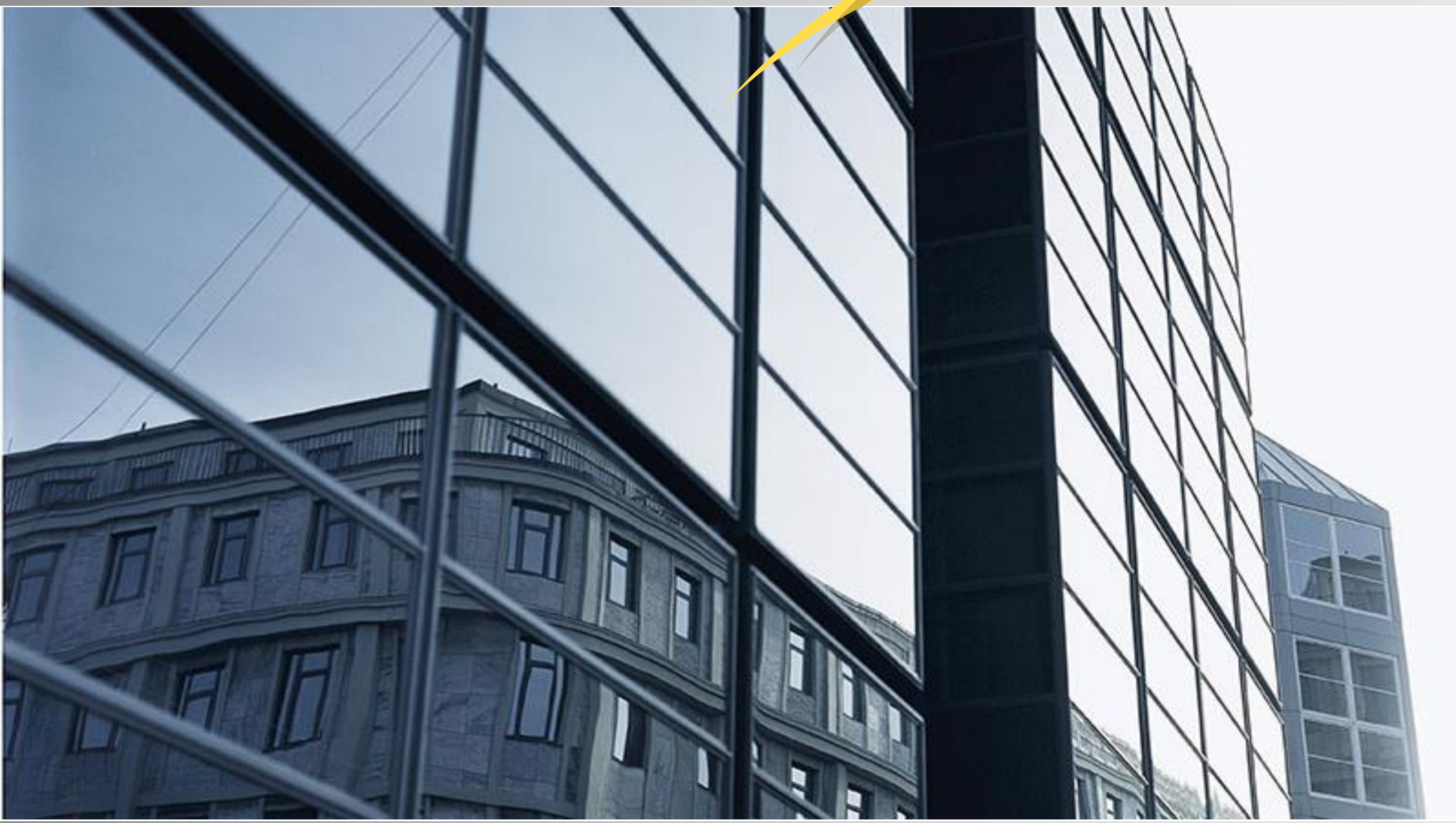
GETTING READY TO SELL



simplifying savings

MODULE 1: GETTING READY TO SELL

Our success in sales is determined by our ability to constantly analyze our sales calls, build upon our sales strengths, identify our developmental needs and make the changes that enable us to increase our sales success. The process of analyzing our sales skills actually starts with understanding that the sales process begins before we talk to the customer. It starts with our own thoughts and what we say to ourselves before we make customer contact.

