

COURSE 1 INTRODUCTION TO SELLING

Qualities of High Sales Performers



- Sell to people
- Know when to close
- Exchange Information
- Regularly establish trust
- Engage in certain behaviors
- Provide value added to the customer
- Be perceived as a genuine advocates of prospects' needs

THE SALES EDGE - EVERYBODY SELLS

- Human relation skills are basic selling skills.
- Skills are learned and practiced from birth.
- Everyone has a base upon which to build their selling abilities.
- Introverts and extroverts are successful in selling

The Value of Salespeople

Selling keeps products, services and ideas flowing.

<p>Sales people are solutions providers</p>	<ul style="list-style-type: none"> ○ Growing corporate competitiveness ○ Latest sales strategies are essential ○ Understand your customers problems
<p>Businesses rely on salespeople for many functions</p>	<ul style="list-style-type: none"> ○ Identify customer needs ○ Help determine prices of the products their company sells. ○ Inform customers of new products. ○ Follow up on the customer once the sale is made.

Critical importance of salespeople is recognized by

- Compensation places more salespeople above \$100,000 annually than people in any other profession.
- Time and Cost of Sales Training
- Importance of Sales Training
- According to published data, the average cost per call for a professional salesperson in many industrial organizations exceeds \$300

More salespeople earn above \$100,000 annually than people in any other profession

AVERAGE SALARY FOR SALES STAFFERS IN 2004	TOTAL COMPENSATION	BASE SALARY	BONUS PLUS COMMISSIONS
Executive	\$145,978	\$96,774	\$49,204
Top Performer	\$155,055	\$88,443	\$66,612
Mid-level Performer	\$93,499	\$59,389	\$34,110
Low-level Performer	\$64,990	\$45,624	\$19,366
Average for Staff	\$110,206	\$70,553	\$39,653

Importance of Sales Training

- Salespeople are cross trained on other tasks
- Cost of replacing a trained seller can be up to \$500,000
- Learning never stops
- Salespeople are most comfortable selling what they understand.
- Successful companies
 - see sales training as the basis for gaining a competitive advantage.
 - provide ongoing training
- Sales training builds confidence in the sales force and enables them to make superior presentations.

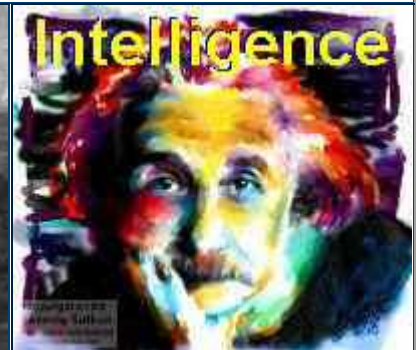
THE POSITIVE NATURE OF PROFESSIONAL SELLING

False Negative Perceptions about selling abound

Personal Attributes Required

- Personal Integrity
- Personality Structure
- Personal Relationships

Personal Abilities Demanded



Women in Selling



○

About 26% of all sales jobs and 10% of all sales managers

Women dominate some industries (Apparel, Business services, office equipment)

Still lagging in many industries

There is no evidence relating performance to gender

There are style differences.

PERSONAL SELLING

Definition of Personal Selling

Seeking

Seeking out people who have a particular need.

Assisting

Assisting them to recognize the existence of needs they have that could be met through your offering.

Demonstrating

Demonstrating how your offering fills that need.

Persuading

Persuading qualified prospects that your product will fill their needs.



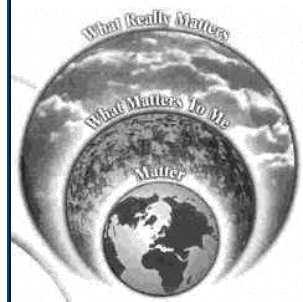
Salespeople are made not born

- They are made with
 - concentrated attention
 - repeated practice
 - goal oriented direction
- Become a Master Salesperson
- Become a student of your profession
- Learn throughout your career



REWARDS OF A SALES CAREER

- Variety and Independence
- No set routine
- Each sales situation has a unique character
- The variety of prospects and their needs.
- Variety of activities in one day and from day to day
- Security
- Entrepreneurship
- Professional salespeople are never unemployed.
- Salespeople have an especially good opportunity to exercise a direct effect on their income and security by their own efforts.



