



PLANNING SALES DIALOGUES AND PRESENTATIONS

CHAPTER 6



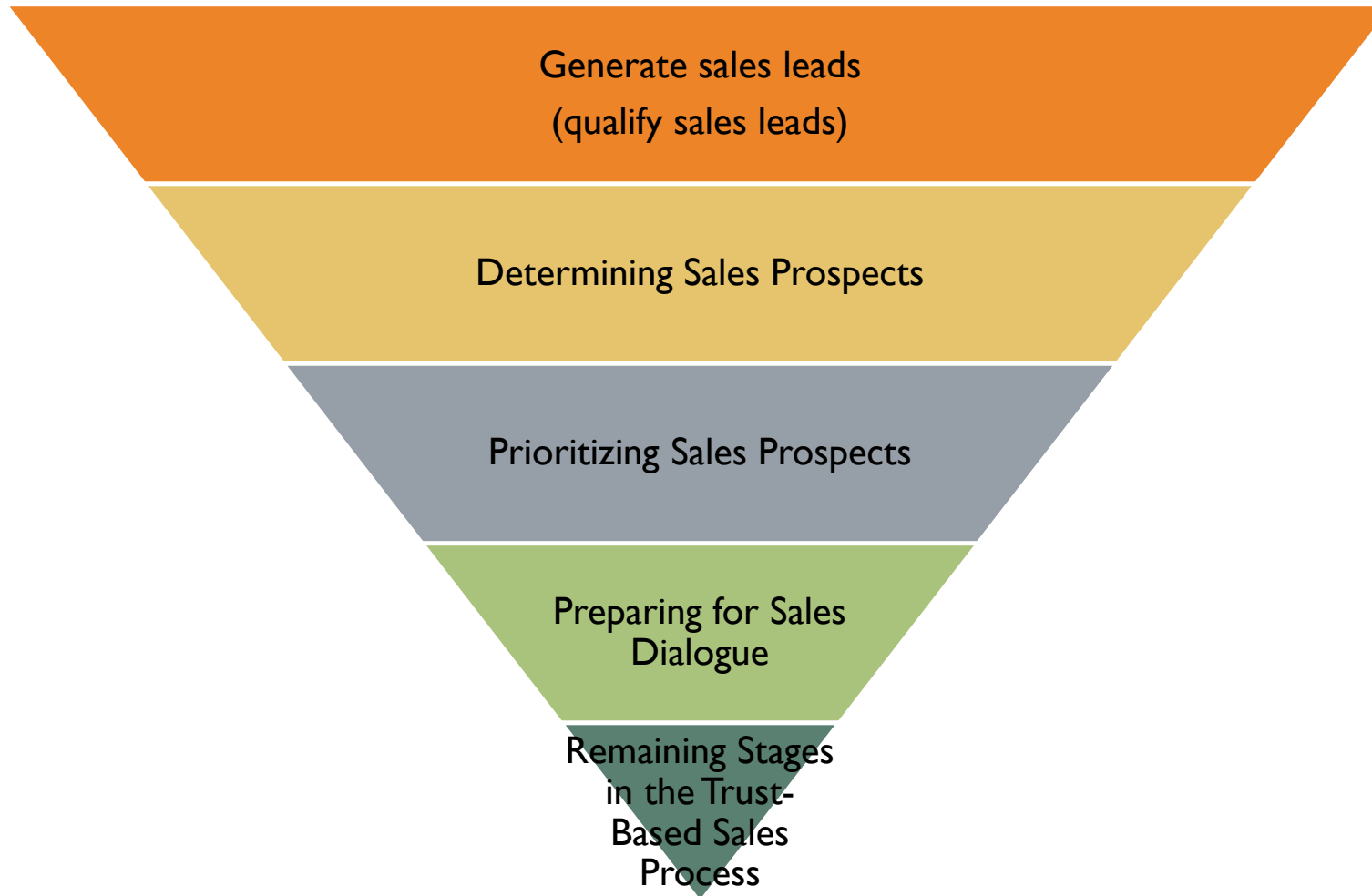
LEARNING OUTCOMES

- 1 Explain why it is essential to focus on the customer when planning sales calls
- 2 Understand alternative ways of communicating with prospects and customers through canned sales presentations, written sales proposals, and organized sales dialogues or presentations
- 3 Discuss the nine components in the sales dialogue template that can be used for planning an organized sales dialogue or presentation

LEARNING OUTCOMES

- 4 Explain how to write a customer value proposition statement
- 5 Link buying motives to benefits of the seller's offering, support claims made for benefits, and reinforce verbal claims made
- 6 Engage the customer by setting appointments

THE STRATEGIC PROSPECTING PROCESS



WHY IS SALES DIALOGUE AND PRESENTATION PREPLANNING IMPORTANT?



- Sales presentation preplanning is important because it helps keep the salesperson **organized and focused**.
- The key element to sales presentation planning is the **creation of one or more sales call objectives**.
- These objectives are important because they help the salesperson **manage accounts** through the sales process and they serve as a tool for **measuring performance**.

ELEMENTS OF A SALES PLANNING

Always have a sales call objective.

