

How to Sell

Because selling is not only about being a nice guy!

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Project No. 2021-1-ES01-KA220-ADU-000033439

Lesson's Objectives

- Understand selling as an articulated process
- Learn and apply sales techniques to your business
- Uncovering client needs through open questions
- Managing customer objections

Learning Units

We will go through 4 videos:

- Phases of the sales process
- Selling techniques
- Open questions for sale
- Handling sales objections

Let's maximise your sales!

Phases of the sales process

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

The Sales Process: Definition

- The sales process is:

The sequence of stages required to convert opportunities into a sale.

- Not all sales processes are the same, nor do they follow the same stages.
- It depends on the type of business, the nature of the products or services and, even the customer profile.



The Sales Process: Definition

- If you are self-employed:
-

You are likely to make more transactional sales.

Each sale will be concluded during contact with a customer.

- If you are an SME:

You are likely to make more complex sales

With a longer sales cycle

Which require more preparation



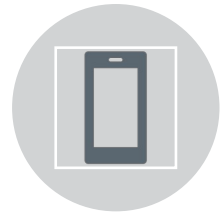
The Sales Process: Stages



Approach the client



Discover the customer's needs



Provide a solution



Close the sale (agreement)



Finalise the sale and follow up (delivery of the good or service)



Approach the client

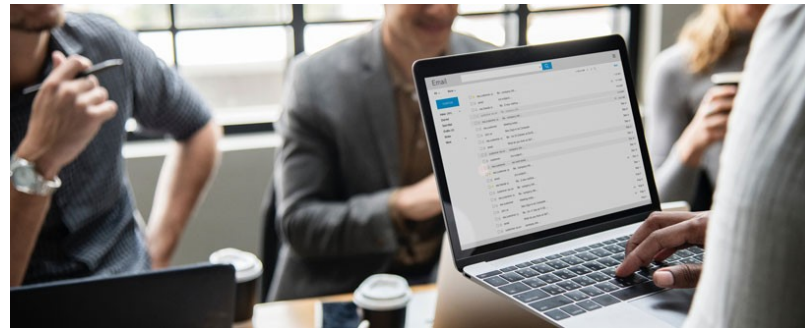
Aim: to make the client feel good and want to talk to you

- Introduce yourself
- Explaining the reason for the appointment or call
- Define a context
 - Name the person who introduced you
 - The conference you both attended
 - Any other situation that creates rapport
- Create an atmosphere of trust
- Give an good first impression
- Be attentive to areas or opinions of common interest
- Bring a positive and sincere attitude



Discovering the client's needs

- Make the client talk
- Ask open questions
- Listen, listen, listen
- First try to understand
- Check that you have understood correctly
- Repeat back what you understood
- Be on the lookout for potential objections.
- If everything goes well, take the next step
- If not, continue asking questions



Offering the solution

Presenting our solution to the problem

Referring to the client needs

Introduce visual aids to facilitate understanding



Show the physical product you are trying to sell

Don't distract the customer with too many details

Don't make promises you can't keep

Close the sale



Ask the closing question that is so "scary" for salespeople.



Be prepared to handle potential objections



Build on the information obtained in the needs analysis



Establish a process for delivering the good or service



Finalise the sale and follow up





Sales techniques

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Project No. 2021-1-ES01-KA220-ADU-000033439



Sales techniques

Here are some sales techniques to professionalise your sales work:

- Tell a great story
- Put yourself in the buyer's shoes
- Magnify their pain
- Resolve major objections immediately
- Contact a potential customer immediately



**Funded by
the European Union**

Sales techniques

- Keep in touch with them
- Avoid calling in the middle of the day, but rather in the middle of the week.
- Show your unique value
- Arm yourself with a range of closures
- Show why things need to change





Sales techniques

- Always be positive
- Forget lost sales
- The customer is right about everything
- Take your customer by the hand
- Be flexible



Funded by
the European Union



Sales techniques

- If you want to know more, please visit the section in the platform



Open Questions

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Project No. 2021-1-ES01-KA220-ADU-000033439

Benefits of open questions

Open-ended questions are a powerful tool during the needs analysis stage, some of the benefits of which are listed below:

- They provide valuable information
- They create a relationship of trust



Benefits of open questions

- Encourage dialogue
- Uncover sales opportunities
- Create a more satisfying sales experience

Open questions: Examples

- We have already seen the power of questions as a weapon of persuasion, far superior to statements.
- However, not all open-ended questions are suitable for all types of sales.
- We propose some questions below.
- You will need to adapt them to your business and your communication style while maintaining their usefulness.



Open Questions: Sale of Services

- What is your experience in contracting services similar to ours?
- How would you describe your specific service need and how do you think we can help you?
- What kind of results do you expect to get from contracting our services?
- Have you had any previous experience with our company or with someone who has contracted our services?
- How do you rate the quality of our services compared to other similar companies?

Open Questions: Sale of Services

- What criteria would you use to choose between different service options available?
- How would you like our service to be customised to meet your specific needs?
- What kind of communication and follow-up do you expect from our company during the provision of the service?
- What is your opinion of our pricing policy and rates, and do you think they are fair and competitive?
- Would you recommend our services to other clients? Why or why not?

Open Questions: Product Sales

- What are your specific needs with regard to this product?
- What kind of problems have you faced with similar products in the past?
- How do you plan to use this product in your business/daily life?
- What features of the product are most important to you?

Open Questions: Product Sales

- Have you ever tried this product before? If so, what was your experience?
- How would you prefer to pay for the product? Are you looking for any offers or promotions?
- Do you have any additional questions about the product or the purchase process?
- Is there anything else I can help you with in making your purchase decision?



Managing Sales Objections

This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Project No. 2021-1-ES01-KA220-ADU-000033439

Definition

- Sales objections are obstacles that potential customers raise during the sales process.
- They can be a concern, a question or doubt that the customer has about the product or service being sold.
- A sales objection is any concern a prospect raises in reference to a barrier obstructing their ability to buy from you – an explicit indication that you have to address more aspects of the buying process than you initially anticipated.

Common Objections

❑ Lack of budget: "It's too expensive"

This is the most common objection

Positioning the good or service and demonstrating its value.

❑ Lack of trust: "I've never heard of your company"

People do business with people they know and trust.

Establish a good relationship of trust

Common Objections

❑ Lack of need

I don't see how this can help me

This objection is an opportunity to start a conversation to get information for the prospect and give information.

❑ Lack of urgency

This problem or need is not important to me right now

Find out if the moment is really a problem or if the customer is simply disengaging.

If the moment is really a problem, you can close the conversation.

Managing Objections

- Practising active listening

Listen to understand, not to respond

- Avoid interrupting

Leave space for them to express their concerns

Repeat back what you hear

This helps you understand if you have listened correctly

The potential customer will feel respected and valued, which builds trust

- Validate the potential client's concerns

Acknowledge their concerns and explain the solution you are offering

Managing Objections

- Ask follow-up questions in the form of open-ended questions

The more information you have, the more likely you are to turn the objection around

- Leverage social proof

Share the story of another customer who had the same concern

- Anticipate Sales Objections

The most effective way is to predict them Keep a record of the objections you receive most often

