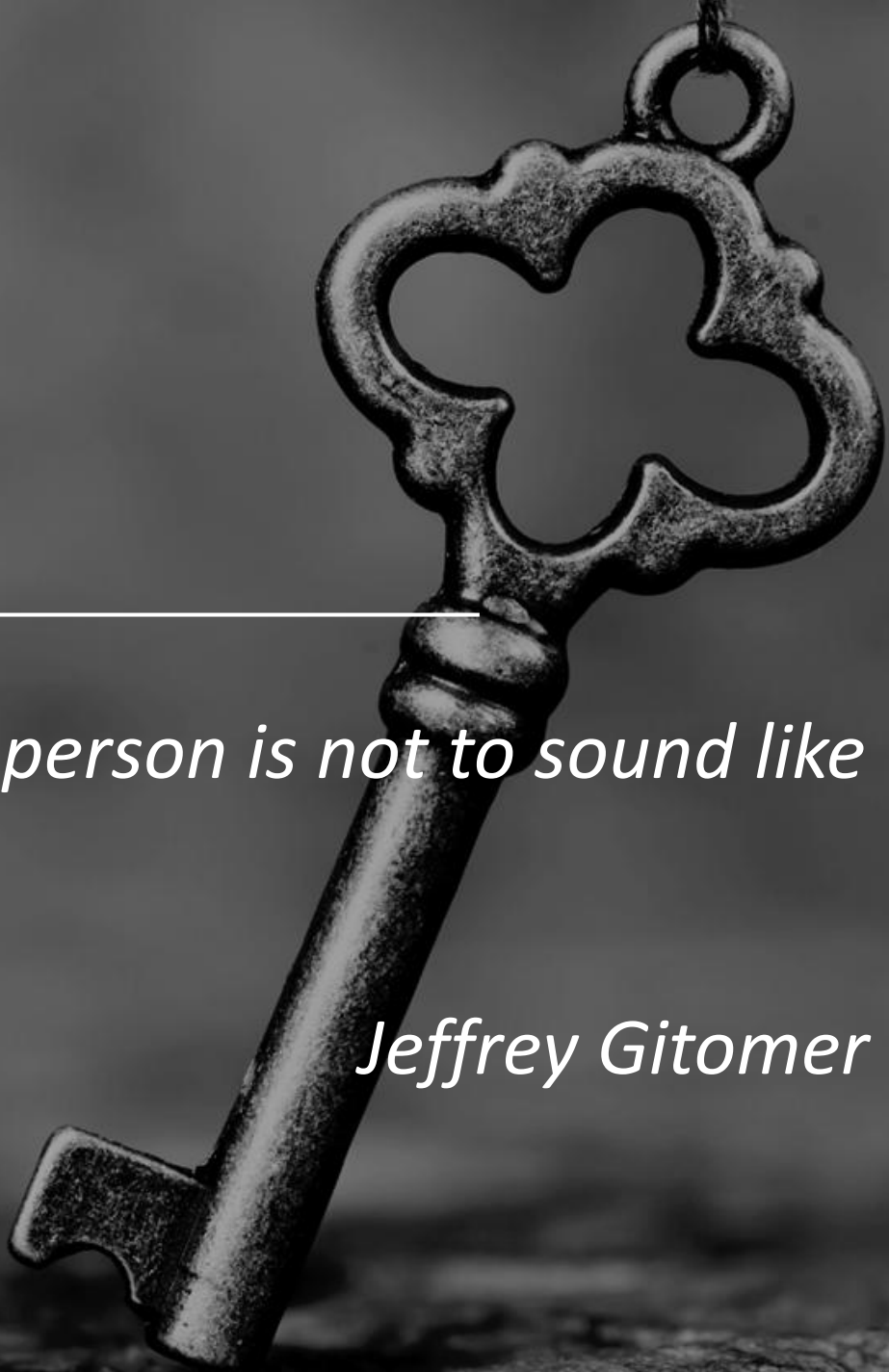
10. _____ should include a question or a statement that will lead (you hope) to a dialogue.

