

SELLING

Friday November 13, 2015

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PROSPECTING

- Looking for new customers.
- **Prospect** –
- Prospecting techniques include:
  - Customer referrals
  - Cold canvasing
  - Employer sales leads

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Customer Referrals

Cold Canvasing

Employer Sales Leads

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## QUALIFYING PROSPECTS

• Once sales leads are generated, they need to be evaluated to determine whether a sales call should be made:

• Questions to ask:

- 1.
- 2.
- 3.

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## STEPS OF A SALE

• There are two main steps that make up the beginning of a sale:

- The Approach
- Determining Needs

The Approach

Determining Needs

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## PRODUCT PRESENTATION

• Organizing the Product Presentation

• Plan the Presentation

• Understanding Objections

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## ORGANIZING AND PLANNING THE PRESENTATION

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## UNDERSTANDING OBJECTIONS

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## CLOSING THE SALE

- Obtaining positive agreement from the customer that they have agreed to make a purchase.
- Timing the sale is important to ensure the customer doesn't change their mind.
- There are four specialized methods of closing a sale:
  - Which close
  - Standing room only close
  - Direct close
  - Service close

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## SPECIALIZED METHODS OF CLOSING A SALE

- Which close
- Standing room only close
- Direct close
- Service close

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