

# STRATEGIC SALES GUIDE

MORE SALES

MORE MONEY

MORE CONFIDENCE

LESS STRESS

LESS WORRIES

NO FEAR

NEW HOUSE

NEW CAR

COLLEGE FUND

VACATIONS

## 10 PROVEN SALES STEPS

**That will Boost your Sales!**

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**BENJAMIN BROWN**



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## INTRODUCTION

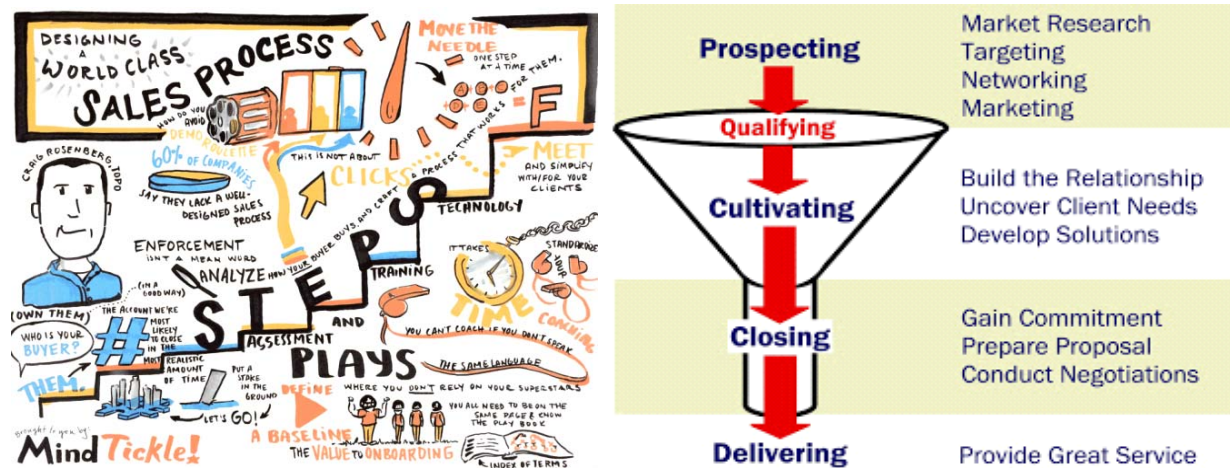
### **What is a sales process and why you should care?**

Sales is a science, just as much as it is an art. If you want to make consistent sales and make more money then you need a sales process. A sales process is simply a series of steps that a salesperson uses to generate “the sale”.

A sales process serves as your guide as you move through the sales tunnel, helping you navigate your way as your “leads” move to being qualified prospects, to being fully recognized clients, and then finally, reaching the closing of a sale. The typical sales process will feature a break down or map of processes, with stages defining each step of the sales progression. As with any type of map or guide, the process will also help in making sales forecasts or predictions. By following a sales process, a salesperson is able to identify where they are in the process and also pinpoint their weaknesses.

In this salesguide we will explore 10 vital steps that will help you become an effective salesperson. **Happy reading!!!!**

# 10 PROVEN SALES STEPS



## 1. Getting Prepared

Every day there are tasks that all sales personnel must perform to be ready to meet the day. Spend some time each morning exercising both your body and mind, and organize your priorities so you get to work knowing what needs to be done first.

It's important for a salesman to have mental clarity and a healthy body to perform at the best of his or her abilities. Our mind and body feed off each other. They go hand and hand. One affects the other...like a seesaw.

If you have a body complaint it will constantly be on your mind. It may keep you from getting the proper sleep and rest. Nagging at you. If you have some type of mental disturbance it will be reflected in your body posture and demeanor.

If you approach a prospect when you're feeling ill, or going through mental turmoil, you won't be able to give your sales presentation the gusto and conviction it deserves.

Your sales will suffer.

By approaching your prospect in a sluggish manner with a depressed look on your face you will prevent your prospect from seeing you as someone who is capable of rendering them any kind of service.

But if you approach your prospect with full mental capacities, feeling strong and healthy and deliver a sales presentation that encompasses the fundamental elements of selling, you will impress them as someone they would be pleased to do business with.

**So what can you do to stay “sales healthy” ?** Put down that mouse...step a-w-a-y from the computer. Get plenty of exercise and the proper amount of sleep...at least 7 to 8 hours each night. Eat in moderation and make sure you're giving yourself a well balanced diet. Drink plenty of water.

If you have some bad habits that are contributing to your poor mental state, or physical ailments, break yourself from them, or they'll break you. Staying healthy is an important aspect of any undertaking. If you don't feel your best, you won't do your best. So while you're working to improve your business, use that same energy to improve your health. It may help you land the sale.

