

Bill McCormick
President and Founder
Sales Training And Results, Inc. (STAR)
www.salestrainingandresults.com
info@salestrainingandresults.com

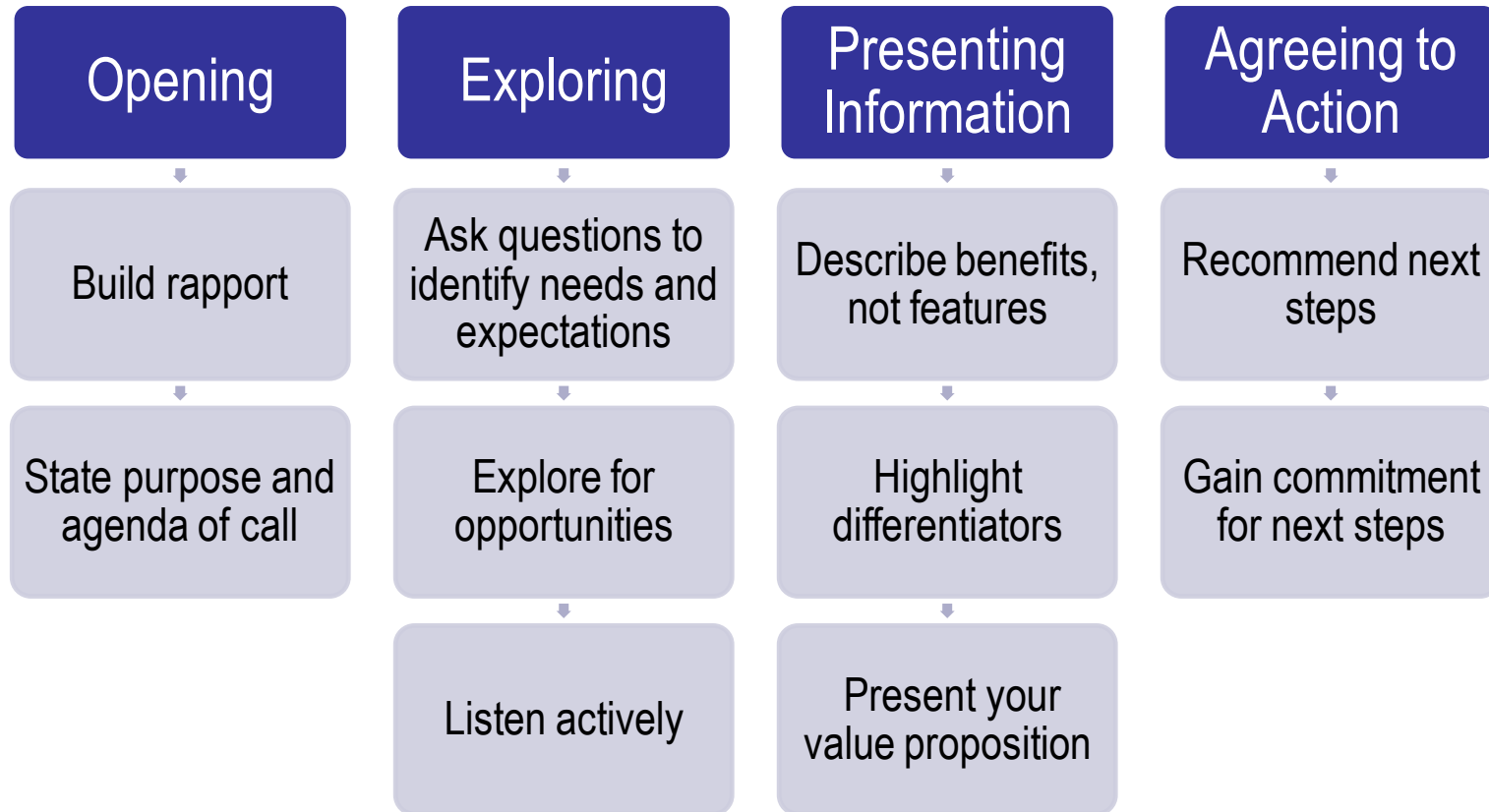


How do you rate yourself when it comes to the six selling stages?