In this module, you will examine your own thoughts on the sales process and the role of the sales professional. You will develop the most powerful sales tool of all your awareness.

BENEFITS OF MODULE 1

At the end of this module you will be able to:

1. Increase your ability to psyche yourself up for sales calls.
2. Decrease the amount of time it takes to recover between sales calls.
3. Increase your confidence in your sales skills.
4. Demonstrate to the customer the qualities of a consultative sales person.

YOUR ROLE IN THE SALES PROCESS

What is your role in the sales process?

How do you judge your success?

How does a customer judge your success?

What are the characteristics of a successful sales person?

THE INTELLIGENCES

Musical/Rhythmic

Logical/Mathematical

Body/Kinesthetic

Visual/Spatial

Intrapersonal

Interpersonal

Verbal/Linguistics

Naturalist

Which of these “intelligence’s” are most important to a successful sales person?

Why?

What is your primary focus when you are using this intelligence?

SALES PSYCH UP

What knowledge and experience do you have to share with a prospect/customer?

How does a prospect/customer benefit from spending time talking with you?

What skills will you use to successfully communicate with the prospect/customer?

RECOVERING FROM DIFFICULT SALES CALLS

What types of prospect/customer calls do you find the most difficult?

What is the primary motivator of the prospect/customer during this type of sales call?

How does the prospect/customer view you?

How do you view yourself/your job after this type of call?

What do you think/do to psych yourself up for your next call?

CONSULTATIVE SALES

What words come to mind when you think of a “Used Car Sales Person?”

What words come to mind when you think of a “Consultative Sales person?”

What type of sales person are you? How do you prove that to the prospect/customer?

AVOIDING A SALES COMPETITION

The portrayal of sales people in the media and our own pat experience with sales people can lead to a natural distrust. This distrust is taken one step further when the prospect/customer views the salesperson as the "competition." For the prospect/customer, the goal of the sales call is to get as much as you can from the salesperson and prevent the salesperson from getting too much from you.

What will you say/do to break this circle of competition and establish yourself as a "consultant?"

MODULE 2: DEVELOPING TRUST

As we discusssed in Module 1, many prospects enter the sales process with a distrust of the salesperson. If we are lucky, the prospect may be neutral and take a “wait and see” attitude toward assessing our trustworthiness. Before we can start developing trust, we have to earn the right to speak with the prospect. Many sales people assume that the prospect’s interest in a product or service earns them this reight. However, interest in a product doesn’t mean a prospect is interested in us as a salesperson. We earn the right to speak by demonstrating our focus on the prospect, and our desire to learn more about their needs.

In this module, you will strengthen your ability to develop a rapport and start building trust. The establishment of trust starts with the first sentence we speak and continues throughout the sales process.

BENEFITS OF MODULE 2

At the end of this module you will be able to:

1. Initiate the conversation with a statement that demonstrates a focus on the prospect, not a desire to make a sale.
2. Control the direction of the conversation while conveying sincerity.
3. Deliver a consistent message with your words, voice and body language.

RAPPORT = COMMONALITIES

Identifying commonalities between our customers and us develops rapport. Rapport is not the process of engaging in "small talk." In many cases, "small talk" can lead to mistrust rather than trust for the following reasons:

1. It appears to be a waste of the customer's time.
2. It is disingenuous and appears to be a ploy to "lower my guard."
3. It is unnatural and forced or highlights our differences.
4. More time is spent talking about yourself than the customer.

To successfully develop rapport the following things happen:

1. Quickly notice similarities between yourself and the customer.
2. Note the similarity.
3. Ask the customer to talk briefly about him/herself.
4. Listen.
5. Reconfirm your similarities.
6. Appreciate any differences.

What are some of the topics you have used to develop rapport with customers?

NOTE: If there are no obvious similarities or differences you can honestly appreciate, the best way to develop rapport is by establishing yourself as a consultative sales person.