- Specific
- Measurable
- Directly beneficial to customer
 - Save money, replace old equipment, to introduce a new line of merchandise, replenish stock

Development of a customer profile

- Try to find out as much as you can about the customer/business
- Develop a profile
- Who makes the buying decision
- What is the buyers background
- What are the terms of the sale (delivery, credit, guarantee, service)
- What are your competitors with the company
- What is the past history of the account

Customer Benefit Plan

- Figure out what information you will use in your presentation based on the objective and customer profile

SALES CALL OBJECTIVES

- ***The sales objective.*** Begin each sales call with at least one objective.
 - Sales is a process. Setting your objective is just one step in the process.
 - Your objective will answer the question “If this call is successful what will result?”
 - And you can’t say to get an order.
 - Reasonable objectives are ones that move the selling process forward.
- Reasonable objectives for a sales call are presenting a solution and getting feedback, getting agreement for a product trial, or meeting a key decision maker.



Checklist

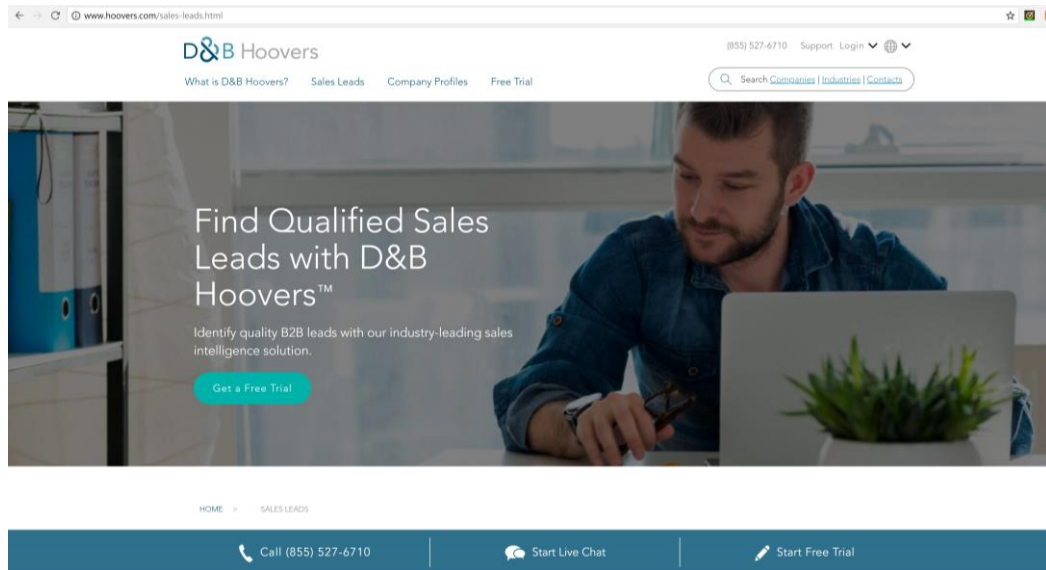
Company

- Recent News - Funding, Announcements, Events
- About Us - Leadership and Story
- Careers Page
- Potential Customer Overlap
- Any Mutual Board Members or Investors
- Competitive Analysis

Contact

- Professional Background
- Any Mutual Connections
- Job Responsibilities
- Recent Activity - Promotion or Change in Job
- Job Description
- Opinions, Interests, Hobbies, Pain Points
- Education
- Groups/Organizations

PRE-CALL PREPARATION IS KEY...



- Top salespeople must be inquisitive and able to assess their own efforts when it come to pre-call prep
- They must be fully prepared in terms of:
 - What information they will need from the buyer
 - What they will want to convey to buyer
 - What support information they will need
 - What obstacles they will need to overcome
- Sales technology is assisting pre-call planning
 - LinkedIn
 - InsideView.com
 - Google.com
 - Hoovers.com
 - Customer websites

POSSIBLE SALES OBJECTIVES

- **Build Rapport**

- Demonstrate you are curious, informed and likeable
 - Ask/or demonstrate about their career trajectory, discussing mutual interests and bringing up local news or sports.
 - You can often use social to get an idea of a prospect's interests before calls to help you prepare

- **Identify (confirm) Needs and Challenges**

- Two prospects at similar companies with the same job title might have completely different pain points and goals. They might have radically different use cases for your offering

- **Establish Product/Service Compatibility**

- Demonstrate how your product/service can easily integrate as part of their solution

- **Define the process**

- It is much easier to move deals forward if your customer understands the process

- **Gauge Urgency**

- Set forth a buying timeline if replacing another solution. i.e. find out when the contract ends

- **Identify or Confirm Competitors**

- That way you can look for ways to sell against your competitors

Always Confirm Next Steps

SO... WHAT SHOULD YOU KNOW

History and policies of the firm

- Reputation, standing in the industry, policies, services guarantees, etc.

Production methods

- Process through which the product passes in the factory (raw materials, sources of materials, supply chain, etc.)

Prices, types, terms of sale

- Types and sizes of products and adaptation to each customer's needs.

Serviceability and durability

- Materials, service offerings, durability tests, reports, etc.

Competition

- Including offerings, pricing, benefits, and what a competitor can offer that the business cant

Use of the product

- How is the product used, different uses, operating instructions, etc

Policies and procedures

- How will the order be processed, how long, returned goods, return policies, etc.

Channel of distribution

- How does the company move and distribute products, product lines, assortments, promotion, distribution, etc.

Promotions

- How is the company promoted.

