

# CHAPTER 7

Sales Dialogue: Creating and Communicating Value

# Learning Objectives

LO1

Describe the key characteristics of effective sales dialogue.

LO2

Explain how salespeople can generate feedback from buyers.

LO3

Discuss how salespeople use confirmed benefits to create customer value.

LO4

Describe how verbal support can be used to communicate value in an interesting and understandable manner.

# Learning Objectives

LO4

Discuss how sales aids can engage and involve buyers.

LO5

Explain how salespeople can support product claims.

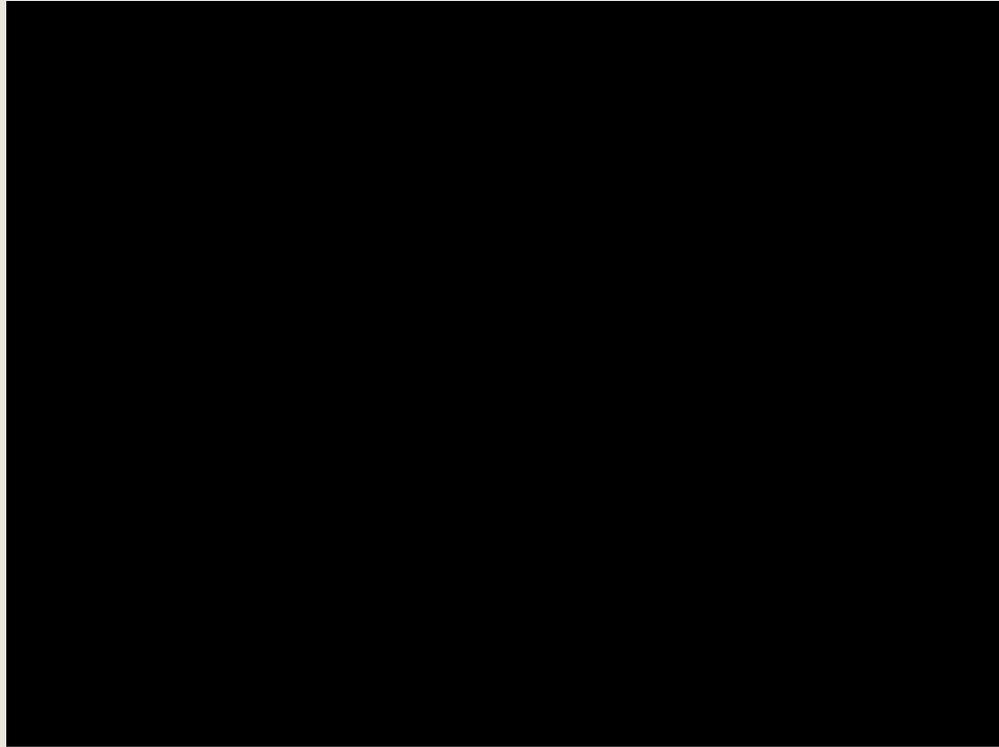
LO6

Discuss the special considerations involved in sales dialogue with groups.

# Basis Challenge for Salespeople

*Salespeople represent the voice of the company– its products, services, and promises. But, communicating our knowledge of products and services in ways that resonate with buyers is challenging. Buyers rely on us to help identify and solve problems for them. Translating the complexities of our products into stories of effective problem solving helps buyers visualize the results from using our products.*

Don Draper – Best Salesman Ever!



# Keys to Effective Sales Dialogue

Are planned and practiced by salespeople

1

Encourage buyer feedback

2

Focus on creating value for the buyer

3

Successfully communicate value gain

4

Engage and involve the buyer

5

Support customer value through objective claims

6



*Good salespeople are very much like surgeons in that they are serious in what they do and leave nothing to chance.*

# Check-Backs or Response-Checks

- Questions salespeople use throughout a sales dialogue to generate feedback from the buyer.
- Commonly used to:
  - Confirm benefits and assess buyer's level of interest
  - evaluate the level to which the salesperson has handled a buyer's objection.