THE SALES DIFFERENCE

We encounter salespeople everyday. The way a person waits on us in a store, serves us in a restaurant, or attends to us on an airline; each says something about the company they represent. Salespeople can leave a lasting impression.

Identify a time where a salesperson made an impression on you. What do you remember about the salesperson and the interaction?

How did the salesperson's actions encourage or inhibit the development of a rapport?

What is the "lesson learned" you apply to your own sales experiences?

SINCERITY OR MANIPULATION

When you look back on your experience as a customer, how does the level of rapport and trust affect your comfort level in buying a product or service from a salesperson? A fundamental law of physics says that “a body in motion tends to stay in motion while a body at rest tends to stay at rest.” The average prospect is in a state of rest and will probably require effort to move into action. If a prospect doesn’t trust a salesperson, this can be the excuse they need to justify not taking action. If the prospect has to rely on the salesperson for technical knowledge, trust becomes an even more important factor in determining a prospect’s willingness to take a “risk” and buy. Your ability to close a sale actually starts during your opening conversation with a prospect.

The opening statement made to a prospect needs to establish the following:

1. Respect for the prospect’s time and concerns.
2. Your sincere belief in a benefit that has been derived from your service.
3. An example of how this prospect “MAY” benefit.
4. A request to continue to the next step in the conversation by asking questions that will help “THE PROSPECT DETERMINE” if the service meets their needs.

PRACTICAL APPLICATION

Future prospect:

Background information about this prospect (concerns/needs):

Prospect's mindset:

Your goal at this point in the process:

EARNING THE RIGHT TO PROCEED

Demonstrate awareness of the reason for the prospect's interest or respect for their time.

List an example of a benefit received by a customer similar to prospect.

How "MIGHT" this benefit apply to this prospect?

Request to ask questions to aid prospect's decision making.

PRACTICE SESSION

Instructions:

1. One person delivers their opening statement to a partner who will respond as the prospect.
2. The person in the role of the prospect completes the “Practical Application Feedback Sheet” and shares this with the sales person.
3. Switch roles and repeat the process.
4. Modify your opening statement/delivery style based on feedback.
5. Each person practices delivering their statement a second time, only this time the partners sit back-to-back so there is no visual contact.

Analysis:

1. How did the choice of words, vocal quality and non-verbal communication impact the establishment of rapport?
2. How did the lack of visual contact affect the ability to develop rapport?
3. What is the one thing you will remember when you deliver this opening statement to your prospect?

PRACTICAL APPLICATION FEEDBACK SHEET

Why is this person speaking with you? Was the focus on providing you with information or preparing to "sell" you?

Voice volume:	Loud	Moderate	Soft	
Voice intonation:	Varied	Even		
Voice speed:	Fast	Moderate	Slow	
Voice inflection:	Serious	Enthusiastic	Conversational	Formal
Visual contact:	Steady	Intermittent	Attentive	Intrusive
Gestures:	Limited	Emphatic	Excessive	

Voice volume: Loud Moderate Soft

Potential enhancements:

Voice intonation: Varied Even

Potential enhancements:

Voice speed: Fast Moderate Slow

Potential enhancements:

Voice inflection: Serious Enthusiastic Conversational Formal

Potential enhancements:

Visual contact: Steady Intermittent Attentive Intrusive

Potential enhancements:

Gestures: Limited Emphatic Excessive

Potential enhancements:

What can this person do to increase their ability to develop a rapport and establish trust with their opening statements?

SALES CALL ANALYSIS

Prospect:

I applied the information on developing trust by…

The result of this was…

I will…

MODULE 3: THE PROSPECT'S PERSPECTIVE

The next step in the sales process is critical because it provides you with an opportunity to understand what motivates your prospect to buy or not buy your service. This step also continues the process of building rapport and trust.

The process of asking questions that explore the prospect's past, current and desired future state provides you with an opportunity to engage in a conversation where you learn more about the prospect as an individual. The more the prospect talks, the more you get to learn about their personality, their sales drivers and inhibitors. The use of open-ended questions to draw the prospect into a conversation also provides you with an opportunity to listen for commonalities in your experience tha can be used to further develop a rapport.

