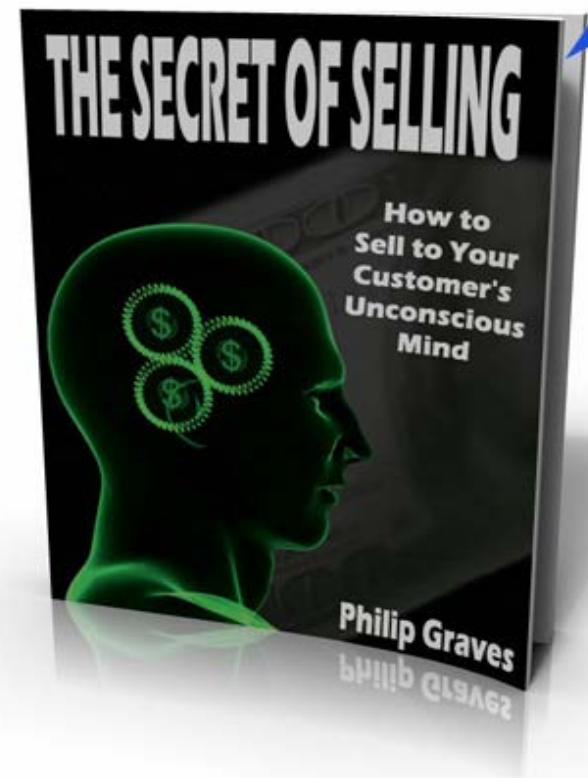


STYLES OF SELLING



LOOK INSIDE...



FOUR STYLES OF SELLING

- Resource Selling
- Product Selling
- Price Selling
- Consultative Selling

RESOURCE SELLING

- Selling a product that has features and benefits that add value to the core product. An item such as internet access, car charger and phone cover for cell phones would be an example.



PRODUCT SELLING

- What the model can do for you for a few dollars more is worth the investment. Name brand products with benefits and value like vehicles are examples.



PRICE SELLING

- The focus is totally on the low, low unbeatable price. The quantity of sale, not the quality is most important here. Examples here would be Wal-Mart or any discount house.



CONSULTATIVE SELLING



- The sales representative actually becomes a consultant to the buyer. Relationship building here is critical. High customer service industries like insurance and real estate are good examples here.

BUILDING RELATIONSHIPS

PARTNERSHIP



TEAMWORK



SOLVING NEEDS

- This process begins with determining the needs and desires of your customer/client.
- The process continues with gathering true facts of the current status.
- Now you can make a plan for success.



FIVE STEP SALES PROCESS

- PREPARATION
- APPROACH
- FACT FINDING
- RECOMMENDATION
- CLOSE



PREPARATION



PREPARATION STEPS

- KNOW YOUR PRODUCT INSIDE AND OUT, EVEN THE SMALLEST OF DETAILS.
- KNOW YOUR COMPETITION'S PRODUCTS STRENGTHS AND WEAKNESSES.
- DETERMINE YOUR CUSTOMER AND HIS LOCATION.
- WRITE OUT A BUSINESS PLAN T REACH THAT DESIRED CUSTOMER.

THE APPROACH

TREAT YOUR CUSTOMER LIKE YOU WOULD GRANDMA



APPROACH STEPS

- YOUR FIRST IMPRESSION IS A LASTING ONE, CONVEY A POSITIVE, SINCERE IMAGE.
- DEVELOP A 10 SECOND INTEREST CREATING STATEMENT THAT ASKS PERMISSION TO CONTINUE THE INTERVIEW.
- BE AWARE OF CUSTOMERS CIRCUMSTANCES.
- TREAT THE CUSTOMER THE WAY YOU WOULD LIKE TO BE TREATED.

