

Three 'F's

FEEL

FELT

FOUND

I UNDERSTAND HOW YOU FEEL

**MOST OF MY CLIENTS FELT
THE SAME WAY YOU DO WHEN WE
FIRST WENT OVER THIS MATERIAL.
WHAT THEY FOUND HOWEVER WAS
THAT EVERYTHING WE TALKED ABOUT
WAS FACTUAL AND THAT THIS IDEA
REALLY MADE GOOD SENSE.**

Toughest Objections

Fourteen Objections You Can't Overcome During A Sale

Below are 14 poor sales habits that can cause you to lose the opportunity for closing the sale.

1. Poor appearance
2. Long-winded presentations (talking too much and sidetracking)
3. Nervousness, insecurity, hesitancy
4. Lack of planning every step of the sale
5. Lack of clarity and focus
6. Lack of enthusiasm and courage
7. Failure to identify customer's needs
8. Too eager to close (high pressure selling)
9. Criticizing competition or the customer's ideas
10. Ignoring objections or giving weak answers
11. Failure to establish value
12. Courting prospects who are afraid to say "no", and failing to pin them down
13. Failure to ask for the order
14. Not having the spouse present

Successful Persuasion Strategies

Here Are Three Successful Persuasion Strategies For Closing More Sales Today

- 1** Help your prospects imagine how their dreams will come true when they buy.
- 2** Illustrate how a nightmare can turn into reality if your prospects do not buy your product or service.
- 3** Explain to your prospects what they will save by making the decision now.

Persistence

Your Persistence Will Help Your Prospects

One of America's leading master sales closers, James Samuel Knox, said many years ago, "When I am convinced that my proposition is to a prospect's advantage and will make him money, and then fail to urge him to take it, I feel that I am not giving him a square deal. That is the reason I am so persistent.

Seven Reasons Why Persistence Always Benefits Both You and Your Prospect

1. Your prospects often don't know what their own best interests are.
...you need to persist in educating them until they do understand.
2. Prospects often appear blind to the things that will help them improve their situation.
...you need to persist in helping them visualize a brighter future.
3. Prospects are reluctant to change.
...you need to point out to them how costly it is not to change, not to have your product, or not to utilize your time-saving and cost-saving services.
4. Although prospects have plenty of desire, they have little resolve.
...you need to persist in identifying the nature of their resistance and help them tear it down.

Persistence

5. Prospects often have difficulty comparing the many different products objectively.
...you need to persist and explain point by point how and why your product is superior.
6. Don't "warm up" your prospect for your competitor.
...you need to persist in asking for the order. If you don't close, your competitor will.
7. Prospects are often mentally overloaded and not capable of clear thoughts.
...you need to persist, relax your prospects and patiently start your presentation over again.

When Too Much Persistence Can Hurt You

Master sales closers know when to stop. Like a carpenter stops hammering a nail after it is all the way in, or a prize fighter stops punching the opponent who is down and out, the professional salesperson stops talking after the sale is closed.

Persistence

The Attitude Of Persistence

Master sales closers choose to endure in spite of difficulties.

They ask closing questions in the face of customer objections; they justly interpret a no as a request for additional information; they are committed to ask for the order as many times as it takes to get it.

Few companies set specific guidelines for salespeople advising them as to how many attempts should be made to close a sale.

However, in the life insurance industry, many companies suggest that their salespeople make at least three attempts to close the sale during every organized presentation.

A survey of closing attempts conducted at Notre Dame University found that:

- 46 percent asked for the order once and then quit
- 24 percent asked for the order twice and then quit
- 14 percent asked for the order only three times.
- 12 percent asked for the order only four times.

Yet the survey showed that 60 percent of the acceptances came on the 5th attempt.

Enthusiasm

The Attitude Of Sincere Enthusiasm - How To Win The Struggle Against Inertia

No matter how perfectly constructed a steam locomotive may be, unless the water is heated past the boiling point, the train will not move an inch. Hot water, water at 211 degrees will not work. The water must exceed the boiling point.

No matter how perfectly trained a salesperson may be, without the steam of enthusiasm, which propels him or her to the close, all sales knowledge is ineffective.

It is the enthusiastic salesperson whose inner system has surpassed the boiling point who keeps the economy moving at a high rate of speed.

How To Create Peak Enthusiasm

You can be enthusiastic and please your customers without overstepping the bounds of good taste. Amateur sales closers tend to have difficulty generating and harnessing the power of enthusiasm. At times they are unenthusiastic without being aware of their negative attitude and at times they are overly enthusiastic without realizing that excessive enthusiasm can antagonize a prospect.

Peak enthusiasm is balanced enthusiasm. It is balanced in such a manner that it positively influences the customer's feelings about the salesperson and the purchase.

Enthusiasm

Is Your Enthusiasm Honest And Sincere?

To be sincere implies an absence of deceit, pretense or hypocrisy. In other words, you resolve to stick to the simple, unembellished truth.