In this module, you will practice a questionning technique that fosters a natural dialogue while allowing you to control the direction of the conversation and the flow of information gathered.

BENEFITS OF MODULE 3

At the end of this module you will be able to:

1. Develop a series of questions that gather information on past, current and desired experiences.
2. Identify the prospect's sales drivers and inhibitors.
3. Lead your prospect through a process where they clarify their own needs.
4. Mirror the communication style of the prospect.

TYPES OF QUESTIONS AND THEIR USE

Closed-Ended Questions: A question phrased in a manner that calls on a person to give a short (one or two word) answer. This type of question is used when you want to quickly obtain or confirm information or understanding.

Open-Ended Questions: A question phrased in a manner that calls on a person to give a long answer. This type of question is used when you want the customer to talk through their thought process and reveal information about their state of mind and their disposition toward the sale.

Questions are used throughout the sales process for a variety of reasons including:

- ✓ Confirming current customer information
- ✓ Obtaining specific service related information
- ✓ Understanding past and present experience
- ✓ Identifying customer future needs/benefits
- ✓ Identifying sales drivers and inhibitors
- ✓ Confirming customer understanding
- ✓ Confirming our understanding
- ✓ Identifying a customer's state of mind
- ✓ Redirecting the flow of the conversation
- ✓ Exploring customer objections
- ✓ Confirming benefits/generating enthusiasm
- ✓ Closing a sale
- ✓ Follow-up

WHAT YOU CAN LEARN FROM QUESTIONS

A sequence of questions is used to take the prospect through the process of analyzing their past and current experience, identifying their desired future experience and clarifying the benefits they will receive if they take action and decide to buy. As they answer each question, listen carefully for what factors drive them toward buying (drivers) and what factors inhibit them from buying (inhibitors). Drivers can be broken down further into two categories: Logical drivers and Emotional drivers.

Logical drivers are reasons to buy that center around a process of objectively weighing the advantages and disadvantages of a purchase. When the advantages to buying are the disadvantages inherent in not buying weigh heavier, it “makes sense” to buy. Emotional drivers are reasons to buy that center around how we “feel” about a product or service. The questions that must be answered are “Am I comfortable buying?” and “Am I comfortable buying from this company/ salesperson?”

Under the category of inhibitors there is a subcategory known as fears. These are inhibitors that have an emotional component which causes the prospect to “feel” uncomfortable with a decision. Research has shown that when it comes to the decision-making process, feelings carry more weight than thoughts. Later in the sales process, you will address both feelings and thoughts as you overcome the inhibitors that could become an objection to closing the sale. Conversely, you will use the prospect’s drivers to generate enthusiasm for the service and close the sale.

QUESTIONS TO MATCH YOUR SELLING SITUATION

Questions to identify the prospect's *current experience.*

Questions to identify the prospect's *past experience.*

Questions to identify *inhibitors to action* in the past.

Questions to identify the prospect's *desired future experience.*

Questions to identify the prospect's *benefits.*

SALES DRIVERS AND INHIBITORS

Identify the potential drivers for buying your service:

Identify the potential inhibitors for buying your service:

Go back over both lists and underline the drivers that are emotional and the inhibitors that are fears.

PRACTICAL APPLICATION

Future prospect:

Background information about this prospect (concerns/needs):

Prospect's mindset:

Your goal at this point in the process:

What questions will you use to identify the prospect's *current experience?*

What questions will you use to identify the prospect's *past experience?*

What questions will you use to identify *inhibitors to action* in the past?

What questions will you use to identify the prospect's *desired future experience?*

What questions will you se to identify the prospect's *benefits?*

PRACTICE SESSION

Instructions:

1. One person asks questions to a partner who will respond as the prospect. NOTE: The prospect should have drivers and inhibitors in mind before the questioning begins. Disclose this information only upon answering a related question.
2. The person in the role of the prospect completes the "Practical Application Feedback Sheet" and shares this with the sales person.
3. Switch roles and repeat the process.
4. Modify your questioning/listening skills based on feedback.