SALES DIALOGUE



Business conversations between buyers and sellers that occur as salespeople attempt to initiate, develop, and enhance customer relationships.

Sales dialogue occurs over time and includes sales calls and other forms of buyer-seller communication.

CUSTOMER-FOCUSED SALES DIALOGUE PLANNING

Sales call:

In-person meeting
between the buyer
and the sales team

Sales presentations:

Comprehensive
communications
designed to persuade
the customer to make
a purchase

Sales dialogue: Business
conversations between
buyer and salesperson to
initiate, develop, and
enhance customer
relationships
AKA: sales conversation



Canned Presentations

- Include scripted sales calls, memorized presentations, and automated presentations
- Can be complete and logically structured
- Do not vary from buyer to buyer; should be tested for effectiveness

Written Sales Proposals

- Proposal is a complete self-contained sales presentation
- Written proposals often accompanied by sales calls before and after the proposal is submitted
- Thorough customer assessment should take place before customized proposal is written

Organized Sales Dialogues and Presentations

- Address individual customer and different selling situations

TYPES OF SALES COMMUNICATIONS

A SALESPERSON MIGHT
USE ONE OR MORE OF
THESE WITH A
CUSTOMER
EACH FORMAT HAS
ADVANTAGES AND
DISADVANTAGES

1. CANNED SALES PRESENTATION

Makes an implicit assumption that customer needs and buying motives are essentially homogeneous (the same)

- Automated presentations
- Telemarketing industry uses often
- Can incorporate computer graphics, video or slides
- When done right – complete and logically structured
- Objections and questions are planned for ahead of time
- Sales message varies little from customer to customer
- Great for inexperienced salesperson (confident booster)
- Always test for effectiveness (real customers)
- Can be effective – not for many b-to-b situations
- Salesperson talks for about 80 – 90% of the time

4 ACTING TIPS FOR DELIVERING A CANNED SALES SCRIPT

Don't jump to memorization. The first thing most sellers do when presented with a script is jump straight to memorization. Improper and immediate memorization is one of the primary reasons sellers end up sounding canned and insincere. A professional actor will read through a script several times before attempting to memorize it, allowing thoughts, ideas and questions to develop naturally as he familiarizes himself with the content. Get the big picture of the script first and let memorization be a natural byproduct of that familiarity.



Do know your subtext. While you're getting familiar with your script, focus on the meaning of each line. What's behind the words you're using? In other words, what are you really saying and why? This is often called "your intention" in acting, and intentions can be quite powerful in sales. (Read more about the power of intentions here.) Are you trying to get them excited about this feature? Motivate them to change vendors? Surprise them with industry findings? Just make sure you know what you are saying and why. (And p.s., the answer is not "because it's in the script.")



Don't pre-determine how to say it. I know there are some sales coaches or consultants out there who will tell you precisely what words to emphasize, where to pause or smile or gesture. I beg of you, don't do it!! This advice produces some simply awful amateur acting and reinforces a mechanical delivery that is tough to break. If you watched a great actor do the same scene night after night, chances are she would not deliver her lines exactly the same way every time. Each night is different because each audience is different. Same goes for sales. Stay closely connected to the intention of what you're saying, respond to verbal and nonverbal cues from your prospect and let each new emotion in the moment express itself in your words. That will keep your delivery fresh and exciting.



Do rehearse properly. It's a common misconception that over-rehearsing a script will cause you to sound phony or canned, when precisely the opposite is true. (read more about common presentation myths that may be hurting your success!) Knowing your lines well enough so that you don't have to struggle for the words or meaning frees you up to place your energy on delivering your message in an impactful and persuasive manner while adjusting to your audience.

2. WRITTEN SALES PROPOSALS



COMPLETE SELF-
CONTAINED
PRESENTATION



ACCOMPANIED BY
SALES DIALOGUES
BEFORE OR AFTER THE
PROPOSAL IS
DELIVERED



SOMETIMES CUSTOMER
RECEIVES A PROPOSAL
AND REQUEST
SALESPERSON TO MAKE
A SALES CALL TO
FURTHER EXPLAIN



SHOULD BE PREPARED
AFTER A THOROUGH
ASSESSMENT OF THE
BUYER'S SITUATION IS
MADE



FREQUENT IN
COMPETITIVE BIDDING
SITUATIONS OR
SITUATIONS
INVOLVING THE
SELECTION OF A NEW
SUPPLIER



VIEW AS BEING MORE
CREDIBLE THAN
SPOKEN WORD
(CANNED)



WITH WIDESPREAD OF
MULTIMEDIA, WRITTEN
SALES PROPOSALS
MORE IMPORTANT TO
CONVEY CLEAR
INFORMATIVE
PROPOSALS

Tips for Creating Effective Sales Proposals

- When writing a proposal, pretend you are one of the buyer's decision makers and decide what you need to know to make a decision.
- Think of the proposal as an in-depth conversation with the buyer's decision makers.
- Give the decision makers all of the information they need to make an informed decision.
- Avoid boilerplate proposals that use the same wording for all customers.
- Avoid so-what proposals that do not give customers the financial justification for buying your product.

