

UNEARTHING YOUR SELLING SKILLS



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UNEARTHING YOUR SELLING SKILLS

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Table of Content

THE CONCEPT OF SELLING.....6

1.0 LEARNING OUTCOME..... 6

1.1 INTRODUCTION..... 6

1.2 WHAT IS SELLING 6

1.3 MYTHS ABOUT SELLING..... 7

 1.3.1 *The First Three Minutes Determine the Success of a Sale*..... 7

 1.3.2 *Sales is about Getting People to Buy Things They Do not Want* 7

 1.3.3 *Scripts are for Rookies*..... 7

 1.3.4 *Salespeople Care More about Commissions than about People* 7

 1.3.5 *One Pitch Fits All*..... 7

 1.3.6 *Salespeople are Born, Not Made*..... 8

 1.3.7 *Salespeople are Only out for Themselves* 8

 1.3.8 *Salespeople are Only out for Themselves* 8

 1.3.9 *Great Products Sell Themselves*..... 8

 1.3.10 *Technology Rules* 8

1.4 REASONS WHY PEOPLE BUY 9

 1.4.1 *To Satisfy a Need or Solve a Problem* 9

 1.4.2 *To Gain Pleasure or Enjoyment* 9

 1.4.3 *To Save Time, Effort, or Money*..... 9

 1.4.4 *To Enhance Status, Image, or Social Acceptance*..... 9

 1.4.5 *To Reduce Risk and Increase Security* 9

1.5 MISTAKES OF SALESPEOPLE WHEN SELLING 9

 1.5.1 *Talking More Than Listening*..... 9

 1.5.2 *Focusing on Features Instead of Value* 10

 1.5.3 *Being Unprepared*..... 10

 1.5.4 *Pushing Too Hard, Too Soon*..... 10

 1.5.5 *Neglecting Follow-Up*..... 10

 1.5.6 *Ignoring the Emotional Side of Selling*..... 10

 1.5.7 *Not Asking for the Sale*..... 10

1.6 EMBRACING YOUR INNER SALESPERSON 11

 1.6.1 *Realize That You Already Know How to Sell* 11

 1.6.2 *You Already do Selling Every Day* 11

 1.6.3 *Think of Selling as a Way to Help People*..... 11

 1.6.4 *You can be a Superstar*..... 11

1.7 RECAPS OF CHAPTER..... 11

1.8 EXERCISES..... 12

THE SALES CYCLE..... 13

2.0 LEARNING OUTCOME..... 13

2.1 INTRODUCTION..... 13

2.2 THE SIGNIFICANCE OF THE SALES PROCESS 15

 2.2.1 *Significance of the Sales Process*..... 16

2.3 BEFORE YOU START: PRODUCT/SERVICE KNOWLEDGE..... 16

2.4 PROSPECTING AND EVALUATING 17

 2.4.1 *Sources of Prospecting* 17

 2.4.2 *Evaluating*..... 18

 2.4.3 *Planning a Prospecting Strategy* 18

2.5 RESEARCHING/PRE-APPROACH..... 18

 2.5.1 *Objectives of Pre-approach*..... 19

 2.5.2 *Steps of Pre-Approach*..... 19

2.6 ENGAGEMENT..... 19

 2.6.1 *Connecting/ Approach* 19

 2.6.2 *Introduce Yourself*..... 20

 2.6.3 *Be Professional*..... 20

2.6.4	<i>Get the Customer's Attention</i>	20
2.6.5	<i>Show Interest</i>	20
TELE SALES.....		21
	<i>a. Why It Has Become Key for Sales Organizations</i>	21
	<i>b. Practical Steps to Tele Sales</i>	21
2.7	MAKING THE PRESENTATION.....	24
2.7.1	<i>Stimulus-Response Format</i>	25
2.7.2	<i>Formula Selling Format</i>	25
2.7.3	<i>Need-Satisfaction Format</i>	26
2.7.4	<i>Presentation Tips</i>	26
2.8	ADDRESSING OBJECTION/OBJECTION HANDLING.....	26