	1 = Poor	2 = Fair	3 = Good	4 = Very Good	5 = Excellent
Planning					
Opening					
Exploring					
Presenting Information					
Agreeing to Action					
Follow Up					

© 2012, Sales Training And Results, Inc., Kingston, MA 02364

Assess yourself: Place a star next to the critical tasks that you do well. Circle the critical tasks that you need to improve.



Sell on value, not on price.

Other than price, why should a customer select your company/product/service?
List as many answers as possible below.

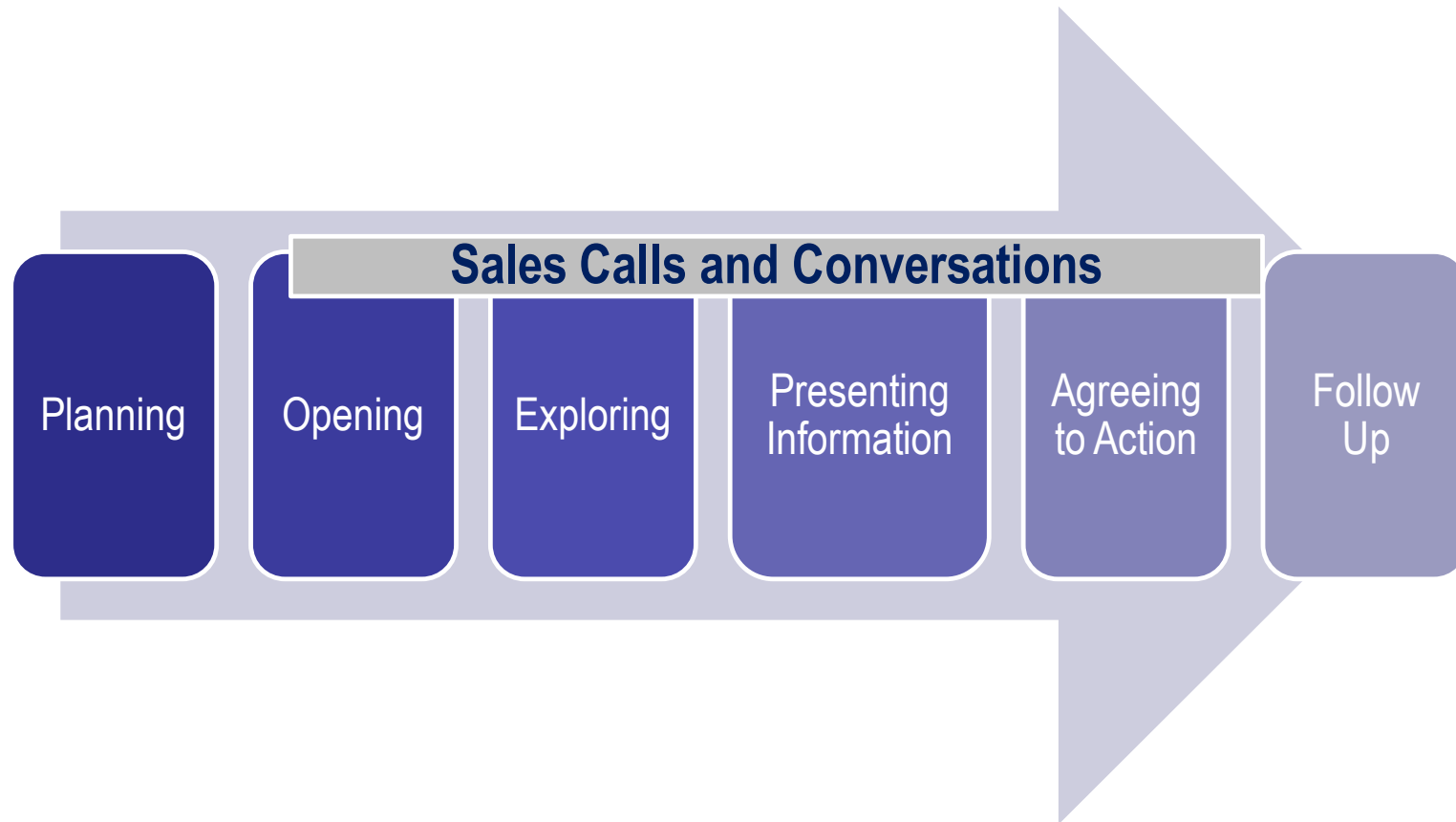


Selling has evolved and now requires multiple skill sets.