TIPS FOR
CREATING
EFFECTIVE
SALES
PROPOSALS

WHY WRITTEN PROPOSAL FAIL



- Customer does not know the seller
- Proposal is not customer-specific
- Executive summary does not immediately tell what's in it for the customer
- Proposal does not use the customers company jargon
- Writing is flat, grammatically incorrect, lacks conviction and data
- Generic examples not matching the customer
- Not convincing
- Poor layout
- Vague



WEDDING SERVICES PROPOSAL

CREATED FOR JANE DOE & JOHN SMITH

OCTOBER 22, 2015

WEDDING SERVICES PROPOSAL 2

ABOUT JOELLE CHARMING



Again, I would like to say thank you SO much for contacting me, and for your interest in Joelle Charming. My clients are my number one priority here, and it's so important that I answer any questions or concerns you may have about my services before booking with me.

When booking your vendors, it is absolutely essential, especially with your wedding planner, that you establish expectations from the very beginning. One of the most common questions I receive from potential clients is whether or not you actually need a wedding planner. It should come as no surprise that my answer is a resounding, unequivocal YES!

As your wedding planner, YOU are my number one priority - not the venue or your other vendors. I am more than happy to mediate any issues you may have with your vendors, and I promise to be honest with you throughout the process. Ensuring that you are taken care of and that your needs and expectations are met is something that I take very seriously, and I pride myself in working with my clients to make sure that both the wedding planning process AND your wedding day are an incredible, memorable experience.

WWW.JOELLECHARMING.COM | HELLO@JOELLECHARMING.COM | @JOELLECHARMING

WEDDING SERVICES PROPOSAL 3

WEDDING INFORMATION

Bride's Name: Jane Doe Groom's Name: John Smith
Wedding Date: June 11, 2015 Wedding Venue(s): El Encanto Hotel

SERVICES & INVESTMENT

All of my services include unlimited contact via phone and email.

MONTH OF COORDINATION	\$3,000
<ul style="list-style-type: none">2 hours of IN-PERSON CONSULTATION.PRE-WEDDING WALKTHROUGH OF VENUE(s) approximately four to six weeks prior to your wedding.Creation and management of WEDDING DAY TIMELINE and COMPREHENSIVE LAYOUT.REVIEW AND CONFIRM all wedding day vendors.DISTRIBUTION OF WEDDING DAY TIMELINE AND LAYOUT to all vendors and venue.Attendance and coordination of REHEARSAL.COORDINATION OF CEREMONY AND RECEPTION, including:<ul style="list-style-type: none">Wedding day emergency kit.Putting out any personal items, including favors, programs, signage, cake cutters, bride and groom's toasting flutes, and escort/place cards.Supervision and management of gifts and transportation to safe location during ceremony.Direction of the wedding party and family during ceremony and reception (i.e. letting everyone know where to stand during ceremony, when to walk down the aisle, how to line up for grand entrance, when they will be giving toasts, etc.)Supervision of all ceremony and reception set up (note: this does not include the supervision of set up any earlier than the day of the wedding). This includes overseeing all event rentals on the day of the wedding and ensuring that everything	

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WEDDING SERVICES PROPOSAL 4

- is placed properly according to our pre-approved layout.
- On site supervision of all vendors at ceremony and reception, to ensure that they are following the confirmed timeline, and that they are acting appropriately and responsibly.
 - Management of all event rentals on the day of the wedding, ensuring that all rentals are kept track of and set up appropriately.
 - Coordination of the delivery of wedding items and gifts to couple or assigned family member.

PAYMENT STRUCTURE

The payment schedule would be as follows:	
\$1,500.00	Retainer fee due upon the signing of your agreement.
\$1,500.00	Remaining balance due thirty (30) days prior to the wedding.

WEDDING SERVICES PROPOSAL 5

THANK YOU



Please let me know at your earliest convenience if you are interested in moving forward with booking Joelle Charming for your wedding day. If you'd like me to hold your date, just let me know via phone or email, and I can put a tentative hold on your date without a signed agreement or payment for up to one week. If I do not receive payment within one week of notification, I will be forced to release your date to someone else, if needed. Booking Joelle Charming requires a signed agreement and deposit, and the rate detailed in this personalized proposal is available for up to one month.

I appreciate you taking the time to look over this information, and please let me know if you have any questions or concerns at all. Best regards, and once again, CONGRATULATIONS! Much love and happiness.

JOELLE DUFF
Creative Director, Joelle Charming

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Photos by Lavender & Turin

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WHAT BELONGS IN THE SALES PROPOSAL?

- Every proposal should be tailored to the specific sale, but using a template can help you make sure it hits these six highlights:
 1. summary of the customer's business need
 2. statement of the customer's goals
 3. how this proposal will meet the customer's needs within the budget
 4. the customer's deadlines
 5. your company's qualifications for delivering the solution
 6. whatever disclaimers your company uses when it makes a sale

PARTS OF THE SALES PROPOSAL

Executive Summary

- Demonstrates salesperson's knowledge about the customer's need and creates a desire in the customer to read it
- Spell out customers problems, proposed solution and resulting benefits to the customer

Customers Needs and Proposed Solutions

- Includes situation analysis– concisely explain the salesperson understanding of the customers situation, problems and needs.
- Recommended solution presented and supported with illustrations and evidence on how the solution uniquely addresses buyers' problems and needs
- Include: benefits resulting from solution

Seller Profile

- Information about the selling company – including overview of the firm, with emphasis on company's capabilities
- Case histories of customers for whom the company solved similar problems

