

Nov-Dec 2011



## Welcome to our Christmas Edition

*"The establishment of a clear, central purpose or goal in life is the starting point of all success."*

This edition is all about driving your sales to maximize the Christmas period. This may mean team meetings with your staff and the establishment of measurable goals. It may also mean fast track training them to effectively handle every customer enquiry and overcoming of objections. It may also mean establishing some procedures that are consistent for all staff to follow through such as qualifying questions to ask customers and closing techniques. Wishing you a successful trading season.

## Handling Price Objections to Maximise Christmas Sales

Price can be your most common, and most frustrating, objection. Here's a proven two-step formula for handling it.

1. **Count to three** - Whenever you're faced with a difficult question or objection, the first thing you need to do is take a deep breath, make eye contact with your prospect and silently count to three. It is amazing how many clients will answer their own objections, or at least give you some much-needed information, when you simply say nothing. Don't be afraid of silence. Practice it until the three-second pause becomes one of the most effective tools in your arsenal.
2. **Ask questions** - You can ask up to three questions before you have to answer an objection - provided you ask the right questions in the right way. The key is to acknowledge what the customer is saying and then offer them a compliment before asking your question. For example, say something like, "I appreciate you asking that", "That's a really great question", "I understand how you feel", or "Good point, I never thought about that!".

Including a nice warm statement in front of your question will encourage your customer to answer it. The compliment is a gift. It makes them feel special and shows you are paying attention to them and truly care about them. They will be more likely to respond in kind.

Once you've paid the client a compliment, ask them a question that is both direct and phrased to elicit more information.

## Congratulations Graduates.

Bankstown Aged Care Facility



Certificate IV  
Frontline Management BSB40807

Sports & Spinal Physiotherapy



Certificate IV  
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Dental Centre Maleny



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### Welcome to our new clients .....

- Cooinda Aged Care
- Love those Lashes
- Staccato
- Ray White Cheltenham (VIC)
- National Australia Bank
- Your Community Realty

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TRAINING

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## How to avoid competing on Price

*"Telling is not selling; never make a statement if you can phrase it in the form of a question."*

If competition increases or the economy buckles down it is only the professionals that are willing to adapt and do things differently. Your thinking and actions can increase your business margins.

Even when budgets are tight, customers are looking for answers and many are more open than ever. One example is sales training. When the phone is ringing off the hook, no one has time for sales training. But now that the phone has slowed down, people are aware they may need to approach their sales with a higher skill level, and are looking for sales training and willing to invest the time and dollars.

The reality is, the customer is looking for answers, not products. Those that can provide answers and solutions will get the sale and the customer long term. The first thing needed to give you the edge is your own thinking and attitude. One needs to realise that customers now need solutions that work. So ask yourself:

What problem does my product or service potentially solve for my customers?

What can this solution do to help my customer not only survive, but grow in this economy?

How can my customer measure or realise a return on investment with my solution?

**Important: If your customer sees no advantage, difference or added value to your offering, then price is the only decision point left.**

1. Invest the time to create open questions to uncover the information you need.
2. Listen, listen and listen again to what your customer is really saying
3. When the customer asks what the solution is, then - and only then - bring out your solution!
4. Enjoy the success, a new relationship and a high margin sale!

## 14 Things Salespeople should never stop doing...

*"Treat objections as requests for further information."*

If you are serious about meeting your Christmas sales forecasts and customer needs here are some serious strategies..

1. Prospect every day as leads and sales will keep coming through and keeping you busy.  
Improve your skill via courses and books  
Listen more than you talk so that you learn about customer needs and best match your products or services to their needs.
4. Establish clear objective, eg. Meetings/calls to make as opposed to closed sales.
5. Create business plans around reaching goals to keep you on track and focussed.
6. Study your products and their benefits to customer.  
Know them intimately.  
Network via business functions and events  
Ask intelligent probing questions
9. Deliver great presentations that address the prospect's key issues and that focuses on their needs and objectives.
10. Adapt your approach to the personality style of the other person, eg. Correspond via email, text or phone if that is what they prefer. Do they like the detail or a brief?
11. Set high goals so that they are challenging and motivating.
12. Be persistent to make the contact and follow through to connect with a prospect.
13. Forge relationships with prospects, customers, friends and other people in your network.
14. Show respect with the receptionist through to the CEO. They might hold the key to the Presidential Suite!

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