Analysis:

How did the choice of words, vocal quality and non-verbal communication impact the establishment of rapport?

How did the use of questions enable you to learn more about the prospect?

What is the one thing you will apply when you question your prospect?

PRACTICAL APPLICATION FEEDBACK SHEET

How well did the person's questions enable him/her to understand you as a person and identify the drivers/inhibitors that were important to you?

Voice volume: Loud Moderate Soft

Potential enhancements:

Voice intonation: Varied Even

Potential enhancements:

Voice speed: Fast Moderate Slow

Potential enhancements:

Voice inflection: Serious Enthusiastic Conversational Formal

Potential enhancements:

Visual contact: Steady Intermittent Attentive Intrusive

Potential enhancements:

Gestures: Limited Emphatic Excessive

Potential enhancements:

What can this person do to increase their ability to develop a rapport and gather information throughout the questioning sequence?

SALES CALL ANALYSIS

Prospect:

I applied the information on questioning techniques by…

The result of this was…

I will…

MODULE 4: SERVICE RECOMMENDATIONS

One difference between a salesperson and an energy consultant is the fact that the energy consultant is providing a service with the initial customer contact. While the focus of a salesperson is to close a sale, the focus of the energy consultant is to use their knowledge to recommend a course of action that will benefit their client. Just having the opportunity to learn from your knowledge provides the prospect with a valuable service. The use of questioning skills enables you to conduct a comprehensive analysis of your client's energy situation. In the next step of the sales process, you use this analysis to formulate an energy recommendation for your prospect.

In this module, you will practice delivering that recommendation with the enthusiasm and conviction that will motivate your prospect to action.

BENEFITS OF MODULE 4

At the end of this module you will be able to:

1. Strengthen your presentation of service benefits by customizing the benefits statement to your prospect's sales drivers.
2. Utilize various forms of evidence to increase the credibility of your service recommendation.
3. Develop visual images that increase the motivational impact of your service.
4. Deliver your recommendation with enthusiasm and conviction.

A CUSTOMIZED BENEFIT STATEMENT

The difference between a good benefits statement and a great benefits statement lies in our ability to customize the benefit to meet the prospect's sales driver. A benefit to the "average" consumer means little to me as an individual. The question on our minds in any sales situation is "Why is this benefit important to me? How will this enable me to get what I want?" In the last module, you developed your ability to use questioning techniques to identify the sales drivers and inhibitors of your prospect. This information helps you to determine which of your service benefits you will present and the best way for you to clearly convey the link between the benefit and the driver/inhibitor.

Note the difference in impact between the general benefit statement and the customized benefit statement below:

General Benefit Statement: The Honda Accord has highly rated acceleration from 0-60 miles per hour.

Customized Benefit Statement: I know you said your primary concern is for the safety of your children. (Driver.) You will be impressed to know that the Honda Accord has the highly rated 0-60 mile per hour acceleration you'll need to safely enter the Highway. As you said before, safety and peace of mind are priceless. (Inhibitor.)

ADDING EVIDENCE FOR GREATER IMPACT

All benefit statements must be based on a service feature that is factually accurate. A statement of opinion won't be enough to motivate your prospect and could compromise the trust you have established. The use of evidence increases the IMPACT of your benefits statements. Various forms of evidence include:

Illustration providing physical examples of the benefit.

Mental image created by a visual description of the benefit.

Proven fact as demonstrated by statistical evidence.

Application of the service to the prospect's situation.

Comparison of the service to something familiar.

Testimonial from satisfied customers or objective third parties.

In the benefit statement for the Honda Accord, how does the prospect know the "highly rated acceleration" is a statement of fact rather than the opinion of a salesperson who is only interested in making a commission? In this situation, the addition of a testimonial strengthens the benefits statement while increasing the validity of the product feature.

Customized Benefit Statement with Testimonial: I know you said your primary concern is for the safety of your children. You will be impressed to know that Consumer Reports gives the Honda Accord their highest family car rating for 0-60 mile per hour acceleration. This is the acceleration you'll need to safely enter the Highway. As you said before, safety and peace of mind are priceless.