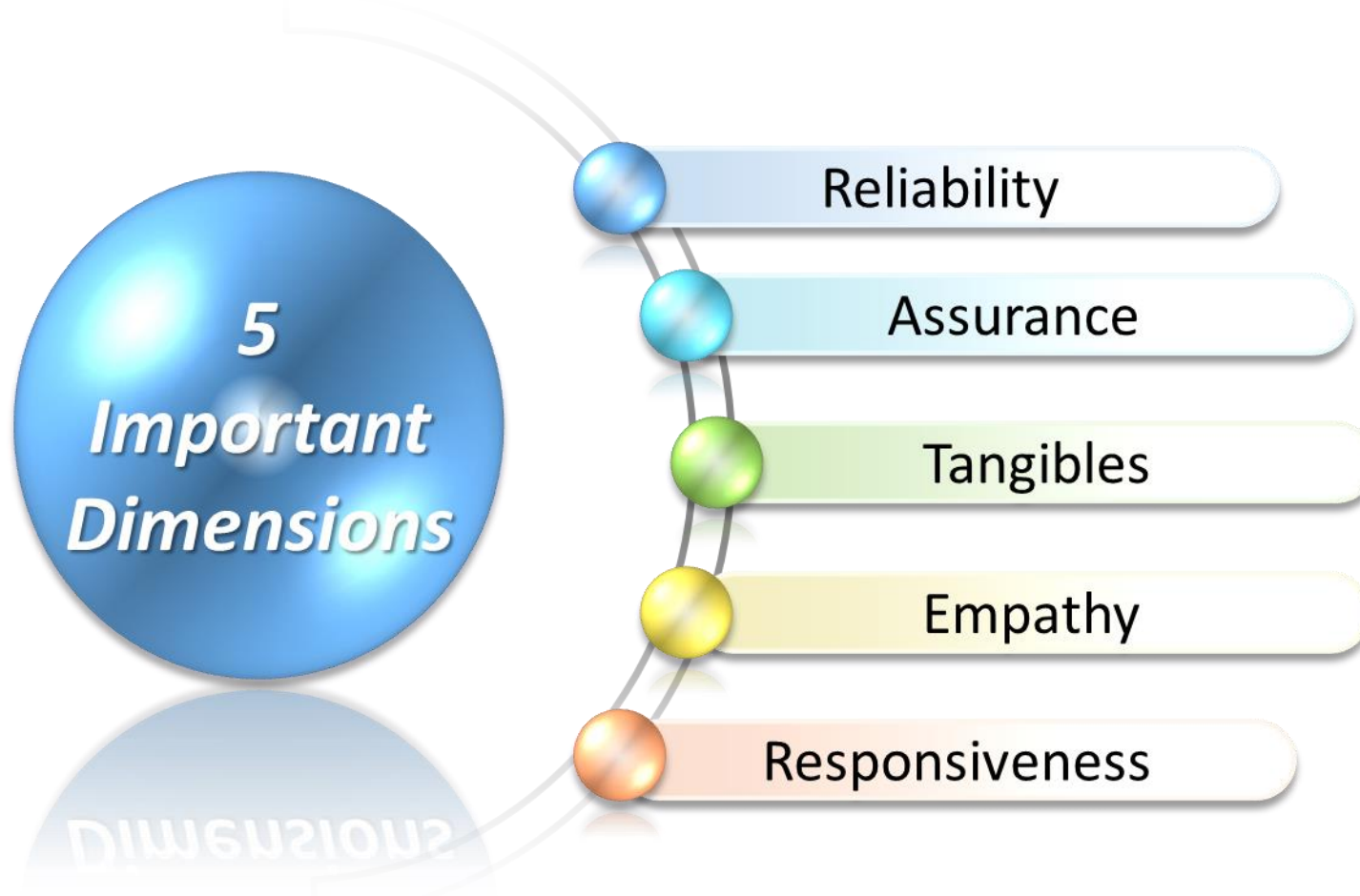
Pricing & Sales Agreement

- Part of proposal that “asks for the order”
- Present pricing information and delivery options

Implementation and Timetable

- This section makes it easy for the buyer to make a positive purchase decision.
- It should convey: *If you like this proposal and want to act on it, here is what you do!*

EVALUATING SALES PROPOSAL (FIVE IMPORTANT DIMENSIONS)



reflects your (the seller's) ability to identify creative, dependable, and realistic solutions and strategies and match them to the buyer's needs and wants.

builds the buyer's trust and confidence in your ability to deliver, implement, produce, and/or provide benefits.

enhance and support the communication of your message and invite readership by its overall appearance, content, and organization.

enhance and support the communication of your message and invite readership by its overall appearance, content, and organization.

confirms your thorough understanding of the buyer's business and his or her specific needs and wants.

developed in a timely manner and demonstrates a willingness to provide solutions for the buyer's needs and wants and to help measure results.

ORGANIZED SALES DIALOGUES –

MAY PROCEED OR FOLLOW A WRITTEN SALES PROPOSAL



Conversations over multiple encounters including sales calls, phone calls, email, etc.



Conversations are customized based on each customer's unique characteristics.



May include standardized marketing communications material.

1. Prospect Information

A. Company and key person information

Company Name: _____	Type of Business: _____
Prospect's Name: Key Decision Maker: _____	Job Title: _____

B. Other influences on the purchase decision: For all key people involved in the buying process, provide names, job titles, departments, and roles in the purchase decision.