## **2. Research and Relate**

Having the most innovative, most beneficial, most cost-reducing product in the market doesn't necessarily translate to immediately closing a sale, especially after a major presentation. It takes more than great features or a reasonable price for a product to sell. You can dramatically improve your chances of making the sale if you research your prospect, even briefly, in advance of meeting them. You can use

this advance intel with your body language, dress and conversation to create a comfortable space for your potential client.

Before you engage your prospect, it is helpful to know the following:

- **Recent Mentions:** The internet will provide you with the basic information you need to relate to a client. You don't have to know every personal detail about them, just gather those that would seem appropriate for a small talk, e.g. article mentioning client, similar professional connections or interest, general news on client's company.
- **Relevance:** How exactly does your product fit into their business? Have they used something similar before and what was the feedbacks? Relevance is important; otherwise, they won't see the need to purchase your products.
- **Competitors:** Know your competitors. Have they done or offered something similar? Is your product really better than theirs? How will your product or service solve the prospect's problem better than your competitors?
- **Benefits:** What could your prospect gain from using your product or service? Specify and relate the gains to their goals. Will it increase sales revenue by what percent? Will it lower their costs?

No matter how exceptionally useful your product might be, at the end of the day, customers buy from those who understands what they really need and not from those *who think they know what customers really need.*

### **3. Qualify Potential Customers**

Find out if they have a problem that needs to be resolved and whether or not they have the money in their budget to purchase the product or service. Who has the authority to make a purchasing decision?

### **4. Emotional Triggers**

Find out what emotional need they need satisfied. How would they feel if their problem was solved? What would happen if the problem wasn't solved? How can your product meet their needs?

### **5. Set up the Offer**

Ask your prospect if you had a product or service that solved their problem would they make the purchase? This is where you find out if your prospect is serious about making a purchase.

### **6. Present Offer**

Now it's time to present to your potential customer. Don't make the mistake of doing a long technical presentation. You are fulfilling the emotional triggers that you previously identified.

### **7. Close on Product Concepts (Handle Objection)**

Lay out your solution to your customer's problem and get agreement that your solution is what is wanted. Handle any objections.



## **8. Close on Price and Terms**

Now you get to the price and terms. Tell your prospect what it's going to cost and get their agreement. Handle any objections here.

## **9. How to ask for Money**

After all the work you've done to get to this point, you must ask for payment. This is an essential step and by this time the new client should be happy to write a check or pull out their credit card.

## **10. Testimonial and Referrals**

As soon as you've received payment in one form or another you need to ask for a referral and testimonial. You need to get this right away.

## EMOTIONS YOU MUST USE IN YOUR SALES PROCESS



### *A happy salesman catching money*

Emotions fuel the sales process. If you are getting no results from your efforts, look at the kinds of emotions that are in play when you are dealing with prospects. If there are NO emotions in play, this is certainly your problem and will result in poor sales. Your job is to find the EMOTIONAL TRIGGER!

### **Use these four emotions and watch your results skyrocket.**

**1. Enthusiasm** - If you have enthusiasm for what you are selling, so will you customer. If you are dull and unenthusiastic about your product or service, your customers will not be excited to buy from you.

**2. Sincerity** - If you are sincerely interested and engaged with your client, you will be perceived as trustworthy, and on their side. Note: False Sincerity coupled with over blown claims kills more sales than it produces. Today's customers come prepared with a built-in B/S detector. See that you do not set it off.

**3. Fear** - Be sure to help the client uncover the emotion that is at the base of their desire to purchase. It will be some kind of fear - and most likely can be related to money, status, or personal aims. When you help them see this, and show them your solution, they are more likely to purchase.

**4. Pleasure** - Be sure to paint a picture or demonstrate in some way how pleasurable things will be when they choose your way out of their dilemma. Help them imagine what it would be like to have their problem solved. Help them to see how finding the answer to their problem will result in feelings of relief.

## **DO YOU HAVE A SALES PROCESS?**

The key strategy to grow any business is converting prospects into SALES! To do this you need a sales process.

Many business owners and sales directors still believe that to be successful at sales, you need people who have a good technical understanding of the product or service and who have the 'gift of the gab'. They then spend most of their time managing their sales force around getting more and more activity completed, but very little time working on a sales process that adds value to both the prospects and the business itself.

I am a very strong believer that in business; the starting point for any strategy starts with the outcome you are looking for. A sales process must create a positive emotional experience for every customer or prospect that goes through it.

Top three rules in a sale process:

1. Focus your time and effort with only qualified prospects.
2. Find the prospect's emotional reason for buying.
3. Ask for the Sale!

**If you need help with your sales process call me.**

<http://www.meetwithbenjamin.com>

## **GET A FREE 30 MINUTE POWER COACHING SESSION**

Now the choice is up to you.

Continue doing what you are doing or **Get a Free 30 minute Power Coaching session** where we will go through your current Sales process and identify specific ways to improve your results.

Sales is a continuous learning process. Never stop learning.

Book your coaching session with Ben Brown. <http://www.meetwithbenjamin.com>