THE POWER OF A MENTAL IMAGE

The use of mental images is one of the most powerful ways to increase the motivational level of a benefits statement. Words are used to create a visual image where the prospects see themselves using the service and gaining the benefit that corresponds to their sales drivers. Note the difference in our benefit statement for the Honda Accord when we add a mental image:

Customized Benefit Statement with Testimonial and Mental Image: I know you said your primary concern is for the safety of your children. You will be impressed to know that Consumer Reports gives the Honda Accord their highest family car rating for 0-60 mile per hour acceleration.

I'm sure you've been in the situation where you are entering the Highway with heavy traffic moving at a fast speed. As you run out of entry ramp and start to move into traffic, you look over your shoulder and see your children in the backseat. As you look past your children, you hear a low rumble and see a large 18-wheel truck bearing down on you at an incredible speed. You feel your hands tightly grip the steering wheel as you push the accelerator of your Honda Accord to the floor and easily accelerate safely into the traffic. As you look in your rear view mirror, the only thing you see are the faces of your children playing in the back seat and the truck in the distance. I've been in this situation myself and as you said before, that kind of safety and peace of mind are priceless.

THE IMPORTANCE OF ENTHUSIASM

The next ingredient we need to add to create a successful benefits statement is enthusiasm. If we express enthusiasm it adds to the credibility and motivational level of our benefits statement. Before you can motivate anyone else, you have to be able to motivate yourself. You will start your practice by creating a benefits statement for a product/service you are enthusiastic about. Don’t use the service you sell on the job. Instead, pick a product/service that you use personally and would strongly and enthusiastically recommend to everyone else.

Product/Service:

You Sales Driver:

Benefit to Product/Service & Why is it Important to Us?

Add a Form of Evidence (Illustration, Mental image, Proven fact, Application, Comparison, Testimonial):

APPLYING BENEFITS TO YOUR SERVICE

Benefit	Why It's Important to Prospect

APPLYING EVIDENCE TO YOUR SERVICE

For each form of evidence, give an example how you can use it to increase the IMPACT of the benefits statements you use when you sell your service.

Illustration:

Mental Image:

Proven Fact:

Application:

Comparison:

Testimonial:

PRACTICAL APPLICATION – SERVICE/PRODUCT RECOMMENDATIONS

The time has come to put it all together and enthusiastically sell your service!

Product/Service:

Sales Driver:

Benefit to Product/Service:

Add a form of Evidence (IMPACT):

PRACTICE SESSION ANALYSIS

How did the choice of words, vocal quality and non-verbal communication impact the enthusiasm of your benefit statement?

How did the use of the sales driver and evidence increase the impact of your benefits statement?

What is one thing you will apply when telling your prospect of the benefits of your service?

SALES CALL ANALYSIS – PRODUCT/SERVICE RECOMMENDATION

Prospect:

I strengthened the impact of the benefit statements that supported my recommendation by…

The result of this was…

I will…

MODULE 5: TAKING ACTION

If we have done the work of using powerful benefit statements to make our product/service recommendation,then the next step in the sales process is to gain the prospect's agreement to take action on our recommendation. Our success at this step in the process is usually measured by our ability to "close the sale." Focusing on this alone can create a problem for the sales professional. Module 1 discussed the importance of establishing ourselves as a "knowledgeable energy consultant" not a "pushy used care salesperson." In Module 2 we discussed how the average prospect is "skeptical" of the intentions of the sales person and views the sales call as a competition. Establighing trust throughout this sales process has hopefully helped you to decrease that perception. However, this is the step in the process where your actions will prove your true intention. Is your focus on the needs of the prospect or on the sales commission?

In this module, you will learn to read the signs that help y ou identify the best time to ask the prospect to take action. You will also practice answering the prospect's objections and getting action on your recommendation.

BENEFITS OF MODULE 5

At the end of this module you will be able to:

1. Identify the signs that a prospect is either ready to "go" or still "stopped."
2. Utilize the different methods to test for commitment.
3. Uncover and answer objections.
4. Establish a commitment to action.