2.8.1	<i>Overcoming Objections</i>	26
2.8.2	<i>Why We Encounter Sales Objections</i>	28
2.8.3	<i>What to do When you Encounter Sales Objections</i>	28
2.8.4	<i>Common Objections</i>	28
2.9	CLOSING THE SALE.....	35
2.9.1	<i>Recommended Approaches to Closing</i>	35
2.9.2	<i>Strategies to Fast Close</i>	36
2.10	THE FOLLOW-UP.....	37
2.10.1	<i>Benefits of a Post Sales Follow Up Process</i>	38
2.10.2	<i>Example of the Follow-up Process</i>	38
2.10.3	<i>After-Sales Support</i>	39
2.10.4	<i>After-Sales Support Best Practices</i>	39
2.10.5	<i>Why After Sales Service?</i>	39
2.10.6	<i>The 3 Critical Stages of After-Sales Customer Support</i>	39
2.11	CROSS-SELLING AND UPSELLING.....	41
2.11.1	<i>Cross-Selling</i>	42
2.11.2	<i>Upselling</i>	42
2.11.3	<i>Down-Selling</i>	42
2.12	RECAP OF CHAPTER.....	42
2.13	EXERCISES.....	43
EFFECTIVE COMMUNICATION.....		44
3.0	LEARNING OUTCOMES.....	44
3.1	INTRODUCTION.....	44
3.2	ELEMENTS OF EFFECTIVE COMMUNICATION.....	44
3.2.1	<i>Speak Attentively</i>	44
3.2.2	<i>Phrase Meaningful Questions</i>	44
3.2.3	<i>Avoid Monologues</i>	45
3.2.4	<i>Accept Silence</i>	45
3.2.5	<i>Do Not Cross-Examine</i>	45
3.2.6	<i>Listen Attentively</i>	45
3.2.7	<i>Do Not Interrupt</i>	45
3.2.8	<i>Clarify What You Hear</i>	45
3.2.9	<i>Reflect on What You Hear</i>	45
3.3	IMPORTANCE OF EFFECTIVE COMMUNICATION.....	45
3.3.1	<i>Foster Understanding of Customer Needs</i>	45
3.3.2	<i>Helps in Establishing Trust</i>	45
3.3.3	<i>Handling Objections</i>	46
3.3.4	<i>Building Relationships</i>	46
3.3.5	<i>Managing Expectations</i>	46
3.3.6	<i>Customer Feedback and Improvement</i>	46
3.4	RECAP OF CHAPTER.....	46
3.5	EXERCISES.....	46
DEVELOPING SALES ATTITUDE TO WIN.....		47

4.0 LEARNING OUTCOME..... 47

4.1 INTRODUCTION..... 47

4.2 SIGNIFICANCE OF POSITIVE ATTITUDE 47

4.3 POSITIVE ATTITUDE MANIFESTS IN THE FOLLOWING WAYS:..... 47

 4.3.1 *You Will Be More Optimistic* 47

 4.3.2 *You Will Deal with Disappointments and Failures More Easily*..... 47

 4.3.3 *You Will Be More Empathetic and Understanding Toward Others* 48

 4.3.4 *You Will Be More Grateful*..... 48

4.4 HOW TO STAY POSITIVE FOR SALES SUCCESS..... 48

 4.4.1 *Decide to Be Happy* 48

 4.4.2 *Boost Your Mood with Affirmation*..... 48

 4.4.3 *Find Reasons to be Cheerful* 48

 4.4.4 *See the Funny Side of Every Situation*..... 49

 4.4.5 *Become Solution Focused* 49

 4.4.6 *Think of the Positive* 49

 4.4.7 *Educate Yourself*..... 49

 4.4.8 *Have Something to Look Forward to After Work*..... 49

 4.4.9 *Just DO IT*..... 50

 4.4.10 *Remember That No One Owes You Anything*..... 50

4.5 RECAP OF CHAPTER 50

4.6 EXERCISE..... 50

5.0 CONCLUSION..... 51

List of Figures

Figure 1: Sales Funnel 14

Figure 2: Sales Cycle 15

THE CONCEPT OF SELLING

1.0 Learning Outcome

By the end of the chapter, you will be able to:

