

Successful Sales and Marvellous Meetings

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Agenda

- **In At The Deep End**
- **Organising The Meeting**
- **Preparation**
- **Sales methods**
- **Handling Objections**
- **Post Meeting-Next Steps**



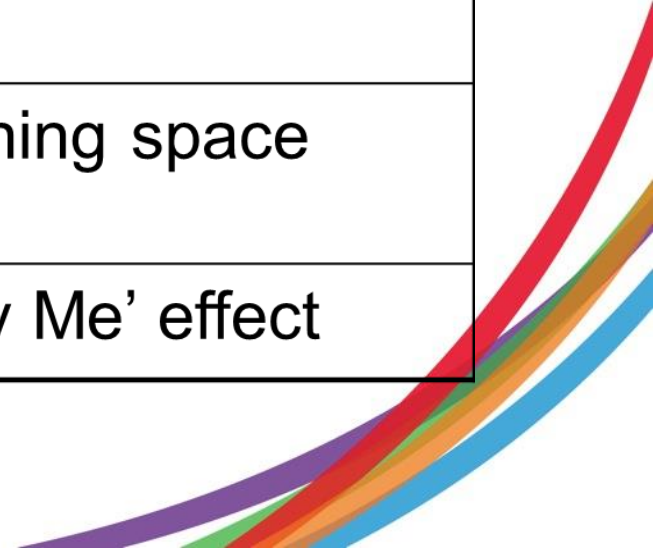
In At The Deep End



Organising the Meeting

Face to Face

Pro's	Con's
First impressions	
Observation	Observation
No distractions	No escape
Body Language	
Dynamic two way interaction	No breathing space
	The 'Only Me' effect



Email and Telephone

Pro's: Doesn't require immediate response

- Not Interactive
- Avoid unnecessary chit chat
- Deal with in own time

Con's: No immediacy

Telephone/Conference calls

- No visual clues
- Overspeaking
- Possible once relationship established



Organising The ‘Successful’ Meeting

- Who
- Where
- When
- What (purpose)


- Follow up/Confirmation




Pre-Meet Prep

- Do your research!

Unprepared = Unacceptable = Unsuccessful

- Anticipate objections
 - Review previous conversation notes
 - Gather facts and figures
 - Know what competitors are doing
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Mr Parker Schroeder

- You are sending a rep to meet with Mr Parker Schroeder the CFO of Gapland industries
 - Gapland industries manufactures high end equipment used in hospitals. Your rep is there to sell leasing financing services that Gapland can offer its customers
 - You have 7 minutes to list on a flipchart all of the places you could go to research Mr Schroeder and Gapland industries
 - At the end you will present back to the group
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Resources

- Company website
- Linked In
- Facebook
- Twitter
- Google
- Google News
- Trade publications
- Others?



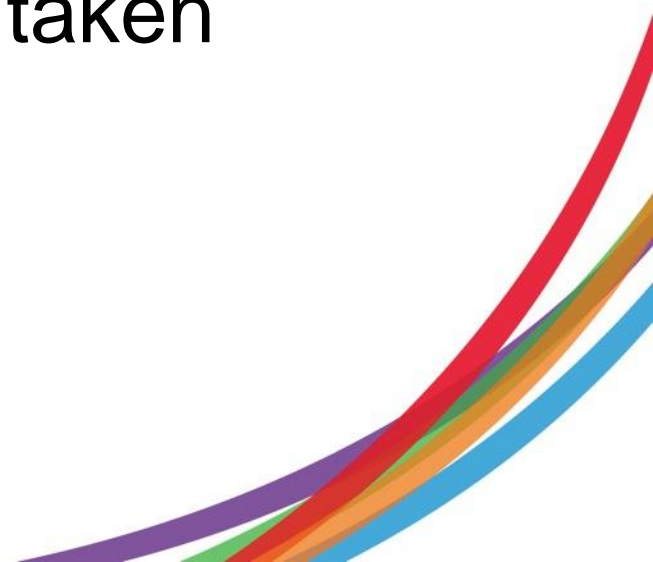
Sales methods

- Talk to your customers
 - Learn to listen and be attentive
 - Ask the right opening questions
 - Move on to open-ended questions
 - Explain benefits
 - Call to action
 - Repeat, Confirm, Follow up

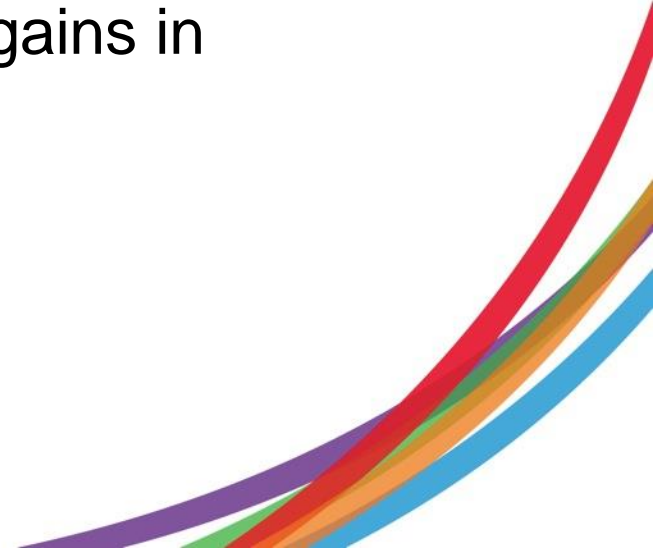


Remember AIDA

- Get the customer's **Attention**
- Stimulate the customer's **Interest**
- Create the **Desire** to buy
- Confirm the **Action** to be taken



Handling Objections

- Anticipate in advance-forewarned is forearmed
 - Summarise what you believe the objections are
 - Ask the customer to clarify what they mean if unsure
 - Test each objection to see if there is anything you can do
 - The price question – bigger picture economy/flexible payment terms
 - Stress all-round value for money and gains in efficiency/time/goal
 - Accepting no for an answer
 - Keep in touch
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Final Tips

- Smile
- Make eye contact
- Show active listening

THE HANDSHAKE



Next steps

- FOLLOW UP EMAIL
 - Thanks for meeting
 - Summary of issues discussed
 - Summary of action to be taken (and by whom)
 - Next contact date/arrangements
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