A. An opening statement

B. A closing statement

C. An interrogation

D. A provocation



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The key to being a professional salesperson is not to sound like one.

Jeffrey Gitomer

MODULE FIVE

Making Your Pitch

When making a pitch it is important to get the balance right between attractiveness and believability.



Features and Benefits

A sales pitch is absolutely not a “one size fits all” matter – for the salesperson or for the customer.

Outlining Your Unique Selling Position

- Convenience of use
- Special features
- Availability of service
- Reliability of the product





The Burning Question That Every Customer Wants Answered

Customers are always asking, “*What’s in it for me?*” This is another reason why it is important for salespeople to focus on benefits rather than features.

Practical Illustration



- Features and Benefits
- Outlining Your Unique Selling Position
- The Burning Question That Every Customer Wants Answered

Module Five: Review Questions

1. Once you've made it past the opening, it's time to make your _____.

A. Swing

B. Mess

C. Pitch

D. All of the above

Module Five: Review Questions

2. You will need a clear, _____ explanation of what your product can do for the client.

A. Concise

B. Persuasive

C. Aggressive

D. Potential

Module Five: Review Questions

3. What is the basic question in all financial dealings?

A. What's in it for me?

B. Who is going to pay for it?

C. When will it go into effect?

D. When will it end?

Module Five: Review Questions

4. Getting the customer to see why what you are offering them is better than the competitors is the _____ point.

A. Only

B. Last

C. Central

D. Crucial

Module Five: Review Questions

5. Sometimes the relationship between a particular feature and its benefit seems _____.

A. Obvious

B. Blatant

C. Bland

D. Obnoxious

Module Five: Review Questions

6. As most deals have a “cooling off” period, the chances are that if you oversell your product they will be _____.

A. Disappointed

B. Angry

C. Dissatisfied

D. Disadvantaged

Module Five: Review Questions

7. It's a good idea to describe benefits in _____ terms.

A. Explicit

B. Exploitative

C. Explanatory

D. Expressive

Module Five: Review Questions

8. It is important to be aware of what _____ you should take with each customer.

A. Road

B. Branch

C. Tack

D. Angle

Module Five: Review Questions

9. _____ are the attractive things your product has to offer.

