



Afghanistan Renewable energy union

Personal Selling Skills

Effective selling

3/17/202

Maroof Ziaey

1



3 basic sales approaches

- Standard

- Pat statements and refined sales pitch
- Good for rookies, uniform for mgmt
- No listening

- Need Satisfaction

- Lots of careful questions to find opportunity

- Problem-Solution

- Full analysis of customer needs



Always be prepared Before the Call

- Know your product inside out.
- Be knowledgeable about this industry.
- Know your competition
- Know the basics of the customers needs.
- People in common.
- Believe in yourself, your company, and product or DON'T be there.



The pre-call Plan

- **Always have a written plan**
 - **Flowers for receptionist, get 2 names, name impression**
- **Always have a list of objectives for you/customer**
 - **Free product trial, competitors terms, secure lunch date**
- **Always have a goal of learning something new about the customer**
 - **Equipment, ancillary products, 2nd tier suppliers**
 - **Their “go to market strategy” and unique advantages**
- **Always try to have an actionable item for you and your customer after the call**
 - **Price on equipment, tech specs, trial in plant, customer volume per month**





Before intro...

- Read the “sign in sheet”. Always.
- Consider whether to write your name/company legibly or not.
- Extra effort with reception. Always.
- Never talk in car in lot, elevators, lobby, bathroom, etc.
- Review your written plan briefly.
- Look very relaxed in the lobby. (even if not)



First few minutes matter...

- Nonverbal visual cues
 - Your dress. Plan it.
 - Look them in the eye and shake firmly.
 - Smile broadly.
 - Show personal enthusiasm in body language.
 - Pace yourself by customer...watch them approach
- 
- 



The opener...

- “I’m Suresh, How are you?”
- “Nice looking kids. I’ve got a few just about that age, pretty darn busy around our place.”
- “How’s your day so far?”
- “How goes the battle today?”
- “Got your name from Ravi...thanks for seeing me. He thought this might make sense for us to get together...”
- “



Needs Discovery

- After closing this is the key selling skill.
- Question and listen. Really listen
 - What's not being said?
 - What are they trying to say but "can't"
 - What's the real need?
- Sometimes the needs are "just those of the buyer, and not actual". You understand!



Questions...

- Open probes...

- How are the new regulations from GOVT hurting your business?

or

- “GOVT’s” sure got our industry in a bind right now. You guys seem to be doing so well how are you doing it?”



Closed Probes...

- Is delivery a problem for you?

– Or

- Given the shortage of trucking with the strike could our dedicated fleet of company owned delivery trucks help with those delivery delays?
- Would extended payment terms help?

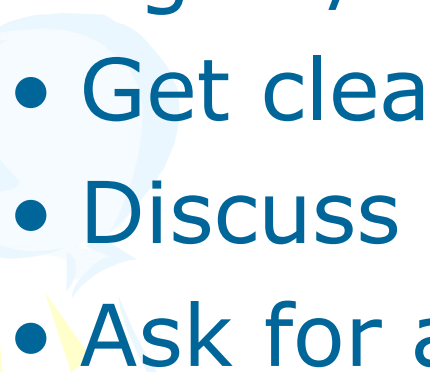


Concerns/Objections

- Typically a natural part of any call
- An opportunity for more dialogue
- Helps both parties in buying process.
 - “this is a buying process”
- Customer “indifference” is the killer not active objections

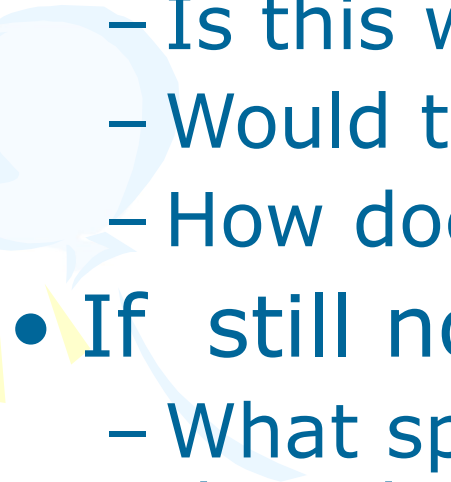



Handling Objections

- Listen
 - Agree/restate without prejudice
 - Get clear about the real issue
 - Discuss solutions
 - Ask for a commitment
- 

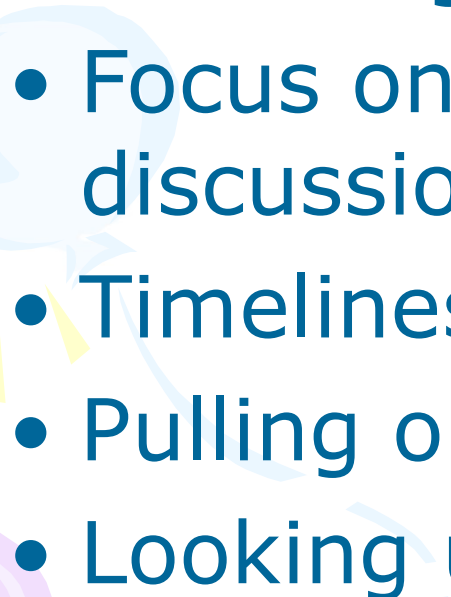


Closing...

- Trial closes might uncover more issues/needs
 - Is this what you had in mind?
 - Would this do the job for you?
 - How does this look?
 - If still no...
 - What specifically doesn't seem as though it meets your needs?
- 
- 



Look for buying cues...

- Nonverbal yes's
 - Sounds good...
 - Focus on delivery and terms in discussion
 - Timelines
 - Pulling out PO forms
 - Looking up stock/inventory
- 



Close

- Alternative close

- Which would you prefer the single case or pallet quantity?

- Summary close

- With the 10% gain in factory efficiency and unique new volume price program lets get this on the books. When would you like delivery?



Post Sale

- Service, service, service.
- Know your company's ability
- Don't ever oversell
- Call and write.
- Creative thanks.
- Visit again soon after product delivery.