STOP OR GO

There are a variety of verbal and nonverbal signs that tell us if a prospect is ready to give the sale a “green light” or if they are still stopped. However, we may not see the signs because we are more focused on “closing the sale” than we are on the prospect. It is critical to remember that the ability to close the sale is dependent on our ability to read the customer and assess their comfort level with our service recommendation.

If a prospect is uncomfortable and we push them to buy, we risk losing their trust and the sale. If a prospect’s hesitation causes us to hesitate and back away from another attempt to gain commitment, we risk losing the sale to a more assertive salesperson. Knowing when to stop and when to go starts with our ability to read the prospect.

STOP

What do prospects say and do to indicate they are uncomfortable taking action?

GO

What do prospects say and do to indicate they are ready to take action?

TESTING FOR COMMITMENT

When the prospect is sending us a sign that they are ready to go, the next step is to test for commitment. In this step of the sales process, we ask a question that allows us to gain more information about the prospect's state of mind. Write your own example using each of the following methods>

Service/Product feedback

Ask how the prospect feels about your service.

Time frame:

Ask the prospect to identify their time frame for action.

Simple decision:

Ask the prospect to decide between two service options.

Agreement:

Ask the prospect to agree that your service best meets their needs.

Assumption:

Assume agreement and ask the prospect for a decision on implementation.

Pros and cons:

Summarize the pros and cons and ask the prospect which side weights heavier.

Limited time offer:
Present a limited time offer and ask for action.

Ask for the sale:
Ask the prospect to agree to the purchase.

UNDERSTANDING OBJECTIONS

If the prospect is sending us the sign that they are still a at a stop and uncomfortable moving ahead, we have to identify the reasons for their hesitation. Hearing an objection can make a salesperson feel momentarily negative. However, the prospect is doing us a favor by giving us the opportunity to address their concern and move on with the sale.

Using your own sales experience, list potential objections and the reason why the prospect may have the objection.

OBJECTION	REASON FOR THE OBJECTION

METHODS OF RESPONDING TO OBJECTIONS

List the objections you most often hear from your prospects and identify how you can use the following methods to answer each objection.

1. Add information that will change the prospect's perception.
2. Link your service to the prospects primary sales driver.
3. Provide evidence to strengthen the benefit of your service or refute the objection.
4. Reverse the objection by showing how a negative is a positive (i.e., you pay more now, but lower energy costs and reduced need for maintenance actually saves money).
5. Show how the pros outweigh the cons of buying the service.

OBJECTION	RESPONSE

RESPONDING TO OBJECTIONS

When we are faced with objections, the following steps help us successfully address the prospect's concerns in a consultative manner and move forward through the sales process. For each step, write what you think or would say to a prospect that has raised one of the objections you listed on the previous page.

1. Positively reframe your own emotional response by thinking…

2. Identify the prospect's reason for raising the objection…

3. Restate the objection respecting the prospect's concern…

4. Uncover any hidden objections…

5. Respond to the objection (add information, driver, evidence, reverse, compensate)…

6. Test commitment to go forward…

PRACTICE SESSION

INSTRUCTIONS:

1. The prospect identifies one objection they will state to the energy consultant and a second hidden objection they will only reveal if questioned. If the hidden objection is not uncovered, the prospect should not respond favorable to the second test for a commitment.
2. The energy consultant asks a question that tests for commitment.
3. When answering the question, the prospect indicates they are not ready to move forward because of their first objection.
4. The energy consultant goes through the process of responding to the objection.
5. Switch roles and repeat this process.
6. Modify your questions/listening skills based on feedback.

ANALYSIS:

1. How did the choice of words, vocal quality and non-verbal communication impact your ability to answer the objections?

2. How did using the "response to objections sequence" enable you to successfully address the prospect's concerns?

3. What is one thing you will apply when you answer the objections of your prospect?

SALES CALL ANALYSIS – TAKING ACTION

Prospect:

I uncovered/addressed objections and moved the prospect to action by…

The result of this was…

I will…

MODULE 6: SELF MANAGEMENT

Throughout the sales process, another component of success is our ability to manage ourselves. This includes our ability to manage our time, our tendency to procrastinate and our relationships with other people involved in the sales process. Self-management is especially critical at the information gathering stage before a sales call and during the follow through stage that occurs after we have received a customer commitment. In an effort to ensure customer service, we may spend too much time on administrative tasks. At other times, we may neglect these administrative tasks because we are overly focused on the next sales call. One challenge of a sales professional is finding the proper balance between servicing the customer we just sold and the customer we have yet to contact.