A. Expressions

B. Features

C. Finances

D. Friendliness

Module Five: Review Questions

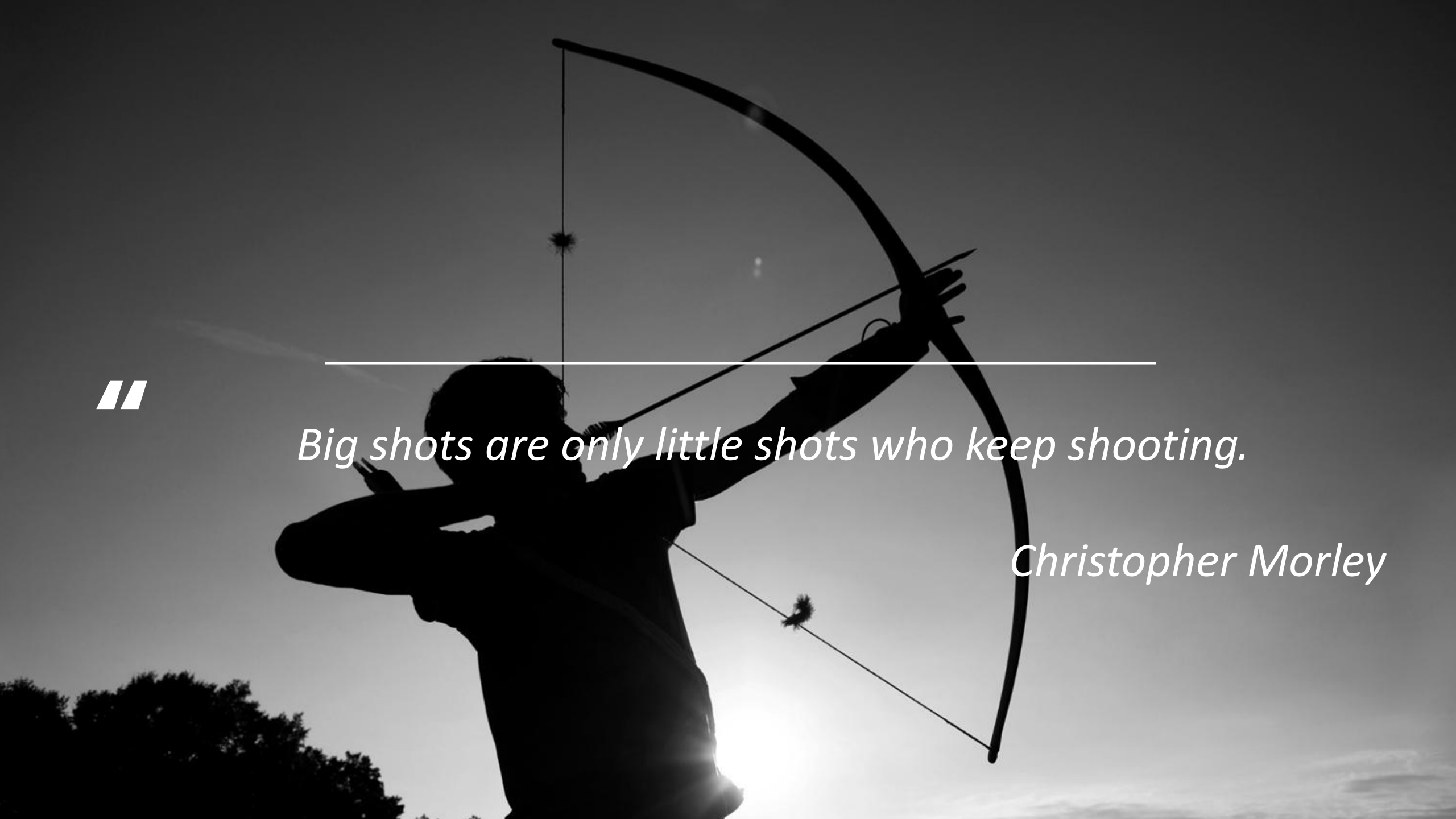
10. Potential customers are more interested in _____.

A. Benefits

B. Door prizes

C. Money

D. Dinner



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Big shots are only little shots who keep shooting.

Christopher Morley

MODULE SIX

Handling Objections

Your task as a salesperson is to hear and understand their objections, but convince them to look at things differently.



Common Types of Objections

They don't have the money

They can't get financing

They want to shop around

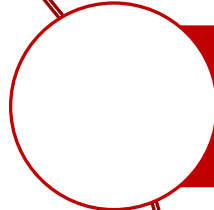
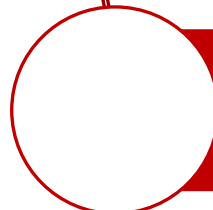
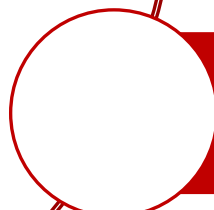
Basic Strategies

If the objections are less “firm” then they do have the potential to be turned to your advantage.



Advanced Strategies



-  That's more than I wanted to spend
-  I'm not ready to make a decision
-  I'm too busy to make a decision right now

Practical Illustration



- Common Types of Objections
- Basic Strategies
- Advanced Strategies

Module Six: Review Questions

1. Customers who are not ready to decide on a purchase often come up with _____.

A. Rejections

B. Complications

C. Objections

D. Directions

Module Six: Review Questions

2. Often, all that customers need is more _____.

A. Help

B. Money

C. Information

D. Confirmation

Module Six: Review Questions

3. People will be reluctant to part with _____ that they have worked hard to earn.

A. Paper

B. Money

C. People

D. Coworkers

Module Six: Review Questions

4. Why are some people unwilling to make a purchase?

A. They are wealthy

B. They don't have money

C. They secured financing

D. They have already decided

Module Six: Review Questions

5. Often, from preliminary conversations, it is possible to _____ what objections will arise.

A. Overshadow

B. Foresee

C. Avoid

D. Accentuate

Module Six: Review Questions

6. How you handle customer objections can be the major _____ on your success in making a sale.

A. Topic

B. Discussion

C. Influence

D. Factor

Module Six: Review Questions

7. Anyone can sell to a customer who is on a mission to make a _____.

A. Purchase

B. Opinion

C. Factor

D. Fact

Module Six: Review Questions

8. _____ to someone who is determined only to buy when they are convinced of a good deal.