Hierarchy of Personal Needs

True Victory as a salesperson consists of satisfying higher personal needs.

Maslow's Hierarchy of Needs



MORE REWARDS OF A SALES CAREER

Opportunity for Advancement

- Advancement in Direct Selling
- Entrepreneurship
- Promotion to Sales Management
- Involvement in Sales Training
- Moving Into Top Management
- Security

Personal Satisfaction is derived from

- The knowledge that you are meeting your own highest personal needs for self-actualization.
- Knowing that you have been of service to someone else while, at the same time, you have met your own goals.
- Being able to control your own work time and activities on a daily basis.

DISADVANTAGES OF A SALES CAREER

Variable income
Long hours
Travel
Handling rejection



CLASSIFICATION OF SALES JOBS

All sales jobs have some similarities

- The need to understand the prospect's problems
- The need for self discipline to relentlessly execute a sales plan
- The need for appropriate technical and/or product knowledge.
- The ability to translate products into benefits that resolve problems

Trade Selling

- Taking orders and field service.
- Largely involves delivering orders and replenishing inventory.
- Expected to persuade customers to provide additional shelf space or more favorable placement of stock.
- Opportunity to increase sales comes most often through assisting the customer to move a larger volume of inventory.
- Often actually set up product displays in retail stores.

Missionary Selling

- Educate those who ultimately decide what product will be used by the consumer.
- Often does not see immediate results from their efforts in the way of products sold.
- Still accountable for sales.

Technical Selling

- Salespeople must also be competent in some technical specialty related to the products sold.
- Usually called in by another salesperson who has already contacted the prospect and stimulated some interest.
- Often conducted by a sales team.
- Still need real sales skills because their role is more than just explaining the technical aspects of the product.

New Business Selling

Selling for a Manufacturer	Account representative	<ul style="list-style-type: none"> ○ Established clients ○ Many calls
	Detail salesperson	<ul style="list-style-type: none"> ○ Concentrates on promotions ○ Product introductions ○ May not take orders directly
	Sales Engineer	<ul style="list-style-type: none"> ○ Technical skills
	Industrial Products Salesperson - Non Technical	<ul style="list-style-type: none"> ○ Tangible products ○ Industrial customers ○ Technical knowledge not needed
	Service salesperson	<ul style="list-style-type: none"> ○ Intangible products ○ Sells on benefits only
Selling at Retail	<p>Largest group - Real estate - Retail clerks Insurance agents - Telephone salespeople Direct (door to door) - Party sales Multi level sales</p>	

The Order Taker and the Order Getter

Order Taker	<ul style="list-style-type: none"> ○ "Responds" or "Reacts" to the expressed desires of customers is ○ Uses suggestion selling to get buyers to purchase additional products.
Order Getter	<ul style="list-style-type: none"> ○ are creative, persistent, and build strong relationships ○ creative selling deals with intangibles and intangibles ○ offers the possibility of the highest personal income of any type of selling. ○ requires a high level of personal skill, dedication and effort. ○ time is still spent in maintaining relationships with former or present clients.

