

Wisdom for Wednesday

Positive messages for daily living. Pass on the good feeling – forward this to your clients so they can reap the benefits as well.

The Twelve Step Sales Program ...

Why do we need a process?

- Without a road map, a compass and ultimate goal – we are unaware of alternate routes, potential landmines, who is sharing the road, our progress or even when we have arrived.
- Without a plan – we are unfocused and ultimately unproductive.
- Luck is good – good management is better!

Top Sales Performers follow a process

Step 1: Purpose of call

Knowing what you want, who you are dealing with and what outcome you desire.

Step 2: Research and preparation

Fluff your first chance and it will likely be your last. Preparation is power – knowledge information, and facts and figures state their own irrefutable case.

Step 3: Resources and logistics

Know who and what you have as backup – what other big guns you can bring in to play (other members of your support team) and a different set of skills/knowledge.

Step 4: Know yourself

Know who you are and how you respond to different personality types. Be aware of your strengths and work on your weaknesses. Be professional.

Step 5: Know your customer

Who they are and what they are about – what is likely to interest them and what is likely to be a turnoff. Their playing ground - their turf, their rules. Learn them.

Step 6: Peak state

Prepare yourself mentally. Negativity is tangible and positive energy is contagious. Pick your moment or create the right one so you make a good impression.

Step 7: Gain control

Plan your meeting, stay with the agenda, and stay focused. Deal with one issue at a time.

Step 8: Achieve rapport

Use body language, mirroring and create linking bridges. Build an alliance.

Step 9: Maximise opportunities / Get the business

Paint a positive picture of a successful outcome – solution sell - win them over bit by bit.

Step 10: Overcome resistance

So ... if I can do this ..., you will do this ...! Tick off the issues one by one with applicable solutions.

Step 11: Close the sale

Ask for the business. Hand them the pen and show them the dotted line.

Step 12: Debrief

How did I do? What can I learn from this? What can I do better next time?

Lynette Davies