- a. Explain The Concept of Selling and Its Role in Business Growth.
- b. Distinguish Between the Myths and Realities of Selling.
- c. Identify The Key Reasons Why Customers Make Buying Decisions.
- d. Recognize Common Mistakes Salespeople Make During the Selling Process and How to Avoid Them.
- e. Develop Confidence in Embracing Their Inner Salesperson to Improve Performance and Customer Engagement.

1.1 Introduction

Selling is one of the most fundamental drivers of business success, yet it is often misunderstood. At its core, selling is not just about pushing products or services but about creating value and building meaningful connections with customers. Every individual, regardless of profession, engages in some form of selling whether convincing a client, influencing a team, or presenting an idea. Unearthing your selling skills means uncovering the hidden abilities within you that can be nurtured and refined. Many people mistakenly believe that great salespeople are simply born with charisma, but in reality, selling is a skill that can be learned, practiced, and mastered.

Sales success is no longer driven by techniques alone; it requires the inner drive to perform at your best every single day. While techniques and processes are vital, it is your conscious decision to excel that transforms an ordinary salesperson into a top performer. This mindset fuels persistence in the face of rejection, inspires creativity in problem-solving, and sustains momentum through the highs and lows of the sales journey. When aligned with strategic sales practices, this inner drive becomes a powerful force enabling professionals to identify high-value opportunities, navigate complex negotiations, and build relationships that endure. Developing this synergy between mindset and method is key to achieving sales excellence in today's fast-paced, competitive market.

Understanding buyer behavior, effective communication, and the art of persuasion are key elements in this journey. At the same time, avoiding common selling mistakes and embracing a customer-centric mindset unlocks greater success. This process requires self-awareness, adaptability, and confidence. By developing these abilities, individuals can enhance their personal influence and professional performance. Ultimately, discovering your selling skills opens the door to opportunities, growth, and long-lasting success.

1.2 What is Selling

Selling in its broad sense, is not only the making of sales, that is, effecting ownership transfers; but also, is identifying prospective consumers, stimulating demands and providing information and service to buyers. (Still, Cundiff, & Govoni, 1988)

1.3 Myths About Selling

1.3.1 *The First Three Minutes Determine the Success of a Sale*

Many people believe that if a salesperson cannot impress or win the customer in the first three minutes, the sale is lost. While it is true that first impressions matter greatly and can influence how the customer perceives the salesperson, three minutes alone are not enough to determine the success of a deal. Successful selling requires trust-building, understanding customer needs, presenting value, and handling objections, all of which take more than a few minutes. The opening interaction should indeed be strong, professional, and engaging, but the long-term success of the sale depends on the entire process, including follow-up and after-sales service.

1.3.2 *Sales is about Getting People to Buy Things They Do not Want*

This is one of the biggest misconceptions about selling. Many people assume that salespeople pressure or trick customers into buying things they neither need nor want. In reality, successful selling is about identifying customer needs and offering solutions that add value to their lives or businesses. Great salespeople don't manipulate; they ask the right questions, listen actively, and seek to understand exactly what the customer is looking for. By doing so, they position their product or service as the best fit for the customer's needs. When a customer buys, it should feel like a solution to their problem, not a forced decision.

