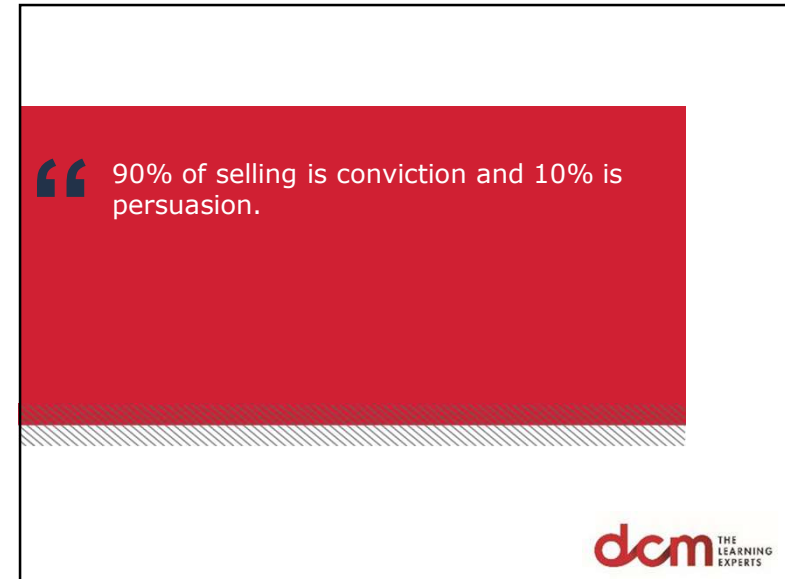




1



2



3



4

Be as good as your Word



dcM THE LEARNING EXPERTS

5

Building Rapport



dcM THE LEARNING EXPERTS

6

Managing the conversation

What is their motivation to 'buy'?

What is 'in it for them'?

What are their 'pain points'?



dcM THE LEARNING EXPERTS

7

What do you do for your customers?

Prevent
Pain

Give
Pleasure

Make
Money

Save
Money

dcM THE LEARNING EXPERTS

8

What is your USP?

"If you are not taking care of your customer, your competitor will"

What makes your organisation better?

What have you got that the competitor does not have?

What is unique / special / valuable ?



9

Differentiating your product

A Feature is ...

what something

IS

A Benefit is ...

what something

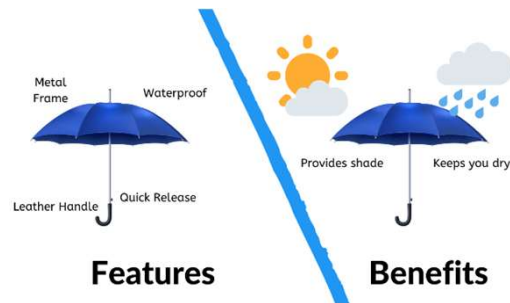
DOES



10

Features v Benefits

Don't give your customer the task of figuring it out themselves



11

'Buying' Signals *(opportunities)*

The customer tells you when they are ready to buy:

- Asking questions
- Positive responses
- Inquiring about next steps
- Agreeing with your points
- Sharing needs or pain points
- Expressing intent to purchase
- Willingness to listen
- Seeking clarification
- Making positive comments
- Taking notes
- Connecting personally
- Asking follow-up questions



12

Leveraging Social Selling

Build an engaging online presence
 Use social platforms and listening tools to research and understand prospects and identify buying signals.
 Share valuable, industry-relevant content consistently
 Engage with potential customers (comments and dms)
 Nurture relationships before pitching products
 Measure results using analytics
 Don't forget to share client testimonials!



13

Communication

Active Listening
 Explaining with clarity
 Questioning carefully
 Validating the real situation



14

Great sales questions

1. **Understanding Needs:** What motivated your search for this solution? Describe your current challenges.
 2. **Establishing Importance:** How critical is resolving this issue? What are the consequences of not resolving it?
 3. **Budget Questions:** What's your price range?
 4. **Decision-Making Process:** Who is involved in the decision-making? What are your decision criteria?
 5. **Timeline Inquiry:** What is your deadline for this?
 6. **Competitive Analysis:** You considering other options?
 7. **Closing Questions:** Is anything preventing a decision now?
- Should we start preparing the next steps?

These questions guide sales conversations effectively.



15

Overcome Objections

Overcome objections by:

- Actively listening
- Repeating what you've heard
- Asking follow up questions
- Responding appropriately.

Avoid reacting impulsively:

- Stop & Listen
- Validate any concerns
- Ask qualifying questions
- Respond in a thoughtful way



16

Closing the Sale

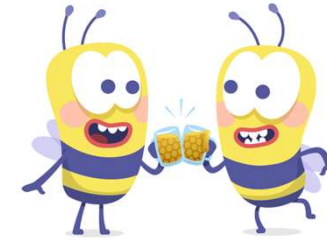
Be confident but friendly when asking for the sale
 Repeat the main benefits in simple terms
 Ask if they have any final questions or concerns
 Look for signs they are ready to buy (nodding, agreeing)
 Offer a clear and easy next step to move forward
 Be patient and don't pressure the customer
 Thank them for their time and interest



17

Remember!

Some will buy
 Some won't
 Move on...



18

“ Pretend that every single person you meet has a sign around his or her neck that says, 'Make me feel important.' Not only will you succeed in sales, you will succeed in life.

Mary Kay Ash



19



20