Name(s)/Job Title	Departments	Role in Purchase Decision
Add other people as necessary		

2. Customer Value Proposition: A brief statement of how you will add value to the prospect's business by meeting a need or providing an opportunity. Include a brief description of the product or service:

3. Sales Call Objective (must require customer action such as making a purchase, supplying critical information, etc.)

--

4. Linking Buying Motives, Benefits, Support Information, and Reinforcement Methods: This section should address the buying motives of all persons who will be involved in the upcoming sales call.

A. Buying Motives: What is most important to the prospect(s) in making a purchase decision? Rational motives include economic issues such as quality, cost, service capabilities, and the strategic priorities of the prospect's company. Emotional motives include fear, status, and ego-related feelings. List all relevant buying motives in order of importance.	B. Specific Benefits Matched to Buying Motives: Benefits to be stressed are arranged in priority order (sequence to be followed unless prospect feedback during the presentation indicates an alternative sequence). Each benefit should correspond to one or more buying motives.	C. Information needed to support claims for each benefit.	D. Where appropriate, methods for reinforcing verbal content (AV, collateral material, illustrations, testimonials, etc.).
1. _____ →	_____ →	_____ →	
Continue listing all relevant buying motives and information in columns B, C, and D.			

SALES
DIALOGUE
TEMPLATE

5. Current Suppliers (if applicable) and Other Key Competitors.

Competitor	Strengths	Weakness
Complete for all key competitors		

6. Beginning the Sales Dialogue.

Plans for the first few minutes of the sales call:

Introduction, thanks, agenda agreement. Then begin ADAPT as appropriate or transition into other sales dialogue or presentation:

Assessment

Discovery

Activation

Projection

Transition to Presentation

Note: The ADAPT process might take place over several sales conversations during multiple sales calls. In other cases, it might be concluded in a single sales call, then immediately followed by a sales presentation.

7. Anticipated Prospect Questions and Objections, with Planned Responses.

Questions and Objections	Responses
Include a comprehensive set of questions and objections with your corresponding responses.	

8. Earn Prospect Commitment.

A preliminary plan for how the prospect will be asked for a commitment related to the sales call objective.

9. Building Value through Follow-up Action.

Statement of follow-up action needed to ensure that the buyer-seller relationship moves in a positive direction.

SALES
DIALOGUE
TEMPLATE

I. PROSPECT INFORMATION

- This section is used to record specific information on the prospect
 - Company name
 - Key decision maker's name
 - Job title
- Gate keeper, user or influencer
- All key players to receive appropriate information

1. Prospect Information

A. Company and key person information

Company Name: _____ Type of Business: _____
Prospect's Name: Key Decision Maker: _____ Job Title: _____

B. Other influences on the purchase decision: For all key people involved in the buying process, provide names, job titles, departments, and roles in the purchase decision.

<i>Name(s)/Job Title</i>	<i>Departments</i>	<i>Role in Purchase Decision</i>
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2 CUSTOMER VALUE PROPOSITION

- A customer value proposition is a business or marketing statement that describes why a customer should buy a product or use a service.
- Clearly states why the customer will be better off by doing business with the salesperson and his/her firm.



Answers the question:

"Why should I spend my time with you?"

1. Prospect Information

A. Company and key person information

Company Name: _____ Type of Business: _____
Prospect's Name: Key Decision Maker: _____ Job Title: _____

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--



Primary business reasons that customers would want to use your offering

Revenue generation
Cost savings
Customer retention
Building market share
Productivity gains
Profitability
ROI



Keep the statement simple

Direction for sales dialogue is clear



Choose the key benefit(s)

Those likely to be most important to the specific customer who is the audience for this presentation



Make the value proposition as specific as possible

Tangible outcomes
Improvements to revenue
Cost containment
Increase market share



Provide Added Value

Reflect product or service dimensions that add value
Delivery
Training
Certification



Promise only what can be delivered

Don't BS



Use action Verbs

Improve
Cut
Save
Accelerate
Grow
Minimize



Be specific

About all key metrics including time frame, financials, percentage targets



Practice

The verbal communication of the customer value proposition they are not familiar with.
Do they understand

CREATING A VALUE PROPOSITION

3. SALES CALL OBJECTIVE

- Asks the salesperson to determine the objective of his or her sales call.
- Sales call objectives state what salespeople want the buyer to do as a result of their call
 - Placing an order
 - Testing the product in their business
 - Agreeing to pricing information to move forward
- Different objectives for different parts of the sales call
 - During the introduction call, the objective might be to introduce buyer to their company and products.



1. Prospect Information

A. Company and key person information

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4. BUYING MOTIVES

- Rational

Typically relate to the economics of the situation, including cost, profitability, quality, services offered, and the total value of the seller's offering as perceived by the customer.

- Emotional

Includes motives such as security, status, and need to be liked; sometimes difficult for salespeople to uncover these motives.

→
4. Linking Buying Motives, Benefits, Support Information, and Reinforcement Methods: This section should address the buying motives of all persons who will be involved in the upcoming sales call.