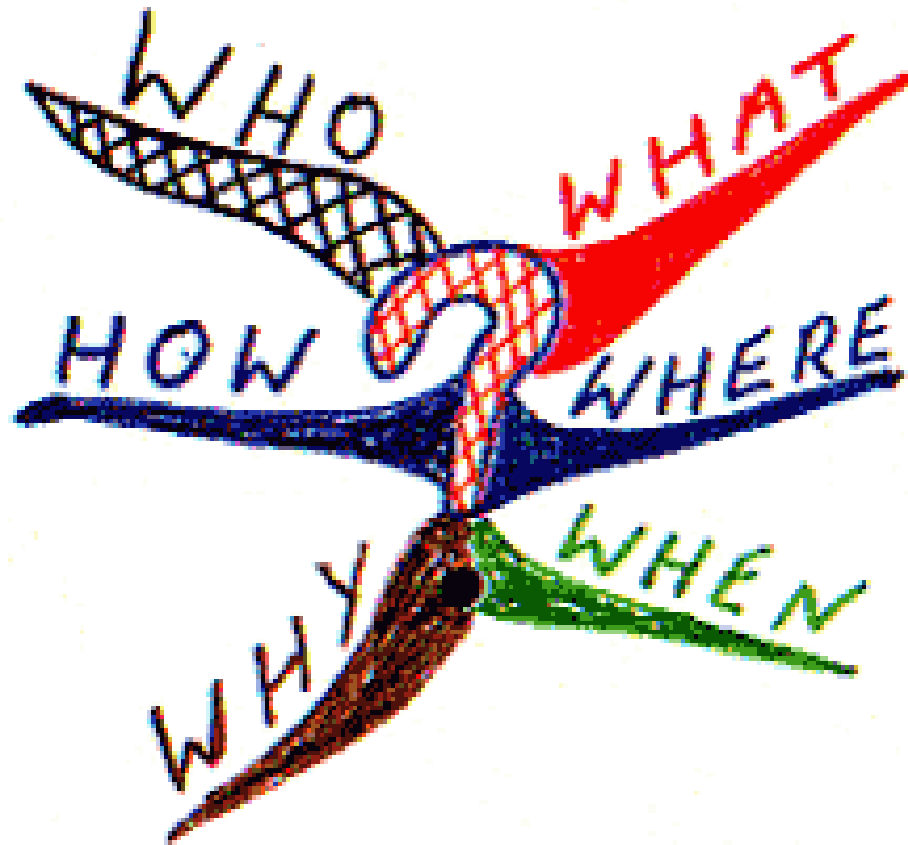
FACT FINDING



FIRST DATE

I Think He's Made An Impression On Her

OPEN ENDED QUESTIONS

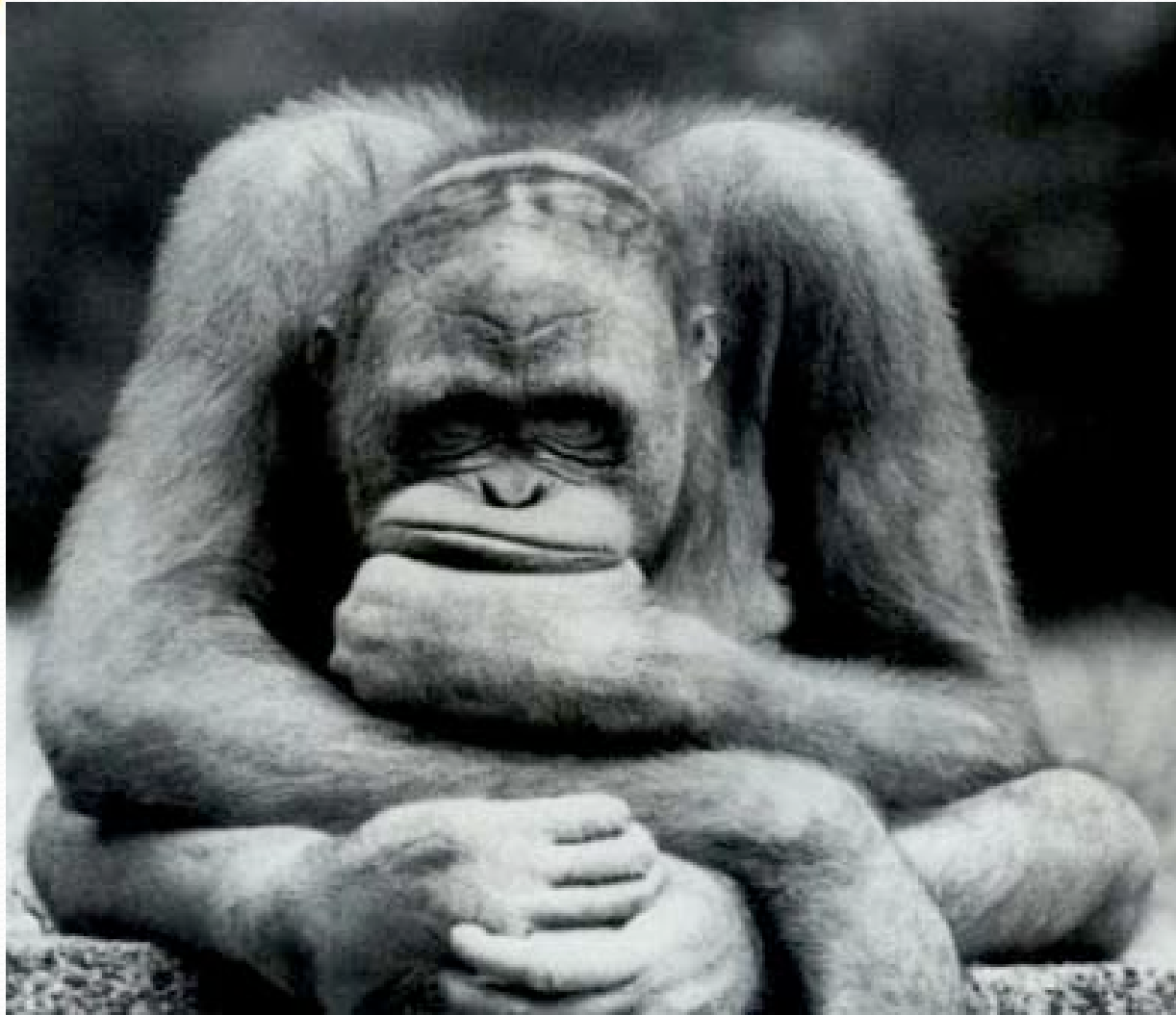




FACT FINDING STEPS

- THE OBJECTIVE HERE IS TO DISCOVER EVERYTHING YOU CAN ABOUT THE CUSTOMER REVELANT TO HIS NEEDS YOU PLAN TO OFFER A SOLUTION FOR.
- YOU SHOULD HAVE A MENTALLY PREPARED LIST OF MEANINGFUL OPEN ENDED QUESTIONS THAT ENCOURAGES THE CUSTOMER TO SPEAK FREELY ABOUT HIS PROBLEMS AND NEEDS.

How?
What?
...



RECOMMENDATION

- DO NOT PREJUDGE THE CUSTOMERS ABILITY TO BUY.
- SUPPORT YOUR RECOMMENDATION WITH THE CUSTOMERS NEEDS YOU DISCOVERED.
- OFFER PLAN "A", THE BEST VALUE TO MEET THE CUSTOMERS NEEDS.
- HAVE A NEXT BEST PLAN "B" TO OFFER.

OK....IS IT TIME TO ASK
FOR THE ORDER???? YEP!



THE CLOSE

BE CONFIDENT



ASK FOR THE ORDER



DON'T FORGET TO THANK
CUSTOMER FOR HIS BUSINESS



ASK FOR REFERRALS

I Love Referrals!

Please call me if your friends
or family would appreciate
my services.