A. Giving

B. Selling

C. Buying

D. Trying

Module Six: Review Questions

9. Most objections involve costs and _____.

A. Doubts

B. Dwellings

C. Ratios

D. Rainbows

Module Six: Review Questions

10. Before you can respond to a suggestion, you need to understand the real _____.

A. Objectives

B. People

C. Reasons

D. Comments



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We were born to succeed, not to fail.

Henry David Thoreau

MODULE SEVEN

Sealing the Deal

The point at which it is advisable to close on a deal will be fairly obvious to any experienced salesperson.

A pocket watch with a white face and black numbers is resting on a sandy beach. The watch has a metal chain attached to it. In the background, the sun is setting over the ocean, creating a warm, golden glow. The sky is a mix of orange and yellow, and the water is dark with some white foam from the waves.

Understanding When It's Time to Close

If the customer still has objections or questions, you will have to handle those first.

Powerful Closing Techniques

- Delivery dates
- Colors
- Models
- Quantity





Things to Remember

What you can do practically, and how you do things, will serve you well in any sale.

Practical Illustration



- Understanding When It's Time to Close
- Powerful Closing Techniques
- Things to Remember

Module Seven: Review Questions

1. A good salesperson needs to know when it's time to _____.

A. Go home

B. Close

C. Open

D. Run

Module Seven: Review Questions

2. This process of asking a confirmation question is sometimes called a _____.

A. Trial close

B. Strange ending

C. True beginning

D. Wondrous event

Module Seven: Review Questions

3. Customers will give you _____.

A. Signals

B. Difficulties

C. Headaches

D. Money

Module Seven: Review Questions

4. A closing question should give customers _____.

A. Prizes

B. Surprises

C. Alternatives

D. Pain

Module Seven: Review Questions

5. A closing begins with a _____.

A. Style

B. Smile

C. Question

D. Answer

Module Seven: Review Questions

6. One powerful closing technique is to ask a question that can't be answered with a ____ or ____.

A. Maybe, yes

B. True, false

C. Yes, no

D. Why, how

Module Seven: Review Questions

7. Once you have asked your closing question, be _____.

A. Natural

B. Quiet

C. Funny

D. Different

Module Seven: Review Questions

8. A customer should walk away from a closing feeling _____.

A. Defeated

B. Victorious

C. Good

D. Sad

Module Seven: Review Questions

9. A salesperson should never be _____.

A. Misleading

B. Factual

C. Prompt

D. Tired

Module Seven: Review Questions

10. Besides being unethical, that kind of behavior is bound to _____.

A. Explode

B. Implode

C. Backfire

D. Backlash

A black and white photograph of a small seedling with two leaves growing from the ground. The seedling is positioned on the right side of the frame. Overlaid on the image is a quote in white text. The quote is preceded by a double slash symbol. A horizontal line is positioned above the quote.

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The deepest craving of human nature is the need to be appreciated.

William James

MODULE EIGHT

Following Up

By providing an excellent level of service every time, you will gain more business from the friends and family of that customer, and from the customers themselves.



Thank You Notes

Thank you notes are a sign that you are interested in building a long-term relationship with a client.

Resolving Customer Service Issues

Providing excellent customer service after a sale is essential to maintaining strong relationships with customers.





Staying in Touch

A new product offering

The anniversary of a sale

A sale or special offer

An upgrade to the product you sold

Practical Illustration



- Thank You Notes
- Resolving Customer Service Issues
- Staying in Touch

Module Eight: Review Questions

1. The closing is not the final stage of a _____.

A. Show

B. Sale

C. Circus

D. Store

Module Eight: Review Questions

2. The final stage is _____ up.

A. Following

B. Suiting

C. Standing

D. Giving

Module Eight: Review Questions

3. Which is actually a process that may continue indefinitely?

A. Follow through

B. Follow around

C. Follow up

D. Fall down

Module Eight: Review Questions

4. If you sell via mail, then the delivery should be accompanied with a _____ slip.

A. Complaint

B. Compliance

C. Compliment

D. Continuous

Module Eight: Review Questions

5. _____ are a sign that you are interested in building a long-term relationship.

