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The Ultimate

8-Step Sales Call

How to Master Your Sales Technique

By Marty Park

Transform your performance | **Grow** your business | **Lead** your marketplace

INTRODUCTION

The Ultimate Sales Call Process has been developed and refined using my own experiences as a salesperson, and throughout 16 years of providing sales training to sales teams globally. It has worked selling to Fortune 100 companies and with people across the kitchen table. Typically salespeople do a great job of presenting their product or service but a poor job at setting up and controlling the sales call as a tool itself.

This process is effective because:

- It sets control right at the start of the meeting
- It gets to an agreed-upon outcome at the outset of the meeting using the agenda
- It ensures you discover multiple issues and ways you can help before transitioning
- It transitions to a few options you can provide instead of just a single option
- It makes the next step decision easy for the prospect
- It allows you to guide them right through to a close without any awkward moments
- It is structured as informative and cooperative instead of high pressure

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1 SETUP FOR SUCCESS

1. Try not to bring in a lot of pre-canned sales presentations; have them with you, if needed, but keep your materials discreet and ideally on the floor. Poor salespeople show up to do a song and dance performance indicated by all their sales presentation materials.

2. Sales professionals come to have a conversation and discuss business like adults — there is no setup of presentation at the beginning of the meeting. You are peers at this meeting evaluating if you have anything to discuss — not pitching a product at all costs.

3. When you arrive, prospects are potentially watching you get out of your car — so be organized early on — so you're smooth from the second you arrive.

4. Be presentable - from your car to your materials, to your shoes — every detail of who you are is being evaluated.

SET THE AGENDA

1. People will often accept your consultation without an idea as to how the conversation should proceed. Knowing this, you can set and utilize the agenda to control the sales meeting.

2. Confirm their availability today. Don't deviate from your plan and sales approach, if the meeting must be shortened to six minutes as opposed to 60 due to a time conflict simply reschedule.

3. Share a bit about yourself, your company and your background.

4. Spend the bulk of your time together discussing the person's business and current circumstances.

5. If, after some discussion, you both see opportunities to work together then discuss your next steps.

6. Get an agreement on the agenda from them, so you both have committed to the same goals.

Sample Script (1):

"John, thanks for your time today. I had us schedule for an hour - does that still work with your schedule today? Great. Can I outline what I see as an agenda for our time together? I'd like to spend a few minutes telling you about me, our company and some of my background. Then I'd really like to spend the bulk of our time together getting to know your business and understand what you might need or require. If, at the end of our discussion, we both see some opportunity to work together then I'd like to make a decision around next steps. Is it alright if we proceed like this today?"

PREPARE YOUR STORY

1. Since people buy - you, the Company, and then the product — you need to craft a compelling version of these stories.

2. Your story should be authentic and no longer than two minutes. You may divulge personal details like where you went to school, your hobbies, or your family life.

3. You can find common ground if you share similar passions or have even gone to the same school. It's all about connecting on an individual level before doing business.

4. Keep your company story to one minute in length. Hit some of the highlights such as being family owned, in business for 35 years, operating in 18 countries or that you are owner-operated, etc.

5. Your product story comes later but is woven into the overall presentation.

6. Differentiation is key – take the time to develop your stories so they sound smooth, natural and effective.

MASTER YOUR QUESTIONS

1. Create control in the conversation by asking questions. Many salespeople miss an opportunity for further connection by only discussing their product or service.

2. Always stick to direct but open-ended queries. Avoid yes or no questions such as, "do you like our service?" instead refer to specifics like, "what do you enjoy about our service?" or " how can we improve your experience?"

3. Come prepared with a list of 50 pre-written questions to choose from gauging the flow of conversation.

4. Memorize these questions so you can effortlessly employ them during your consultation.

UNDERSTAND PAIN POINTS

1. If a client mentions a specific issue about your product or service, inquire further about the specific issue, how it could be improved and how it has influenced their experience.

2. Find three areas for improvement in your business before transitioning to the next step.

3. Taking the time to discover these pain points or opportunities for your product/service may add an additional 20-30 minutes onto your consultation.

4. Create an air-tight case for your product or service. It will often take at least three different solutions or opportunities to convince a buyer.

TRANSITION TO CLOSING

1. A potential buyer may forget the details of what was discussed during your meeting. Remind them of all the areas in which you can address their pain points by closing your consultation with a summary of the discussion.

2. Identify three areas in which you can better their situation before transitioning. This will convince the buyer of your acumen and make them more willing to accept your solutions.

Sample Script (2):

"Doug, after our discussion over the last 40 minutes, I've identified three areas where we can absolutely assist you. The first was with your poor delivery schedules. We have a delivery guarantee that will eliminate your worry about product showing up on time — we would guarantee it. Secondly, you mentioned the ability to get good billing data. We have a very simple billing structure and both myself, and our accounting rep, Julie are available to discuss questions and concerns. The third place I know we can help is with your quality control issue: You mentioned having to send back products regularly. We have a QA program that is tops in the industry. We have a company role that is exclusively dedicated to quality control. Gary in our office is solely responsible to ensure nothing ships that aren't 100% top quality."

CHOOSE THEM

1. Instead of waiting for the prospect to choose you and your program, take the lead by making a recommendation and choose them.

2. Praise the prospective client and emphasize how you see the two of you having an excellent working relationship.

3. If you are convinced your solutions will be successful for the buyer, tell them so.

4. Make it clear that you want to partner with them and ask that they reciprocate.

5. Once they agree to work with you, move to the next steps and paint the future.

Script Sample (3):

"John, I know our service package is going to work well for you and will save you money. I also want to say that I think you and I would really work well together. I'd like to work with you, how do you feel about working with me?"

PAINT THE FUTURE

1. Transitioning into your future agenda can be as simple as, “Let me explain our next steps...”
2. Any misstep or lack of preparedness may be off-putting to the buyer, even when the deal has closed. In order to execute your next steps you must know your paperwork and process inside and out in order to avoid any fumbling at the end of your consultation.
3. Be aware of any resistance points the client may have to switching services or buying into a new program.
4. Map the next three steps for your new customer — set a timeline, schedule all future meetings, discover who else needs to be involved and make sure you are introduced to them.
5. Always collect a deposit or payment

CONCLUSION

Preparation is the key to feeling confident and comfortable in a sales meeting. If you carefully consider these steps, then be sure to take ample time prior to your meeting to research and practice your script, buyer questions, and closing process.

By following this eight-step guide, your meetings will be controlled and flow smoothly from discussion to benefits to next steps without emotional hesitation or stress!

CUSTOM SALES TRAINING

A killer vision for success is a good start, but a strategic and unified approach is a must! We offer customized, comprehensive sales training programs and workshops for your entire team to help drive better performance and results.

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- On-demand video based training that fits your busy life and schedule
- Eight training modules designed to engage, enlighten and educate
- Video lectures, plus a workbook and quizzes to keep you on track

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Marty Park

A serial entrepreneur, award-winning author, sales trainer, professional speaker and veteran business coach, Marty Park grew up in a family of successful sales people. Sales has always had a special place in his heart, and he believes that sales are the drumbeat of a company.

With 27 years in sales, 14 companies owned, and 20,000+ hours spent coaching over 630 entrepreneurs, Marty has perfected his road map for growing and scaling businesses. Through his experience and systems, Marty can help any entrepreneur build a better business and a better life.

If you'd like to learn more about Marty's business coaching, simply call or email today to book a free 30-minute strategy meeting!

Call (1) 587.805.0880 Email: marty@martypark.com