



Sales 102

Sales- Meeting to Succeed

Nigel Hall, Innovation Centre © 2010



Introduction

- You have the meeting- What now?
- How do you use the meeting to win the client
- What do you want from the meeting
- And how to get it.



Agenda

- Client Briefing
- Peer group player
- Timing is everything
- Position yourself
- Opening remarks
- Spin the wheel
- Show your understanding
- Present the deal
- Dealing with objections
- Close the deal





Peer Group Player

- Frame of mind: remember that you are the expert in your field which is part of the clients business.
- Treat them as equals- they will do the same.
- Dress as you expect they would be dressed- show respect wear a suit and maybe a tie, depending on the sector you are selling to – you have to feel comfortable but be at least as well dressed as them.
- Remember you want to establish peer credentials so know their business before you walk in and give them something (verbally to indicate that you too run a business and are experienced)



Client Briefing

- You have an appointment
- Now create the client briefing
- Contact person and any important players in the company
- Address, telephone
- Main business details
- Customers
- What's happening in their market

Timing is everything



- Punctually is expected-never be late
- If you are more than 5 minutes early go and kill time elsewhere
- If you are travelling across town allow for traffic, so you get there composed not rushed.
- Read through your client briefing again before you go in



Position yourself

- What do you do while your waiting?
 - take a business newspaper or a relevant trade journal with you and read that
- What do you do in the meeting room?
 - If you are shown in first wait for them to enter, do not “own” the space, keep your bag in your hand.
- Where do you sit?
 - Let them sit down first and position yourself across the corner from them if possible not over the table.

Best Sales Props?

- Best sales props are simple
 - Avoid laptop presentations, OHPs
- business cards
- client brief
- notebook for notes.
- Take an offer to complete at the end of the meeting



Opening Remarks

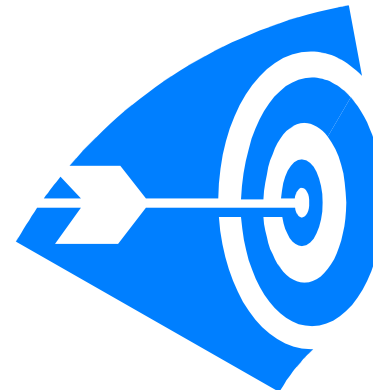
- You are the guest, let the host start.
- Silence is golden
- Empathize
- Ask open questions that enable them to talk about business in general
- Establish yourself as someone with knowledge of their business





SPIN the wheel

- Use SPIN selling techniques to understand if and why the customer needs your product
- Situation
- Problem
- Implications
- Need
- Ask questions to get where you need them to be.





Show your understanding

- Recap what they have said (that's relevant)
- Ask questions do not assume if you do not understand
- Identify their problems and ask if the implications of this are correct as you have understood them
- Establish the need



Presenting the Deal

- Come back to talking about value to client
- What are their key benefits- re-iterate
- Establish value before cost
- i.e if the ISO9001 is worth \$900,000 a year to you whats its worth to maintain it?
Ensure it functions? Passes Audits?
- Present the full picture
 - Base Cost per seat
 - Maintenance
 - Implementation



Dealing with Objections

- Resources
 - Money
 - People
 - Platform
 - Time
- Benefits
 - What's the alternative?
 - Added benefits – succession planning, knowledge management
 - If you have to give anything take something in return.



Close the Deal

- Ask for the close
- Do not accept delay tactics
- Can you execute on this- are you authorised? Important enough?
- Get out of jail free card- i.e. sign today but you have 5 days cooling off period.
- Satisfaction guaranteed....
- Competitive pressure

Follow-Up

- Congratulations- you have made a sale
- Now make sure you celebrate your win
- And deliver on your promise.