Master sales closers cultivate an attitude of sincere enthusiasm by reviewing and answering the following questions:

1. Am I totally convinced that my product is the best solution to my prospect's problems? Yes No
2. Am I committed to help my prospect the same way I would help my best friend? Yes No
3. Am I representing my company with the highest level of integrity? Yes No
4. Am I prepared to back up all promises I make to my prospects? Yes No
5. Am I truthful about the statements I make about my products, their performance and our services? Yes No
6. Am I prepared to stop selling when I realize that the customer has already signed an order with my competitor? Yes No
7. Am I willing to say "I don't know" when I don't have the answer to a prospect's question? Yes No

If you can't answer all seven questions with an enthusiastic "Yes," revise and correct your attitude prior to your next call.

How To Close The Buyer Who Says: "I Have To Think About It!"

"I Have To Think About It!"

1. I can see that this is a difficult decision for you. What is it that you want to think about?
2. I understand that you need more time. Before you decide one way or another, would you tell me the reasons for and the reasons against going ahead with this proposal?
3. Is it the product or the price you need to think about?
(Isolate the objection)
4. Obviously you must have a reason for saying that. Would you mind telling me what it is?
5. Is there something about me that prevents you from thinking about this now?
6. Let me ask you a question: What will it take to do business with you today?
7. That's no problem. I can help you with that. I don't want you to buy this until you're 100 percent convinced that this is indeed the best choice for you. Where do you feel we are now? At about 80 percent? (Wait for "Yes.") What do we need to do to earn the additional 20 percent? What kind of evidence would you need to feel 100 percent secure?
8. Great. I encourage that. Let's review what you like about this proposal while it is fresh in your mind...
9. Of course you do. Many of my customers have spent as much as a year thinking about buying. You know that every one of them keeps telling me that they wished they had bought sooner.

The Summary Close

Eight Ways To Win With The Summary Close

1. Instead of repeating what you've said before, condense your best points in a compelling way.
2. Don't summarize with statements alone - always ask questions that involve your prospect.
3. If you are selling face to face, don't limit your summary to verbal expressions, use visuals to illustrate your words. (see next page)
4. Always repeat your prospect's positive words; they will increase your prospect's motivation to buy.
5. Choose your benefit statements carefully. Select benefits that add value, choose benefits that eliminate fear, use benefits that add excitement.
6. Always remember that the most important part of the word benefit consists of the last three letters: f-i-t. These three letters mean that your product must "fit" your customer's needs. Without these three letters, your benefits will be meaningless to your prospect.
7. Repeat your prospect's positive statements about your product to rekindle your own excitement about closing the sale.
8. Always bring the summary close to a comfortable and satisfying conclusion with a direct question.

The Attitude Of Exceptional Value

Selling is an exchange of values. Your prospect will buy when he or she realizes that the value of your product is far greater than the price you are asking.

Master sales closers don't limit themselves to selling the value of the product alone. They always add exceptional value to every sale. There is a limit to how much you can charge for your product. However, there is no limit to how much value you can add to your sales presentation.

Below you will find eight specific ideas on how you can add exceptional value during your next sale:

1. *The value of your company:*

Our company has had over 15 years of experience in solving problems such as the one you are dealing with today.

2. *The value of your testimonials:*

Here is a list of Fortune 500 companies that have used our services. I'd like to draw your attention to a few of the letters written by satisfied customers.

3. *The value of your service team:*

We have 20 service centers across the country and you will be pleased to know that we have the best service record in the industry.

4. *The value of your professional training:*

Every salesperson is required to complete a six-week training program and pass a through test before meeting with customers.

Value

5. *The value of your appearance:*

You are well groomed, well dressed, you have impeccable manners and a very pleasant smile. Your nonverbal expressions communicate how much you care about your professional appearance.

6. *The value of your personal sensitivity:*

I understand how you feel. You should not have been treated in this manner by our representative. I will make sure that this will not happen again.

7. *The value of your personal commitment:*

Here is my home telephone number. Please do not hesitate to use it if you think I can help you.

8. *The value of your dedication:*

I see my role as that of an ambassador between you and my company. I will not rest until all of your questions have been answered to your complete satisfaction.

The Analogy Close

How The Titanic Analogy Can Sell Superior Quality

Mrs. Brown, did you know why so many people who traveled on the Titanic died? (Wait for answer. She may tell you that the ship ran into an iceberg)

You'll be surprised to know that only a few people died because of the ship hitting the iceberg. Almost all the people who perished died because the Titanic didn't have enough lifeboats.

You see, buying a product such as this one is very much like traveling on an ocean liner. It costs less to own and operate a ship that has fewer lifeboats and chances are that you'll never need them. But wouldn't you feel safer traveling on a ship that offers you that little extra security? (Wait for reply)

That's exactly what we are talking about here. We offer a superior quality product that will stand up to the toughest use. You may not need this extra quality in your regular operation, but when it comes to a critical situation, you'll enjoy having the extra safety margin. Isn't that what you wanted?