A. <i>Buying Motives:</i> What is most important to the prospect(s) in making a purchase decision? Rational motives include economic issues such as quality, cost, service capabilities, and the strategic priorities of the prospect's company. Emotional motives include fear, status, and ego-related feelings. List all relevant buying motives in order of importance.	B. <i>Specific Benefits Matched to Buying Motives:</i> Benefits to be stressed are arranged in priority order (sequence to be followed unless prospect feedback during the presentation indicates an alternative sequence). Each benefit should correspond to one or more buying motives.	C. <i>Information needed to support claims for each benefit.</i>	D. <i>Where appropriate, methods for reinforcing verbal content (AV, collateral material, illustrations, testimonials, etc.).</i>
1. →	→	→	
Continue listing all relevant buying motives and information in columns B, C, and D.			

5. COMPETITIVE SITUATION

- Understanding the competitive situation is essential
- Buyers always make competitive comparisons in their decision process
- Be prepared. Know your competition

5. Current Suppliers (if applicable) and Other Key Competitors.

Competitor	Strengths	Weakness
Complete for all key competitors		

6. Beginning the Sales Dialogue.

Plans for the first few minutes of the sales call:

Introduction, thanks, agenda agreement. Then begin ADAPT as appropriate or transition into other sales dialogue or presentation:

Assessment _____

Discovery _____

Activation _____

Projection _____

Transition to Presentation _____

Note: The ADAPT process might take place over several sales conversations during multiple sales calls. In other cases, it might be concluded in a single sales call, then immediately followed by a sales presentation.

6. BEGINNING THE SALES DIALOGUE

5. Current Suppliers (if applicable) and Other Key Competitors.

Competitor	Strengths	Weakness
Complete for all key competitors		

6. Beginning the Sales Dialogue.

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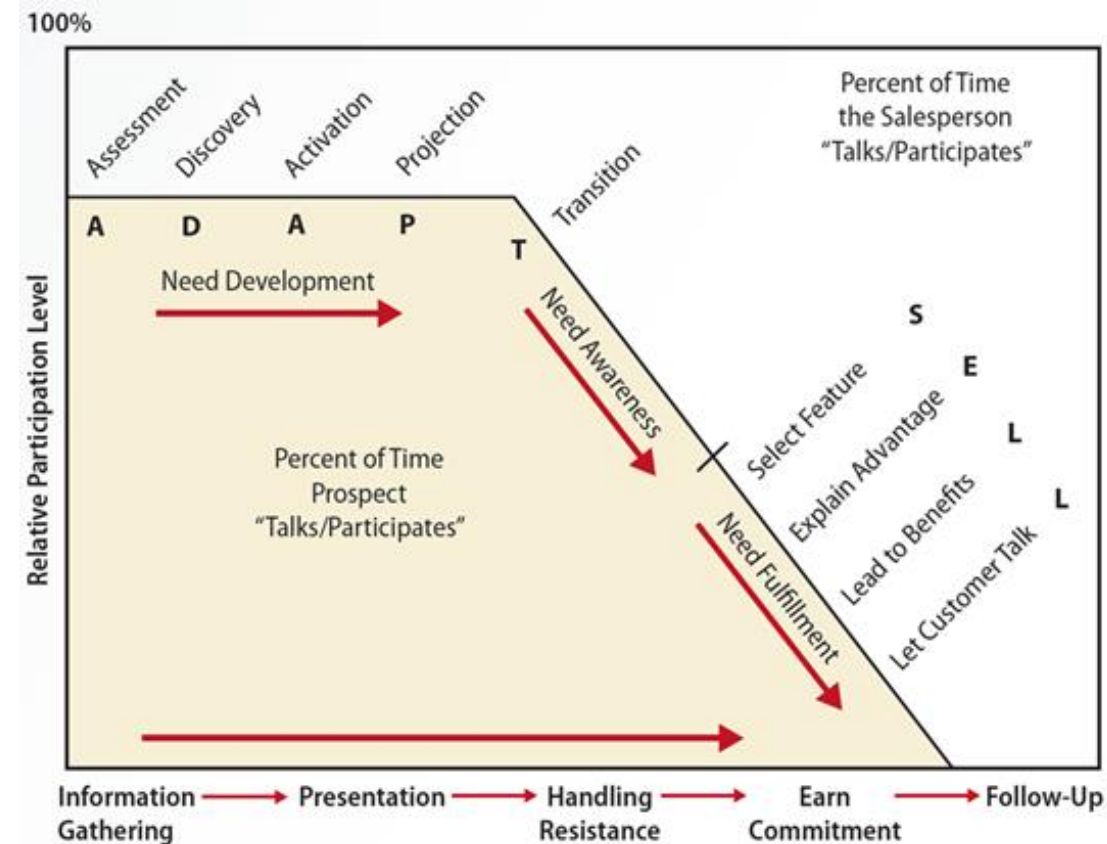
Discovery _____

