

Afghanistan Renewable energy unio

Successful Selling

BY: MAROOF ZIAEY

Little about your self

Name

Its meaning

Past experience

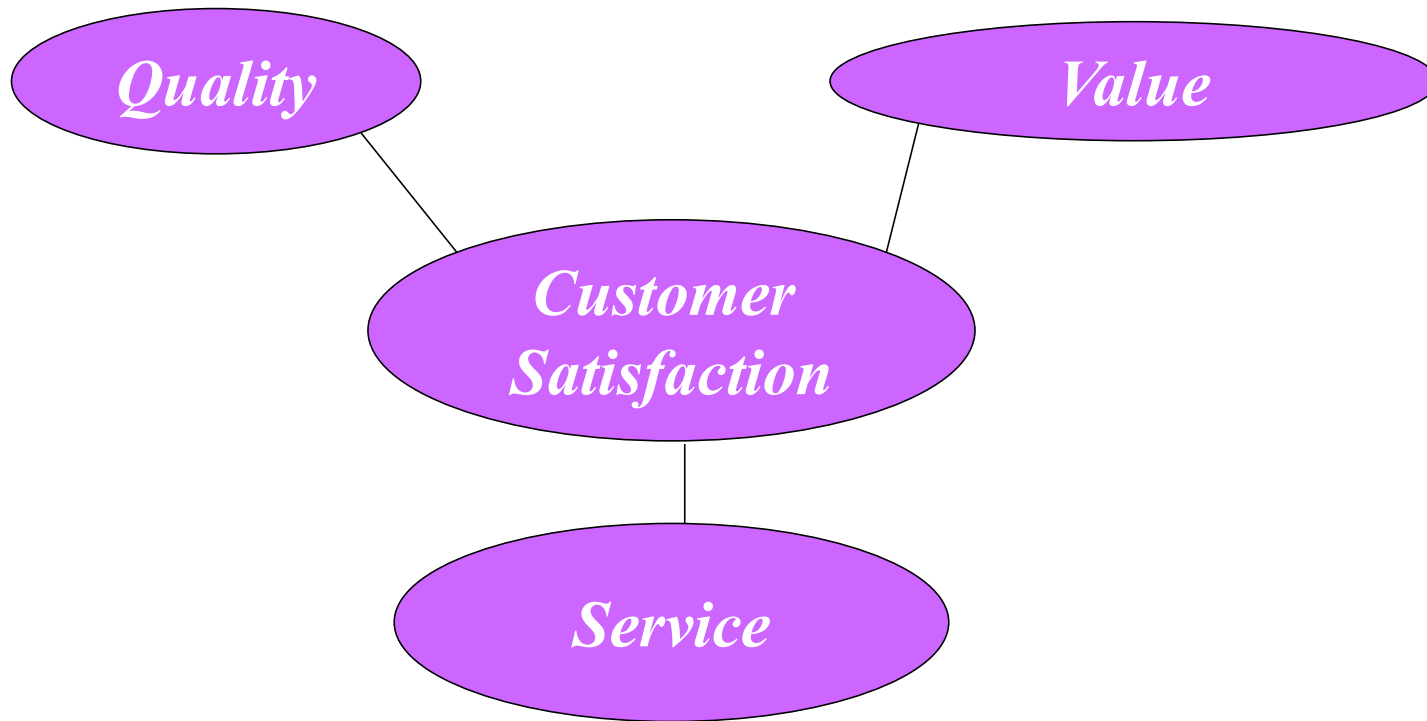
What let you join this organization

What will you learn today

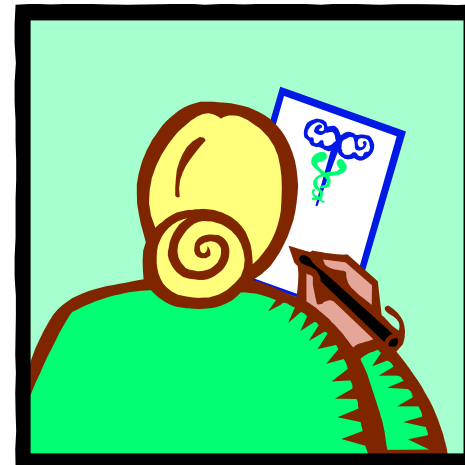
Customers

Always learn about your customers, no matter what your job is.

Customer Requirements



Selling Skills



Components of a Successful Sales Strategy

➤ Are you determined to be a winner?

□ Have you asked yourself, "what do I want from my life and work?"

□ Do you have,
approach?

"if I think I can, then I can"

Planning for Success

"A battle well prepared is half won"

- A thorough product knowledge
- Knowing your enemy very well
- Pre-decided number of sales calls everyday

Working Your Way To Sales

- Having the right mind-set/right attitude
- Your appearance/Dress up for success means your confidence
 - Well shaved face—must have a fresh look
 - Shirt and Trousers—must be well ironed
 - Shoes—must be well shined
 - Waist Belt and Shoes—must have the same colour
 - Wear fragrance/No foul odor

Opening the Call Properly

- Salesperson must carry a pleasant look
- Seek permission to enter
- Exchange greetings
- Tell your name, organization, and purpose of visit
- Explain your product/service

Your Timing...

- Never push to talk to a busy customer
- Ask the prospective for the best time to meet
- Give the people gift of THEIR time—try to consume as little time as possible

Using the Right Sales Pitch

- Have more than one coloured balls in your bag of tricks
- Every situation boils down to a personal situation
- Talk should reflect confidence and care
- Listening more and talking less
 - Get customer's feedback
 - Try to catch more on how (the way) something is said rather than what is being said
 - Never belittle/demean competition's product

Observe Client's Nature to Adjust Your Sales Pitch...

- Complaintful
- Demanding
- Soft spoken
- Argumentative
- Half-convinced

Having a Compassionate Attitude

- Please tell me because I want to help you
- Tender loving care
- Empathy
- Please **DON'T** show Sympathy

Closing the Sales Call

- Don't try to extend the sales call
- Don't push unnecessarily
- Whether the answer is YES or NO don't let your politeness go
- Ask, giving a reasonable time frame, for meeting the prospective again
- Time frame may vary between a week to six months depending upon client's response

Getting Referrals

- Ask for friends who might be interested
- Specifically ask if the customer's reference could be given or not
- Be honest and never give a reference once told not to do it
- Ask for major buyers
- Ask for major suppliers
- Ask for related industry/profession's well-to-do people

Handling Difficult Customers

- Listening more is the key
- Talking less is the key
- Don't communicate anything that you are not sure of
- When in doubt in front of them seek time or simply say than to give wrong information
- Showing patience normally gets you good results

Closing comments

“Wealth is Good”

Any Questions