A. Dear John letters

B. Thank You notes

C. Letters of recommendation

D. Large mailing lists

Module Eight: Review Questions

6. The effect of a “thank-you note” is to make a customer feel more than what?

A. Just a number

B. Than their neighbor

C. Cost effective

D. Embarrassed

Module Eight: Review Questions

7. Pitching a note at the right level is _____.

A. Smart

B. Important

C. Unimportant

D. Worthwhile

Module Eight: Review Questions

8. How many elements are to be taken account of in your response to a customer problem?

A. One

B. Three

C. Eight

D. Zero

Module Eight: Review Questions

9. Future sales and referrals depend on providing what?

A. Door prizes

B. Great customer service

C. Flowers

D. Phone numbers

Module Eight: Review Questions

10. Promote the idea in your organization that everyone is responsible for what?

A. Customer service

B. Customer appreciation

C. Customers

D. Customer finances



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*We find no real satisfaction in life without obstacles to
conquer and goals to achieve.*

Maxwell Maltz

MODULE NINE

Setting Goals

Goals are a part of all human endeavor – both in the workplace and in life in general.

The Importance of Sales Goals

Goals provide direction

Goals can be motivational tools

Goals should be ambitious but realistic



Setting SMART Goals

- Specific
- Measurable
- Achievable
- Relevant
- Timed



Practical Illustration



- The Importance of Sales Goals
- Setting SMART Goals

Module Nine: Review Questions

1. If you want to accomplish anything important in life, you need to have ____.

A. Funds

B. Goals

C. Wheels

D. Courage

Module Nine: Review Questions

2. Goals give you something to _____ for.

A. Shoot

B. Care

C. Watch

D. Walk

Module Nine: Review Questions

3. Goals are a part of all human _____.

A. Interaction

B. Endeavor

C. Dreams

D. Causes

Module Nine: Review Questions

