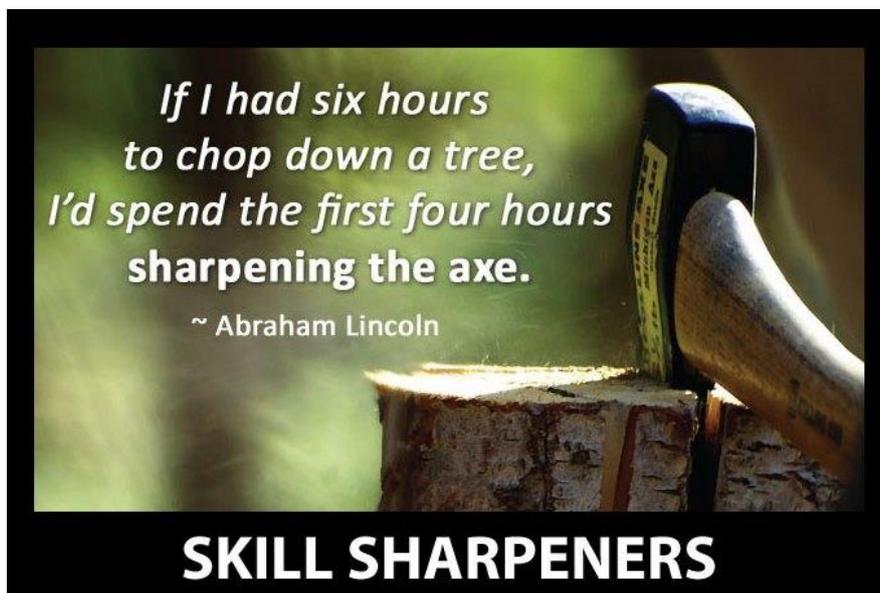


Skill Sharpeners

Successful Selling – Contents



This Skill Sharpeners series on Successful Selling is suitable for the new entrant into the profession and is absolutely right for the professional who now has the responsibility of acquiring new clients. It is ideal for use by the Sales Manager at sales meetings and is equally valuable for the seasoned sales person as a refresher and reminder of some of the great skills they are currently not using. These Skill Sharpeners will win you new clients and close more deals when applied.

1. What is selling?

- The definition of professional selling
- Nothing happens anywhere until a sale takes place
- People do like buying
- The difference between selling and marketing
- Developing the right business culture
- Becoming a solutions specialist

2. Everybody sells

- Are sales people born or made?
- Can anybody sell?
- We are born with the skills of selling
- Be a professional
- Be proud of what you do, but would you buy from you?
- The sales person is the most valuable person in a company

3. The vital ingredient

- The shoe salesman story
- The success circle
- Attitude the vital ingredient
- The Debra Veal story
- What is the right attitude?
- Have some goals

4. Selling yourself

- People really do buy people
- Why sell yourself?
- To be interesting be interested
- What is selling yourself?
- People buy the sales person first
- The more people like you the better the deal

5. Overcoming the fear of selling

- NO, the biggest inhibitor to selling
- Why do some people fear selling?
- The money you can make from NO
- Turning 'no, not today' into a goldmine
- Build a list of no's
- Conquer once and for all the fear of selling

7. Who do you sell to?

- The value of planning
- The difference between passive, reactive and proactive
- Building a prospect list
- Building a customer profile
- Deciding exactly who are the customers
- How to use the 'no, not today' list

9. The first meeting

- What exactly to do
- What not to do
- Why not to sit in a reception area?
- How to start the meeting
- Setting the rules
- Don't say 'thank you for your time'

11. Becoming a great listener

- The various listening skills
- The correlation of listening and reading body language
- Listening for problems and worries
- Listen to what is not said
- Watching and reading the prospect's body language
- Is it OK to take notes?

6. The only 4 ways to grow a business

- What are the only 4 ways?
- Why every sales person has to master 3 ways
- The importance of the average transaction value
- Building a customer matrix
- Do customers know all your products and services?
- How to sell the add-on

8. Getting the appointment

- Making appointments in B2B selling
- How to get the prospects name
- The exact telephone script for prospecting
- The draft of an appointment letter
- Why not to use email
- The appointment phone call

10. The greatest sales skill

- What do the super stars do?
- Asking the right questions
- The importance of consultative selling
- Preparing the questions
- The difference between an open and closed question
- The power of a tone of voice

12. Know what you are selling

- What really do people buy?
- The difference and use of features and benefits
- The so what test
- Why it is important to sell the benefit
- The useful phrase "which means that"
- The importance of a USP where there is competition

13. Don't sell your product

- Don't sell product, sell what it will do
- Some people are uncomfortable with selling
- Marketing likes to sell product
- What do you have on your business card
- What do you do? (In two sentences)
- Successful selling is a marriage

15. Closing the sale

- What does closing really mean?
- Who should close the sale?
- Why some people will not close the sale?
- How to spot the buying signals
- Making it easy to get the order
- The best closing technique

17. Negotiating a discount

- Modern selling includes negotiation
- Why do people ask for a discount?
- What does the discount question really mean?
- Don't be a price crumbler
- Basic negotiations
- How to win the order and not give away profit

19. Sales objections

- What is a sales objection?
- How never to fear a sales objection
- Prevention is better than the cure
- How to handle the price objection
- The value of brainstorming an objection
- The importance of changing the priority of the objection

14. The psychology of the sales process

- The importance of learning the rules
- Follow the logical sequence
- The 7 stages of the classic sales presentation
- When to talk about money
- How to price condition

16. Be proud of your price

- Don't catch priceitis
- Do people buy the cheapest?
- Do people buy the most expensive?
- Do people buy the price?
- Sell value for money not price
- Be really proud of your prices

18. Logic or emotion

- Understanding the customer's motive
- What is the difference between logic and emotion?
- The difference between need and want
- Selling the wants
- How and when to use endorsements
- The importance of case histories

20. Preparing a proposal

- The design of a successful proposal
- The letter that goes with a quotation
- Why you should never say, "If I can be of"
- Keeping in complete control
- Email or phone call follow up
- The use of an outgoing diary

21. Looking the part

- The importance of the first impression
- How do customers form an opinion?
- Appearance builds confidence
- Handle your appearance with care
- The law of conformity
- Dress for what you want

22. Reading body language

- The imprecise science
- Very important, but be careful
- Don't read posture, read change
- How to tell the introvert and extrovert
- Where to sit in a meeting
- Spotting the non-truth teller

23. How to fail fast at sales

- Become a pushy person
- Learn the sales spiel
- Over exaggerate
- Go for your commission
- Mastering the telephone
- Hide the price
- Don't answer objections

24. Some do's and don'ts

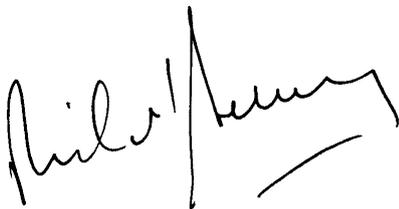
- Don't prejudge
- Don't catch big caseitis
- Do tell bad news
- Why only sell one thing at a time
- Good words to use
- Do say thank you

Yes practical and usable skills and resources to improve your performance, life or prospects. So let us really help you or your business to great success, achievement and wealth?

'Skill Sharpeners' guarantees results and will develop your skills in whatever areas you need to.

To benefit from your very own personal coach and mentor simply visit www.richarddenny.co.uk, Email success@denny.co.uk or simply phone 01608 812424 and take the first step to success today.

Good luck and great success.



Richard Denny



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