1.3.3 *Scripts are for Rookies*

Some people believe that only inexperienced salespeople rely on scripts, and that seasoned professionals can simply "wing it." This is a misconception. Even the most experienced salespeople practice, refine, and use structured scripts or talking points to stay focused and effective. A sales script is not about reading word-for-word; it's about having a guideline that ensures consistency, confidence, and clarity in communication. Scripts help salespeople remember key benefits, handle objections, and stay aligned with the company's value proposition. In fact, the best sales professionals continually practice and rehearse their pitches, just like athletes train or actors rehearse lines. Mastery comes not from avoiding scripts, but from practicing them until they sound natural and authentic.

1.3.4 *Salespeople Care More about Commissions than about People*

This myth suggests that salespeople are motivated solely by money and don't genuinely care about their customers. In reality, this is misleading and unfair. Like anyone in a profession, salespeople want to succeed and earn rewards for their work, but long-term success in sales comes from building trust, nurturing relationships, and delivering value not from chasing quick commissions. Customers today are more informed than ever, and they can easily identify insincerity. Salespeople who focus only on commissions may win short-term deals, but they lose credibility, repeat business, and referrals. On the other hand, sales professionals who put customer needs first often achieve both customer satisfaction **and** financial success, because loyalty and trust naturally lead to sustained sales growth.

1.3.5 *One Pitch Fits All*

The idea that a single sales pitch can work for every customer is a dangerous misconception. Every prospect is unique, with different needs, challenges, goals, and buying motivations. Using the same

pitch for everyone often comes across as robotic and disconnected, failing to resonate with the customer's specific situation. Successful salespeople know that customization is key. They research their prospects, ask questions, and listen carefully to identify what matters most. With that insight, they adapt their pitch to highlight the most relevant benefits and solutions for each customer.

1.3.6 Salespeople are Born, Not Made

This myth assumes that great salespeople are naturally gifted with charm, persuasion, or charisma, and that others cannot succeed in sales. While personality traits can help, sales success is not determined by birth, it is built through learning, practice, and continuous development.

1.3.7 Salespeople are Only out for Themselves

There's a common stereotype that salespeople are selfish, caring only about making a quick profit. In reality, this could not be further from the truth. Professional salespeople know that their success depends on helping others succeed first. A salesperson who focuses only on themselves may close a few short-term deals but will quickly lose credibility, trust, and repeat business. On the other hand, those who prioritize the customer's needs, provide real value, and build lasting relationships earn loyalty and long-term success.

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1.3.9 Great Products Sell Themselves

It is often assumed that if a product is truly great, customers will automatically find it and buy it without any sales effort. While strong products do have an advantage, they still require awareness, positioning, and persuasion to reach the right audience. Even the best products can fail in the market if customers don't know they exist, don't understand their value, or don't see how they meet their needs. This is where the salesperson plays a vital role by educating prospects, highlighting benefits, addressing objections, and connecting the product to the customer's problem.

1.3.10 Technology Rules

With the rise of digital tools, social media, and automation, some believe that technology alone can replace traditional selling methods. While technology is an excellent enabler that helps salespeople reach more prospects, track leads, and communicate efficiently, it cannot replace the human element of trust and connection in sales. Face-to-face interactions whether in person or through video meetings remain invaluable because they allow salespeople to build rapport, read body language, and establish stronger personal relationships. Customers often make buying decisions based not only on the product but also on the credibility and trust they feel toward the salesperson.

1.4 Reasons Why People Buy

1.4.1 *To Satisfy a Need or Solve a Problem*

According to Maslow's hierarchy of needs and modern consumer behavior studies, people buy primarily to meet a need whether basic (food, clothing, shelter) or advanced (status, self-fulfillment). Purchases are often solutions to pain points. People often buy because they face a challenge or need a solution. Whether it's a family buying food to meet hunger or a business purchasing software to improve efficiency, the motivation is practical. Needs drive urgency and make the purchase essential rather than optional. Salespeople who uncover these needs position their products as answers. In short, buying is often a problem-solving activity.