4. We will gain recognition by achieving our _____.

A. Goals

B. License

C. Sleep

D. Time

Module Nine: Review Questions

5. Goals provide _____.

A. Raises

B. Directions

C. Room

D. Service

Module Nine: Review Questions

6. Goals should be _____ but realistic.

A. Outrageous

B. Ambitious

C. Ridiculous

D. Incredulous

Module Nine: Review Questions

7. Goals can be _____ tools.

A. Carpentry

B. Masonry

C. Motivational

D. Bridge building

Module Nine: Review Questions

8. Goals _____ everyone's roles and responsibilities.

A. Alienate

B. Clarify

C. Degrade

D. Improve

Module Nine: Review Questions

9. People who work in sales have more _____ schedules.

A. Detailed

B. Defined

C. Flexible

D. Manageable

Module Nine: Review Questions

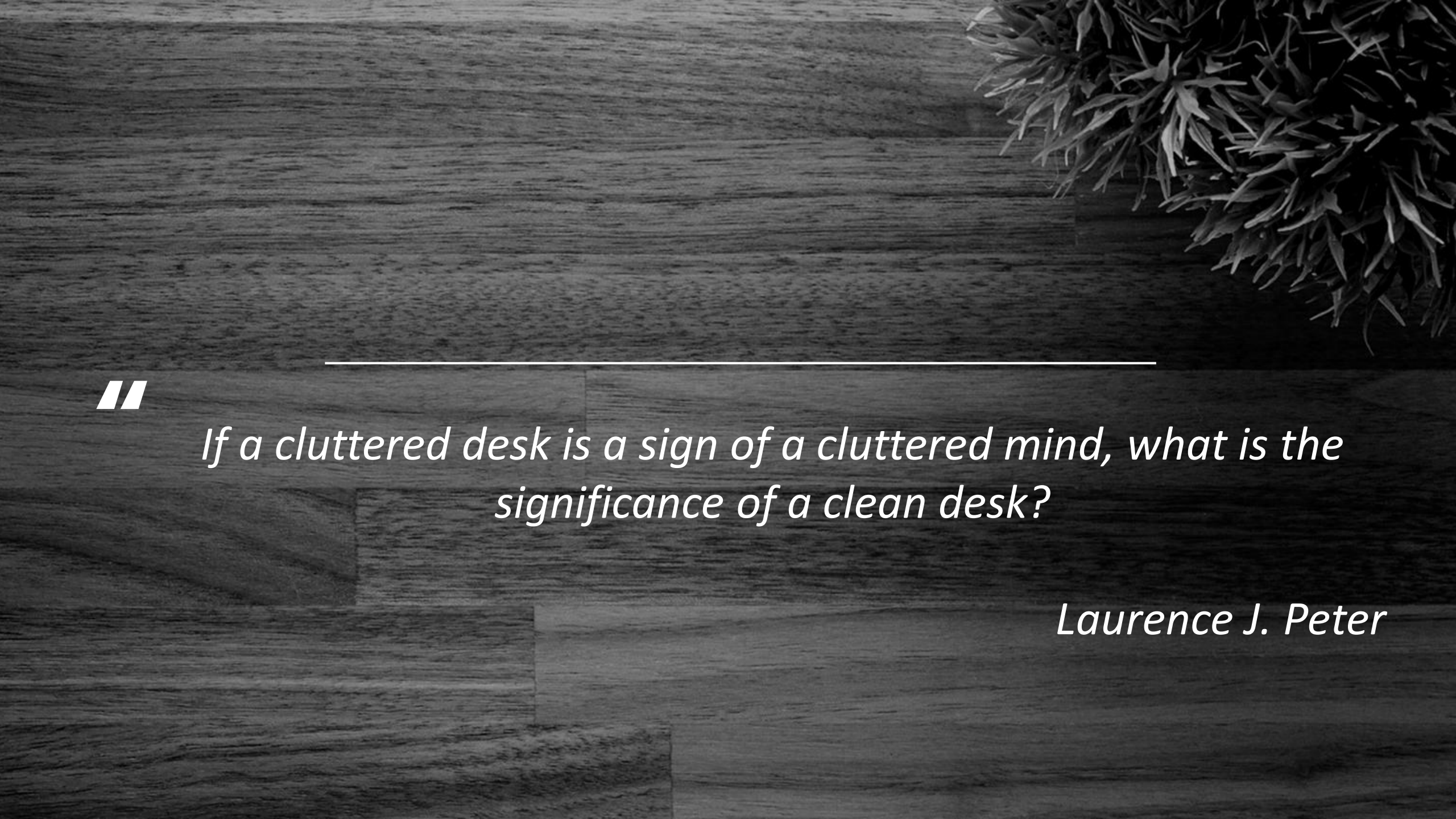
10. Reaching a goal gives you a reason to _____.

A. Celebrate

B. Procrastinate

C. Irritate

D. Vegetate



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If a cluttered desk is a sign of a cluttered mind, what is the significance of a clean desk?

Laurence J. Peter

MODULE TEN

Managing Your Data

Managing your data will help you work more efficiently and make it easier to keep track of your clients.



Choosing a System That Works for You

If you keep and manage your information on customers, it allows you to sell in a more streamlined manner.

Use Computerized Systems

- They provide quick, easy access to information
- They offer search capabilities
- They help you manage your daily activities





Using Manual Systems

They are easy to use

They require no special training

They are inexpensive

Practical Illustration



- Choosing a System That Works for You
- Using Computerized Systems
- Using Manual Systems

Module Ten: Review Questions

1. Salespeople collect an enormous amount of _____.

A. Miles

B. Information

C. Coffee

D. Snacks

Module Ten: Review Questions

2. _____ your data will help you work more efficiently.