Successful Salespeople



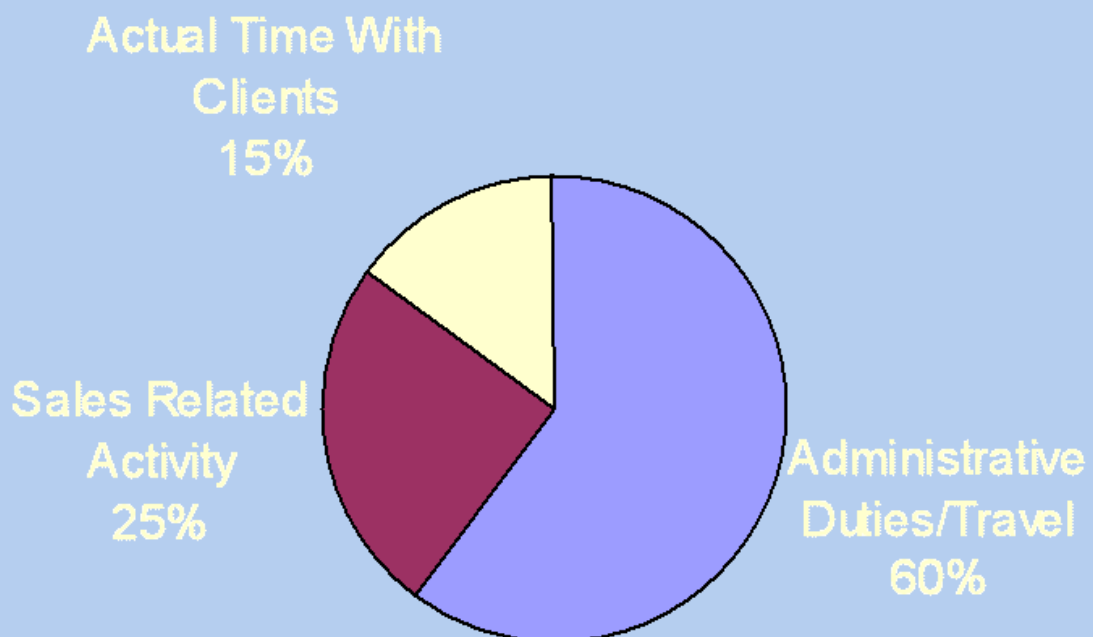
Nothing can stop the man with the right mental attitude from achieving his goal; nothing on earth can help the man with the wrong mental attitude.”
 - Thomas Jefferson

CHARACTERISTICS OF SUCCESSFUL SALESPEOPLE

- **Enthusiasm**
- **Sincerity**
- **Empathy**
- **Goal Direction**
- **Resourcefulness**
- **Administrative Ability**
- **Perseverance**
- **Pleasant Personality**
- **Initiative**
- **Ability to Ask Questions**

- **Willing to do what it takes to attain goals.**
- **Ability to find satisfaction in contributing to achievement of the goals set by their company.**
- **Enjoy serving the needs of others.**
- **Able to stay focused on daily activities.**
- **Other characteristics**
 1. **Strong positive self image**
 2. **High ethical standards**
 3. **Sensitivity to the needs of others.**
 4. **Able to win the trust of others**

Successful salespeople must make the most of their time...



CREATE THE SALES EDGE

C Change is often desirable, frequently necessary, and always inevitable

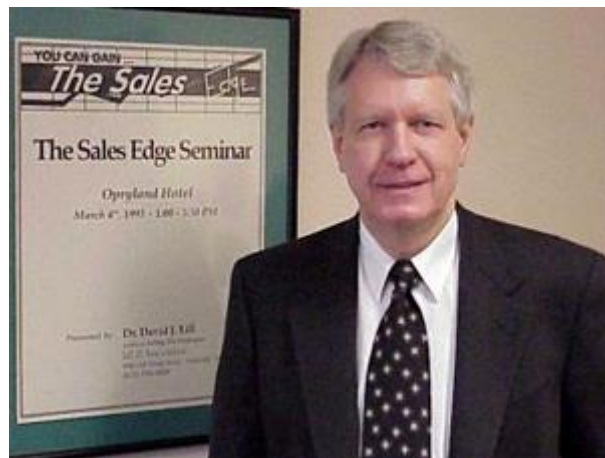
R Remember...only you can give yourself permission to approve of you. Unlock your mind from negative thinking

E nvision yourself a success. What you think about you become.

A Attitude does determine your altitude. It's what's inside that makes you rise.

T The right angle to solve a problem is the try-angle.

E Eliminate failure as an option, and progress naturally emerges



T The best is yet to come. yesterdays impossibilities are today's possibilities.

H Have your dreams. they are the stuff great people are made of. reach for the stars but keep your feet on the ground.

E Extraordinary desire and persistance drives ordinary people to achieve great things. achievers are not extraordinary people.

S Seven days without laughter makes one weak.

A A smile is the shortest between two people.

L Listen twice as much as you talk. You were given two ears and one tongue.

E Encourgaging feedback is a process for learning about your impact on those around you.

S Success is the progressive realization of worthwhile, predetermined, personal goals.

E Excuses are for losers. Winners have ways. May we all find the way.

D Determine never to give up. It's when things seem the worst that you must not quit.

G Goals are dreams with a due date.

E Expect the best of yourself. Be somebody special. The best never consider success optional.