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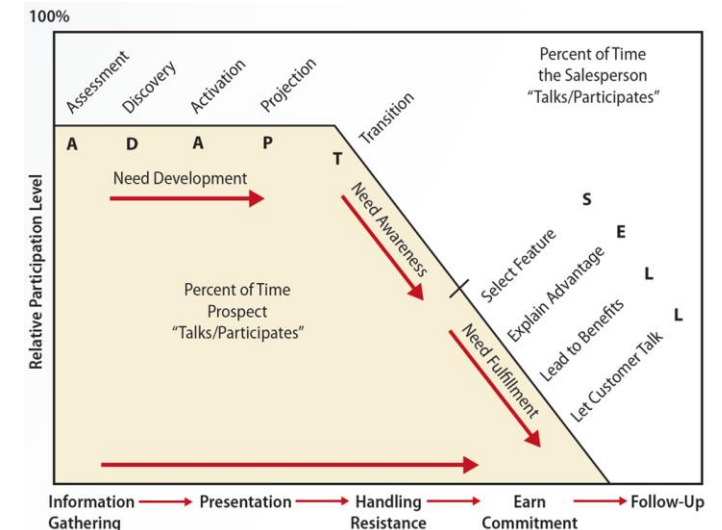
Transition to Presentation _____

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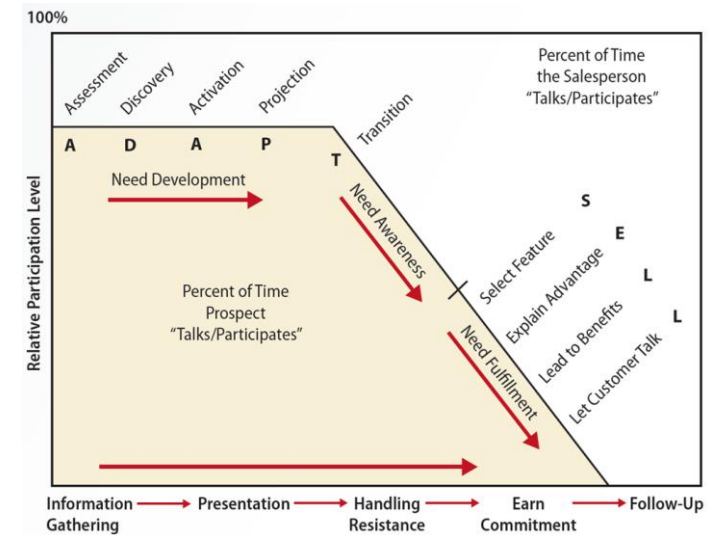
ORGANIZED PRESENTATION FORMATS

- Requires a knowledgeable salesperson who can react to questions and objections from the prospect
- Best for most sales situations. Why?
 - Flexibility allows for exploration of customer needs
 - By participating in a dialogue, both buyer and seller establish a mutually beneficial relationship
- First Stage – Needs Development
 - Devoted to a discussion about the buyers needs.
 - Buyer should be talking about 60 – 70% of time
 - Salesperson uses the first 4 questioning techniques in ADAPT process
 - **A**ssessment, **D**iscovery, **A**ctivation & **P**rojection



ORGANIZED PRESENTATION FORMATS

- The second stage of the process (Need Awareness)
 - Verify what the buyer thinks his or her needs are and make the buyer aware of potential needs that might exist
 - Fast food restaurants were slow to recognize need to offer low fat/carb menu items.
 - Subway gained competitive advantage by working with suppliers to formulate a number of menu alternatives for health conscious customers
 - At the end of the needs-awareness stage, the prospect should confirm their needs
 - Good time to restate the prospects needs and clarify exactly what they are
- Last state of the process (Needs Fulfillment)
 - The salesperson must show how his or her product and its benefits will meet the needs of the buyer
 - Salesperson will do more of the talking by indicating what specific product will meet the buyer's needs.
 - Remember, researching the prospect or customer, prepares you for the sales dialogue



7. ANTICIPATED PROSPECT QUESTIONS AND OBJECTIONS

- Discuss in chapter 8
- Know what questions and objections will arise
- Anticipate issues and prepare responses

7. Anticipated Prospect Questions and Objections, with Planned Responses.

<i>Questions and Objections</i>	<i>Responses</i>
Include a comprehensive set of questions and objections with your corresponding responses.	

8. Earn Prospect Commitment.

<i>A preliminary plan for how the prospect will be asked for a commitment related to the sales call objective.</i>

9. Building Value through Follow-up Action.

<i>Statement of follow-up action needed to ensure that the buyer-seller relationship moves in a positive direction.</i>

8. EARN PROSPECT COMMITMENT

- Eventually, there will come a time to ask for a customer's purchase decision
 - In most cases, it is obvious point in the conversation
 - Other times you may need to probe further
 - Discuss further in chapter 8

7. Anticipated Prospect Questions and Objections, with Planned Responses.

Questions and Objections	Responses
Include a comprehensive set of questions and objections with your corresponding responses.	

8. Earn Prospect Commitment.

A preliminary plan for how the prospect will be asked for a commitment related to the sales call objective.

9. Building Value through Follow-up Action.

Statement of follow-up action needed to ensure that the buyer-seller relationship moves in a positive direction.

9. BUILD VALUE THROUGH FOLLOW-UP ACTION

- Finally, the salesperson must always be looking for ways to enhance the relationship and move it in a positive direction.
- Always make a note of any promises made during the sales calls and especially during proposal presentation
- Take notes to ensure appropriate steps are covered and that all the pertinent information is collected

7. Anticipated Prospect Questions and Objections, with Planned Responses.

Questions and Objections	Responses
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Statement of follow-up action needed to ensure that the buyer-seller relationship moves in a positive direction.

ENGAGING THE CUSTOMER

Request an appointment

- Give the prospect a reason why an appointment should be granted
- Request a specific amount of time
- Suggest a specific time for the appointment