# Encouraging Buyer Feedback

- These questions advance the selling process when they are used to confirm needs, confirm benefits, gauge the buyer's interest level, and confirm that objections have been addressed satisfactorily.
- How does this sound to you?
- Does this make sense to you so far?
- Would this feature be useful to you in your current operations?
- What do you think?
- So is this something that would be valuable to you?
- Isn't that great?
- Do you like this color?
- From your comment, it sounds like you would want the upgraded memory. Is that correct?
- Does that answer your concern?
- Would this be an improvement over what you are doing right now?
- Is this what you had in mind?





# Creating Customer Value

Salespeople should strive to communicate to the buyer . . .

- How the buyer's needs will be met or how an opportunity can be realized as a result of a purchase.
- How the product features translate, in a functional sense, into benefits for the buyer.

While remembering that . . .

- Features may have many benefits.
- Not all features are important to the buyer.
- Not all benefits of a particular feature are important to the buyer.

# Creating Customer Value

- Identify confirmed benefits for the buyer
  - *Confirmed benefits: Benefits that the buyer indicates are important and represents value*
- Present a recommended solution
  - *Emphasize product features that will produce the confirmed benefits desired by the buyer*
- Helps maintain long-term buyer-salesperson relationship

Feature Examples	Advantage	Benefit	
ABS/EBD braking	Good Braking	Safety to you and your family in emergency braking situations.	
New premium design	Looks Good	Matches your upbeat/strong/rich image	
Better suspension	Less jerks	Refreshing rides, ability to work while travelling, comfort to self and family	
Music system	Good quality music	Engaging and entertaining ride. Music quality will also impress co travelers.	
Advanced Engine technology	Better mileage	Around 500\$ saved per year(spell out the numbers). Fewer visits to fuel station, thus , tension free ride.	



# Sales Presentation Tool Box

## Visual Aids

- Product Demonstrations
- Printed Materials
- Photographs and Illustrations
- Graphs and Charts

## Sales Call Setting

- Location
- Positioning and Seating Arrangements
- Disruptions

## Proof Providers

- Statistics
- Testimonials
- Case Histories



Presentation Tools  
And Sales Aids

## Verbal Support

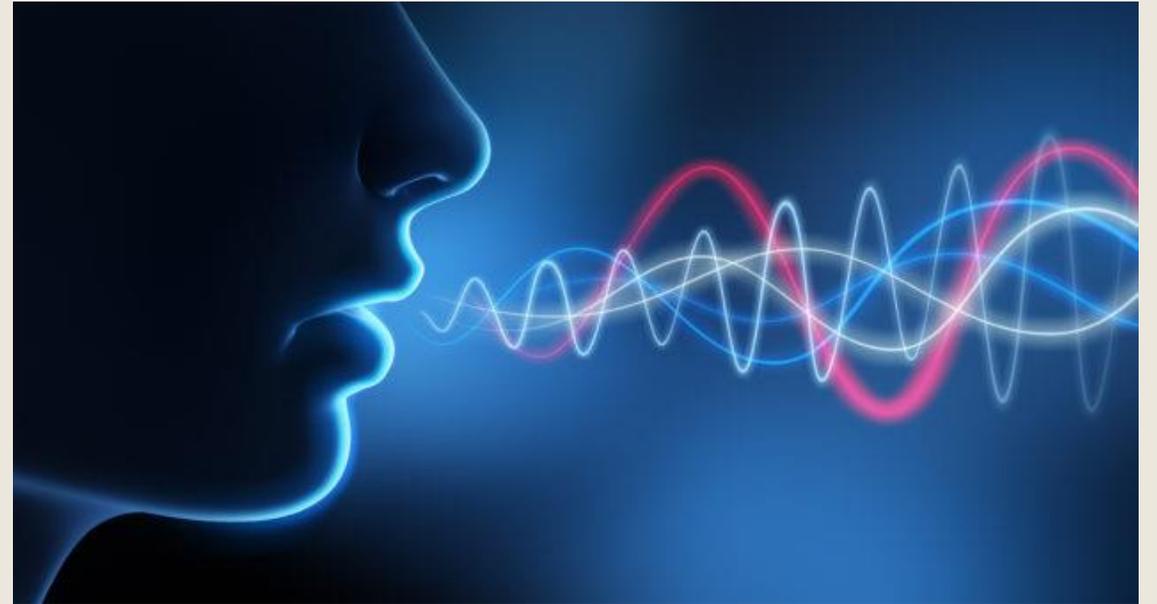
- Voice Characteristics
- Examples and Anecdotes
- Comparisons and Analogies

## Electronic Media

- Computer-Based Presentations
- Video
- Slides
- Overhead Transparencies

# Verbal Support

- Once confirmed benefits have been established, the salesperson needs to present key selling points in a manner that is interesting and understandable to the buyer.
- Presentation should focus on the buyer – to keep gain and hold attention & increase understanding and retention of the information provided by the salesperson
- Voice characteristics
  - *Anecdotes*
  - *Comparisons*
  - *Analogies*

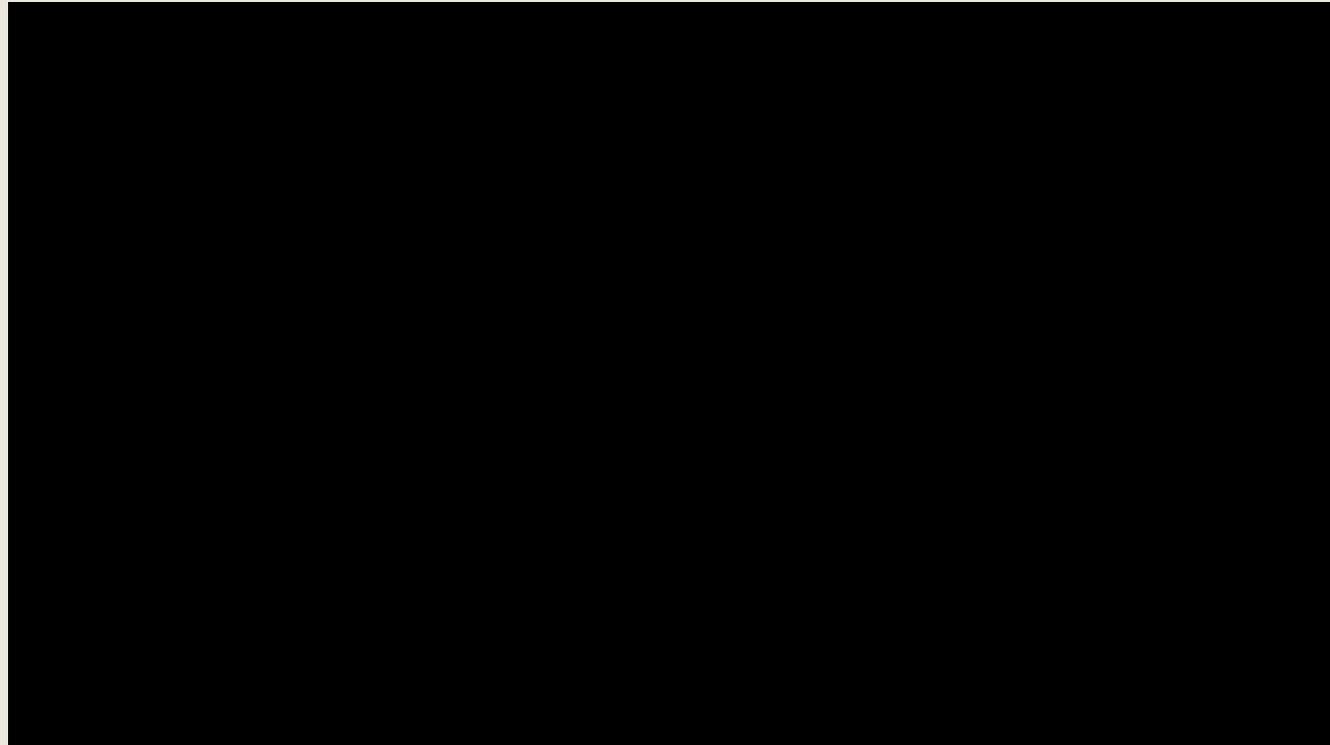




## Interesting and Understandable Sales Dialogue

- Once confirmed benefits have been identified, the salesperson needs to present key selling points in a manner that is interesting and understandable to the buyer
- The presentation should focus on the buyer and is intended to gain and hold their attention and increase their understanding and retention of the information provided
- **Verbal support elements** – the use of voice characteristics, examples and anecdotes, and comparisons and analogies to make sales dialogue interesting and understandable
  - ***Voice characteristics** – the pitch and speed of speech, which salespeople should vary to emphasize key points*
  - ***Example** – a brief description of a specific instance used to illustrate features and benefits of a product*
  - ***Anecdote** – A type of example that is provided in the form of a story describing a specific incident or occurrence.*
  - ***Comparisons** – A statement that points out and illustrates the similarities between two points*
  - ***Analogy** – A special and useful form of comparison that explains one thing in terms of another*

# Is Your Voice Ruining Your Life



# Tips for Preparing Visual Materials

- Visual materials should be kept simple.
- When possible, use phrases and let the buyer's mind complete the sentences.
- Use the same layout and format throughout to tie the presentation together.
- Check for typographical and spelling errors.
- Use colors sparingly and for functional rather than decorative purposes.
- Leave plenty of white space; do not crowd the page.
- Each visual should present only one idea.
- Target using a maximum of seven words per line and seven lines per visual.
- Where possible, use graphics (charts and graphs) rather than tables.
- Use bullet points to emphasize key points.
- Never read the presentation directly from the visual.
- Clearly label each visual with titles and headings to guide the prospective buyer.

# Sales Aids

The use of printed materials, electronic materials, and product demonstrations to engage and involve buyers.

- Engage and involve the buyer throughout the sales interaction
- Capture and hold buyers attention, boost understanding, increase believability of the claims, build the buyers retention of information



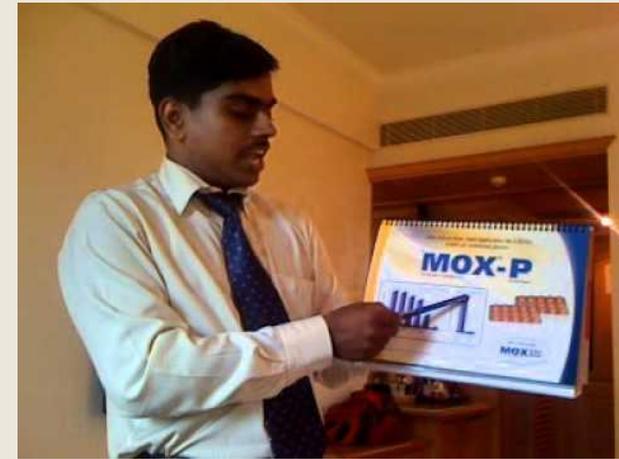
## EXHIBIT 7.3

### Reasons for Using Sales Aids

- Capture prospective buyer's attention.
- Generate interest in the recommended solution.
- Make presentations more persuasive.
- Increase the buyer's participation and involvement.
- Provide the opportunity for collaboration and two-way communication.
- Add clarity and enhance the prospect's understanding.
- Provide supportive evidence and proof to enhance believability.
- Augment the prospect's retention of information.
- Enhance the professional image of the salesperson and selling organization.

# Visual Materials

- Represent a variety of sales aids intended to engage and involve buyers visually
- Major types of visual materials are printed, photographs, illustrations, charts and graphs
  - *Brochures*
  - *Pamphlets*
  - *Catalogs*
  - *Articles*
  - *Reprints*
  - *Testimonial letters*



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# Electronic Materials

- All sales aids in electronic format
- Slides and videos to multimedia presentations
- Salespeople can customize graphic presentations for each buyer
  - *PowerPoint for example: allows salesperson to build a complete, high impact graphic presentations customized for an individual quickly*
- Include: pictures of the product, product demonstration, competitive comparisons
- Testimonials (live) are effective





# Working with Sales Aids

- Practice, practice, practice!
- Rehearse the presentation
- Understand relevant features and meaningful benefits
- Be confident in using multiple sales aids
- Use the SPES process