© 2012, Sales Training And Results, Inc., Kingston, MA 02364

Sales professionals follow a 6-stage sales call process that requires various skills/competencies to succeed.



What is the most critical action to take when planning for a sales call?



In some sales situations, the Opening Stage is when you give your elevator speech

- During introductory phone or face-to-face conversation
- When speaking with a *new* contact at a current customer
- At a trade show or networking event
- To communicate an important message concisely and confidently
- During first face-to-face meeting



The Exploring Stage contains three critical tasks.

1. Ask questions to identify customer's critical needs and expectations
2. Ask questions to explore for sales opportunities
3. Listen actively to ensure that you understand the customer's perspective



Exploring

© 2012, Sales Training And Results, Inc., Kingston, MA 02364

The Presenting Information Stage contains three critical tasks.

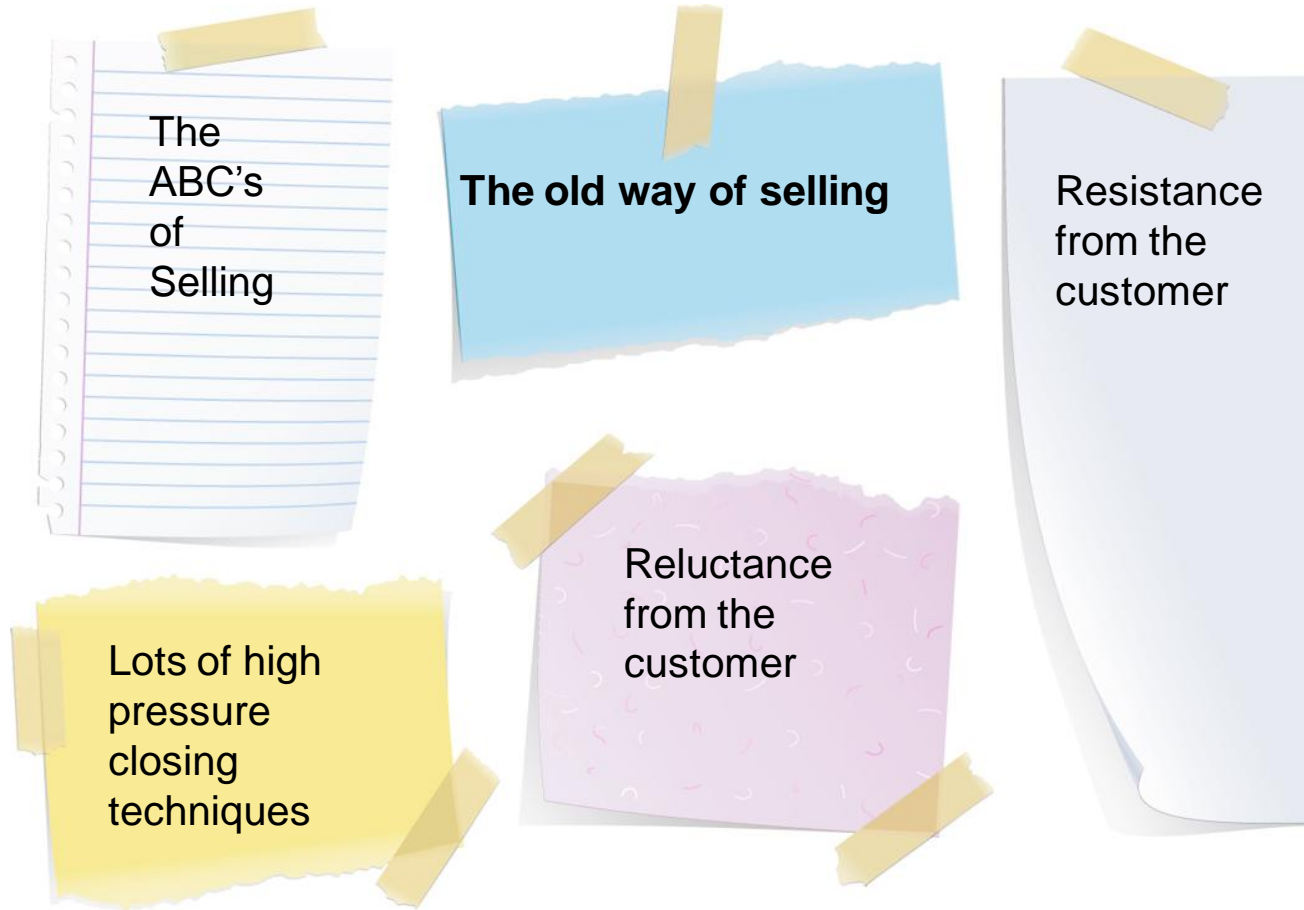
1. Describe benefits (not features) of using your product/service/solution
2. Highlight those things that differentiate you from your competition
3. Present your value proposition



