



Getting more comfortable with sales

Getting more comfortable with the sales conversation

Some resources to nudge your thinking



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Qualifying the prospect

Establish the need

- Are you considering new products for your range at the moment?

Quantify the potential

- What size of order are you be considering?

Understand the budget

- What size of buying budget do you have available?

Know the decision process

- Alongside you, who else needs to be involved in deciding to stock us?

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The Gap

Where do you want to be?

-their dream/vision of success

Where are you now?

-the current reality

What's getting in the way/stopping you?

-the problem to be fixed/gap to be filled

What difference will getting there make?

-their motivation/incentive



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Overcoming objections

Know the most common objections to buying your product

- too expensive, not right for us, we've tried xxx before, not the right time, what else?

Know how to overcome those objections

- what evidence can you show?
- how can you build value – financial or other?
- paint a picture of their success involving your product?





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Pushing a sale towards the line

It's about increasing the want

1. Remind them of their problem/need
2. Remind them how you can help
3. Paint the picture of their success through you
4. Test out their commitment (Does that sound like it might work for you?)



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Asking for the Sale

Direct

- Are you ready to go ahead?

Options

- Would you like XXXX or YYYY

Range? Details

- Who should I speak to about the paperwork for this?

Presumptive

- When should we schedule your first delivery?



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