A. Saving

B. Managing

C. Collecting

D. Discarding

Module Ten: Review Questions

3. The more information you can keep on customers, the more effective your _____.

A. Sales force

B. Record keeping

C. Take home pay

D. Blood pressure

Module Ten: Review Questions

4. Whatever data management system you choose, you need to make it a part of your daily_____.

A. Routine

B. Home team

C. Lunch

D. Trash

Module Ten: Review Questions

5. The best data management system is the one that works for _____.

A. Free

B. You

C. Pennies

D. Coins

Module Ten: Review Questions

6. The system you choose should be quick and _____.

A. Efficient

B. Eco-friendly

C. Easy-to-use

D. Economical

Module Ten: Review Questions

7. The efficiency of a good computer data management system allows a salesperson to find the_____ they need.

A. Help

B. Information

C. Cash

D. Team

Module Ten: Review Questions

8. Which is a disadvantage of a computerized management system?

A. It offers search capabilities

B. It is quick and easy to use

C. It is expensive

D. It can be used to generate reports

Module Ten: Review Questions

9. There is some _____ about the worth of expensive computer data management systems.

A. Fuss

B. Debate

C. Doubt

D. Facts

Module Ten: Review Questions

10. Many salespeople continue to use manual contact management _____.

A. Systems

B. Programs

C. Notebooks

D. Sticky notes



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Plan your work for today and every day. Then work your plan.

Norman Vincent Peale

MODULE ELEVEN

Using a Prospect Board

By using a prospect board it is easy to monitor at a glance where work is needed and how you can best utilize your time in the sales field.



The Layout of a Prospect Board

O (Opportunities)

FA (First Appointments)

50%

How to Use Your Prospect Board

The message for salespeople with regard to the board needs to be “keep the cards moving”.



A glowing lightbulb is held aloft by two hands in dark business suits, set against a warm, golden-brown background. The lightbulb is illuminated, casting a soft glow. The hands are positioned with palms up, supporting the bulb from below.

A Day in the Life of Your Board

- Phone call to a client setting a date for a meeting.
- Meeting with a prospect.
- Email from a client indicating they are ready to go ahead with a purchase.

Practical Illustration



- The Layout of a Prospect Board
- How to Use Your Prospect Board
- A Day in the Life of Your Board

Module Eleven: Review Questions

1. A prospect board is a powerful tool that can help you track _____.

A. Prospects

B. Horses

C. Finances

D. Bets

Module Eleven: Review Questions

2. To use the prospect board, create a _____ for each prospect.

A. Trail

B. Card

C. Plan

D. Shelter

Module Eleven: Review Questions

3. What do the letters FA stand for?

A. Follow around

B. Fact alert

C. First appointments

D. Fast alert

Module Eleven: Review Questions

4. A prospect board is arranged in _____ vertical columns.

A. Nine

B. Five

C. Three

D. Six

Module Eleven: Review Questions

5. Just like with any stats board, the prospects board will alert both the sales force and the _____.

A. Management

B. Coworkers

C. Custodians

D. Vendors

Module Eleven: Review Questions

6. Every card should be _____.

A. Documented

B. Counted

C. Dated

D. Erased

Module Eleven: Review Questions

7. The reason that the prospect board works is because it gives a live _____.

A. Demonstration

B. Situation

C. Conundrum

D. Show

Module Eleven: Review Questions

8. The _____ of each card should be reviewed on a daily basis.

A. Length

B. Time

C. Status

D. Color

Module Eleven: Review Questions

9. If a prospect makes it clear that they are not going to buy your product, _____ their card.

A. Copy

B. Remove

C. Reuse

D. Repeat

Module Eleven: Review Questions

10. The _____ through the board will be monitored on a daily basis.

A. Lines

B. Changes

C. Traffic

D. Interruptions

MODULE TWELVE

Wrapping Up

Although this workshop is coming to a close, we hope that your journey to learning more about Sales Fundamentals is just beginning.



Words From the Wise

*If you think you can, or if
you think you can't, you're
right either way.*

- Henry Ford

*By working faithfully eight
hours a day you may
eventually get to be boss
and work twelve hours a
day.*

- Robert Frost

*Every day I get up and look
at the Forbes list of the
richest people in America. If
I'm not there, I go to work.*

- Robert Orben