Presenting
Information

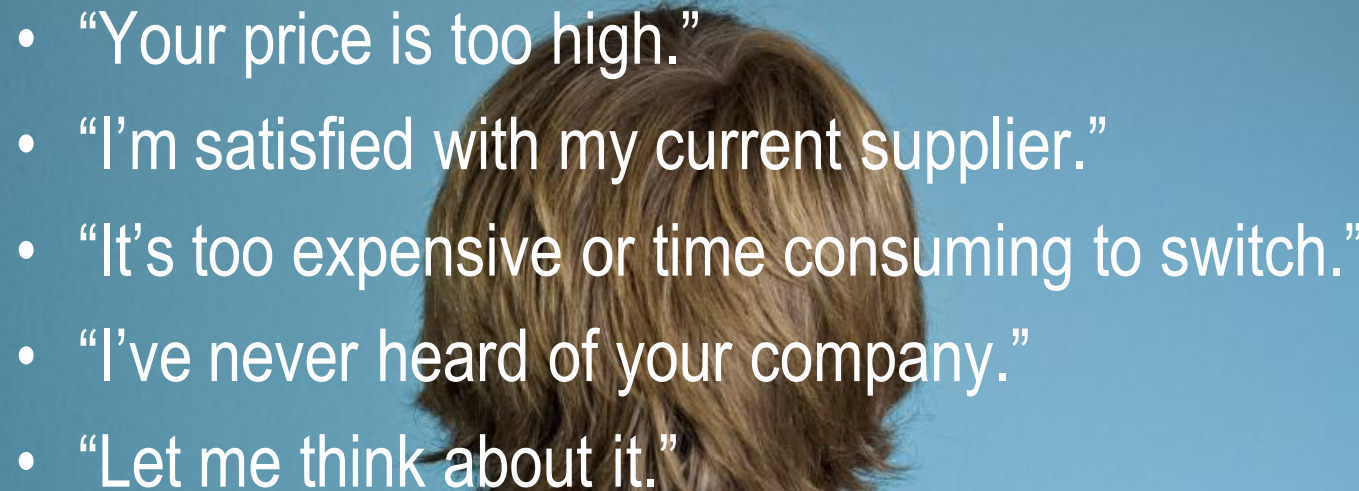
© 2012, Sales Training And Results, Inc., Kingston, MA 02364

Focus on professional and effective ways to win a sale. Don't get stuck in the old ways of selling ...



© 2012, Sales Training And Results, Inc., Kingston, MA 02364

Handling objections such as these, and preventing them from happening, are essential selling skills.

- 
- “Your price is too high.”
 - “I’m satisfied with my current supplier.”
 - “It’s too expensive or time consuming to switch.”
 - “I’ve never heard of your company.”
 - “Let me think about it.”

© 2012, Sales Training And Results, Inc., Kingston, MA 02364

Next steps & self-development

- Purchase and participate in STAR's five other Essential Selling Skills online modules
- Send your team to an in-person Essential Selling Skills Workshop taught by a STAR instructor
- Use STAR's 1-on-1 coaching service
- Purchase and participate in additional STAR online modules:
 - ❖ Key Account Management
 - ❖ Sales Negotiation Skills
 - ❖ Customer Service and Support