# Working with Sales Aids:



State selling point & introduce the sales aid



Present the sales aid



Explain the sales aid



Summarize



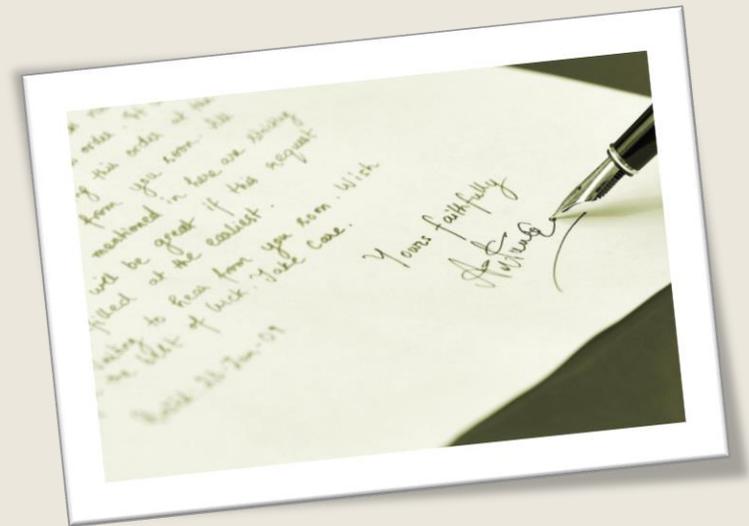
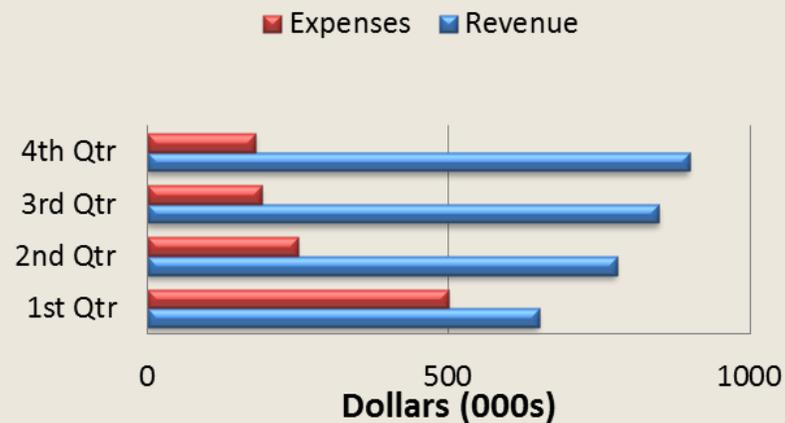
# SPES

- The SPES Sequence is designed to facilitate the effectiveness of sales tools and aids by providing a clear structure for introducing, presenting, explaining, and summarizing the sales aid.
  1. The first step is to **state the selling point and introduce the sales aid (S)**; the goal is to prepare the buyer for the visual aid and inform him or her that attention is required.
  2. The second step is to **present the sales aid (P)**, which involves showing the aid and allowing a few moments for the customer to examine the aid and familiarize him or herself with it before using it.
  3. The third step, **explain the sales aid (E)**, is the step in which the salesperson points out the material information and explains how it supports his or her points.
  4. The final step is to **summarize (S)**, during which the salesperson reviews the aid's contributions and then removes the sales aid so as to prevent its serving as a distraction.

# Supporting Product Claims

## Proof Providers

- Statistics – Facts that lend believability to product claims.
- Testimonials – Statements from satisfied customers of the selling organization’s products and services
- Case Histories – A testimonial in a story or anecdotal form.



## EXHIBIT 7.5

# Guidelines for Product Demonstrations

- Assure the appearance of the product is neat and clean.
- Check for problem-free operation.
- Be confident and able to demonstrate the product skillfully.
- Practice using the product prior to the demonstration.
- Anticipate problems and have back-up or replacement parts on hand.
- Make sure that setup and knockdown are easy and quick.

# PRODUCT DEMONSTRATIONS

# Group Sales Presentations



*“When selling to groups, salespeople can expect tough questions and should prepare accordingly”*

*“When selling to a group, salespeople should take every opportunity to pre-sell individual group members prior to the group presentation”*

# Sales Tactics for Selling to Groups

- Arrival – Arrive and setup before the buying group.
- Eye Contact – Make periodic eye contact with each member of the buying group.
- Communication – Solicit opinions and feedback from each member of the buying group and avoid taking sides.



# Handling Questions in Group Presentation

- Listen carefully and maintain eye contact with the person asking the question.
- Repeat or restate the question as necessary to ensure understanding.
- Answer each question succinctly and convincingly.