In this module, you will identify the various administrative tasks inherent in your sales process, analyze the time you spend on these tasks and develop a personal plan for utilizing your time efficiently.

BENEFITS OF MODULE 6

At the end of this module you will be able to:

1. Improve the coordination between various people involved in the sales process.
2. Establish a strategy for overcoming your time management challenges.
3. Conduct a customer post sale follow-up meeting that provides you with referrals and evidence of the benefits of your service.

COORDINATION THROUGHOUT THE SALES PROCESS

During the sales process, a number of people may be involved in completing tasks that bring a sale to a successful completion. Successful handoffs between people starts with an analysis of our relationships with others in the sales process.

PERSON	ROLE IN SALES PROCESS	IMPROVEMENTS IN COORDINATION

TIME MANAGEMENT CHALLENGES

Identifying ways to enhance our time efficiency starts with the collection of data concerning the current allocation of our time. An analysis of this information enables us to identify opportunities to enhance our efficiency.

TIME	TASK	PRIORITY LEVEL

Review the list above and highlight the low priority activities that take an excessive amount of time. Highlight those high priority activities that should be given more time. What is the cause of the time inefficiency? What action will you take to reallocate your time to higher priority tasks?

CUSTOMER FOLLOW-UP

One thing that differentiates a salesperson from an energy consultant is the level of follow-up that occurs after a sale has been completed. The energy consultant realizes that the customer can provide future referrals and evidence of service benefits. Utilizing the following sequence of questioning enables you to provide a higher level of service and increase your future sales potential.

Question to assess customer satisfaction…

Question to identify the benefits the customer has received from the service…

Question to ask for referrals…

MODULE 7: PUTTING IT ALL TOGETHER

The time has come to combine all of the elements of the sales process. The more we practice the art of getting ourselves ready to sell, developing trust, understanding the prospect's perspective, recommending our service, taking action and self-management, the more we enhance the skills that are necessary to develop a consultative sales approach. This module will provide an opportunity to view the sales process as a whole and witness the flow that occurs between the different steps in the process. We will also get the opportunity to observe and learn from the unique way each sales professional conducts an energy consultant sales meeting.

During the time we have worked together, we have had an opportunity to learn from our own sales experiences and the experiences of others. This module will also provide us with an opportunity to acknowledge the contribution others have made to our continued development as an energy consultant.

BENEFITS OF MODULE 7

At the end of this module you will be able to:

1. Combine all of the various steps of the sales process.
2. Create a conversational style of sales delivery by using transitions to link the various steps in the sales process.
3. Identify your unique strengths as an energy consultant.

PRACTICAL APPLICATION – PUTTING IT ALL TOGETHER

Prospect:

Background information about the prospect:

Prospect's mindset:

Your goal:

What you think/do to prepare yourself for the call:

DEVELOPING TRUST

Opening statement (potential benefit, possible application to prospect, earning the right to proceed):

UNDERSTANDING THE PROSPECT'S PERSPECTIVE

Questions to identify the prospect's current experience:

Questions to identify the prospect's past experience:

Questions to identify inhibitors to action in the past:

Questions to identify the prospect’s desired future experience:

Questions to identify the prospect’s benefits:

Prospect’s drivers (logical and emotional):

Prospect’s inhibitors (including fears):

SERVICE RECOMMENDATION

Benefits of service (application of benefit by prospect):

Add a form of evidence (Illustration, mental image, proven fact, application, comparison, testimonial):

TAKING ACTION

Method of testing for commitment:

Uncover and address objections by…

Gain commitment by…

Ask for referral:

SELF-MANAGEMENT

I implemented the following self-management actions: