

# CREATIVE SELLING TECHNIQUES©



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## The Value of a Sales Process

A Sales Process can be described as a step by step process that helps a sales representative guide a prospect to make a wise buying decision.

### Benefits of a Sales Process:

- Confidence
- A planned track to follow
- Smooth transition
- Professional approach
- Organized
- Make more sales
- Close more sales
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
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**STOP WINGING IT!**

## **Critical Steps in The Selling Process**

### **Step 1 - Getting Ready to Sell – Daily Mental and Physical Preparation**

**TIPS:** \_\_\_\_\_  
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### **Step 2 - Selecting your target prospects**

**TIPS:** \_\_\_\_\_  
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### **Step 3 - Make contact – In person, By Telephone, Written.**

**TIPS:** \_\_\_\_\_  
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### **Step 4 – Diagnose present situation to identify a selling opportunity based on Client’s needs.**

**TIPS:** \_\_\_\_\_  
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**Step 5 – Clarify and Quantify problems/issues.**

**TIPS:** \_\_\_\_\_  
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**Step 6 – Establish the full impact on all involved.**

**TIPS:** \_\_\_\_\_  
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**Step 7 – Establish value – ‘How much is this costing the business?’**

**TIPS:** \_\_\_\_\_  
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**Step 8 – Create Anxiety to fix the problem.**

**TIPS:** \_\_\_\_\_  
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**Cont’d...**

**Step 9 – Test for readiness to Buy.**

**TIPS:** \_\_\_\_\_  
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**Step 10 – Get permission to offer solutions – then offer solutions.**

**TIPS:** \_\_\_\_\_  
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**Step 11 – Get agreement on solutions.**

**TIPS:** \_\_\_\_\_  
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**Step 12 – Test for fear of change.**

**TIPS:** \_\_\_\_\_  
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**Step 13 – Assure client of ‘painless transition.’**

**TIPS:** \_\_\_\_\_  
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**Step 14 – Establish Plan of Action for implementation.**

**TIPS:** \_\_\_\_\_  
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**Step 15 – Implement Solutions.**

**TIPS:** \_\_\_\_\_  
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**Step 16 – Follow up – Ask for Referrals.**

**TIPS:** \_\_\_\_\_  
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**Cont’d....**

**Step 17 - Maintain the Relationship.**

**TIPS:** \_\_\_\_\_  
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**GENERAL NOTES:**



## **Selling With Confidence**

### **SELLER ROLES & RESPONSIBILITIES**

#### **Help Buyer identify needs/problems/issues by asking 'w & h' questions**

- **Connecting**
- **Probing**
- **Clarifying**
- **Quantifying**

#### **Help Buyer find solutions. Outline several possibilities**

- **Choose the best**
- **Establish value**

#### **Help Buyer Decide**

- **Reasons for acting now**
- **Reasons for doing business with you**
- **No fear**
- **Sign the agreement**

## **Creative Selling Techniques... Selling With Confidence**

### **BUYER ROLES & RESPONSIBILITIES**

#### **Acknowledges that he/she has a problem/need/issue...**

- **Loss of business/revenue**
- **Slow; complicated process**
- **Employees are frustrated**
- **Employees do not know how to ....**
- **Is this a real problem?**
- **Do I really have to do anything about this?**
- **What will happen if I don't do anything?**
- **What is the financial impact?**
- **What level of service will I get?**
- **Will this work?**
- **Can this be fixed?**
- **Researches several possible solutions.**
- **Selects the best that suits his/her company.**
- **Must validate decision to take action.**

## **Implements solution**

- **Must believe that she or he is doing the best thing for the business**
- **What's the financial impact?**
- **Concerned about fair price.**

## **Selling With Confidence – Business Owner Profile**

**Why do people go into business for themselves?**

- INDEPENDENCE  MAKE OWN DECISIONS  FREEDOM
- PROFESSION  TRADE  PROFIT  INHERITANCE

### **Daily Concerns**

#### **OVERHEAD EXPENSES:**

- Rent/Mortgage
- Utilities
- Inventory
- Advertising & Marketing
- Employees' Salaries/Benefits
- Taxes
- Services
- Equipment

#### **PERSONAL**

- Vacation
- Long Hours
- Health
- Quality Time
- Hobbies

### **INTERRUPTIONS**

- Sales People/Vendors
- Family/Friends
- Broken Equipment

### **PROFIT**

- Income Over Expenses

## **DEALING WITH OBJECTIONS**

**Objections are a good thing. It means that the prospect wants to engage in conversation. It gives the sales person more opportunity to sell. It is feedback. The prospect is saying: 'I am interested but you have not yet sold me.'**

**Here are some common objections and examples of how to deal with them. Always use the 'Feel Found Felt system – I understand exactly how you feel, we found out that many people we talk to have felt the same way, however when we explain....."**

### **Handling Common Objections!**

**Objection: How do I know that this is going to work?**

**Response: Well sir/madam, our programs have been working for thousands of businesses for the past 20 years.**

**Objection: My wife/ partner takes care of that.**

**Response: And I am sure they do a good job of taking care of your electronic payments. We will like to discuss some new rules and regulations that could cause increase in fees. May I have their name and contact number?**

**Cont'd....**

**Objection: I am not interested.**

**Response: I can understand why you would not be interested. I have not explained any of the benefits of doing business with NTC. Would you be interested in how we have helped many businesses like your yours increase their profits?**

**Objection: How do I know you are not going to raise my rate later?**

**Response: Your rate is guaranteed for the duration of the agreement.**

**Objection: This is costing too much money.**

**Response: Would you agree that anything that generates revenue for your business is an investment and not a cost? This is not a cost but an investment in your business.**

## **Selling With Confidence**

### **Relationship Selling - Some Tips**

**Before you leave your home/start your day:**

**Check your dress and decorum.**

**Are you neatly dressed – pastel colors?**

**Do you look like a professional?**

**Do you smell clean?**

**Will you do business with you?**

**Check your attitude.**

**Are you in a positive state of mind?**

**Do you expect to make a sale today?**

**Do you believe that you sell a needed service?**

**Do you believe that you represent the best company in the industry?**

**Remember: Your attitude towards life determines life's attitude towards you.**

## **THE TEN MOST IMPORTANT TWO LETTER WORDS:**

**IF IT IS TO BE, IT IS UP TO ME**

**You only get one chance to make a first impression.**

**Smile always!**

**Stand upright.**

**Look straight ahead.**

**Make eye contact with your prospect. Visualize**

**Create excitement by being excited.**

**Be confident.**

**Give a firm handshake with your entire hand.**

**Use Your Eyes – Be Observant**

**Look at pictures, ornaments, plaques, awards, certificates, etc.**

**Ask about these items. eg. Hobbies; Family; Awards**



**Comment on business environment – unique, well organized, neat, compelling etc.**

**Give genuine compliments.**

### **During the Presentation**

**Ask a lot of “W” and “H” questions. e.g. What can we do to earn your business?**

**How can your service be improved? When was the last time you reviewed your cost of credit card transactions?**

**Use simple language that your prospect will understand. Refrain from terms like ARC; ACH; etc.**

**Emphasize what you have to offer that the competition doesn't or can't.**

**Be sure to mention every service your company offers.**

**Let your prospect know that you will be there when he/she has a problem.**

**Be organized – have all forms ready – in the order you want to complete each.**

**Explain each form thoroughly.**

**Listen, Listen, Listen.....**

## **After the Sale**

**Thank your client.**

**Make sure to leave your business card.**

## **After the Sale Cont'd:**

**Ask for referrals.**

**Shake hands before you leave.**

**Call back when agreement is approved and activated to give client the good news.**

**Call after the client has started (1 to 2 weeks) to check if all is going well.**

**Make a courtesy call at least once every four to six weeks.**