1.4.2 *To Gain Pleasure or Enjoyment*

People buy things and experiences because they are happy, not because they have to. People purchase luxury things, entertainment products, and vacations because they make them happy. When making such judgments, emotional fulfillment frequently prevails over rational thinking. Consumers spend money to feel content, proud, or thrilled. Purchasing here is more for enjoyment than for survival.

1.4.3 *To Save Time, Effort, or Money*

Convenience is a major motivator for modern buyers. People prefer products and services that simplify life and reduce stress. Online shopping, ride-hailing apps, and automated tools succeed because they save resources. Buyers evaluate options based on efficiency and affordability. Ultimately, saving time or money makes the decision easier.

1.4.4 *To Enhance Status, Image, or Social Acceptance*

Purchases are often tied to identity and self-expression. People buy luxury cars, branded clothing, or the latest phones to boost confidence and signal success. Social approval also plays a role, as many want to fit into groups or stand out positively. This is why branding and image-focused marketing are powerful.

1.4.5 *To Reduce Risk and Increase Security*

Consumers want to know that the decisions they make are safe. To reduce uncertainty, they favor well-known brands, warranties, and solid reputations. To acquire peace of mind, people purchase safety equipment, insurance, and dependable services. Buyers who are risk-averse seek assurances before making a purchase. Purchases motivated by security foster trust and enduring loyalty.

1.5 Mistakes of Salespeople When Selling

1.5.1 *Talking More Than Listening*

One of the most common mistakes salespeople make is dominating the conversation. Eager to present their product or close the deal, they often forget that selling is more about understanding the customer's needs than delivering a monologue. When a salesperson talks too much, they miss valuable information that could help tailor the pitch. Active listening allows the salesperson to

build rapport, identify pain points, and propose relevant solutions which ultimately leads to higher conversion rates.

1.5.2 Focusing on Features Instead of Value

Many salespeople get caught up in listing the features of a product or service, thinking that technical details will impress the customer. However, customers are more interested in how those features will solve their problems or make their lives easier. By failing to translate features into clear benefits, salespeople create a disconnect. Great salespeople focus on the outcomes the customer cares about, linking every feature to a specific, meaningful value.

1.5.3 Being Unprepared

Walking into a sales conversation without proper preparation can quickly derail the process. Some salespeople fail to research the prospect's industry, business model, or pain points. This results in generic pitches that feel impersonal and unconvincing. Preparation demonstrates professionalism and respect for the client's time, while also equipping the salesperson to handle objections more effectively and present relevant solutions.

1.5.4 Pushing Too Hard, Too Soon

High-pressure tactics may have worked in the past, but today's buyers are more informed and less tolerant of aggressive sales techniques. When a salesperson tries to close the deal prematurely, they risk damaging trust and alienating the customer. Instead, it's more effective to guide the buyer through their decision-making journey, addressing concerns and building value gradually before asking for the sale.

1.5.5 Neglecting Follow-Up

Many deals are lost simply because the salesperson fails to follow up. After an initial meeting or proposal, some salespeople assume that no response means no interest. However, the buying process can be long, and clients often need time to consider options. Consistent, professional follow-up shows commitment and keeps the deal alive. Neglecting this crucial step can allow opportunities to slip away to more persistent competitors.

1.5.6 Ignoring the Emotional Side of Selling

While data and logic are important, decisions are often driven by emotion. Salespeople who focus only on facts and fail to connect on a personal level miss the chance to build trust and loyalty. A genuine, empathetic approach makes the customer feel heard and understood. Emotionally intelligent salespeople ask deeper questions, express confidence without arrogance, and create a sense of partnership rather than a transactional exchange.

1.5.7 Not Asking for the Sale

On the opposite end of being too pushy, some salespeople hesitate to ask for the sale at all. This may stem from fear of rejection or not knowing when the right moment is. But if a salesperson has built value, addressed objections, and established trust, there's nothing wrong with confidently asking for the business. Failing to do so can leave the conversation unresolved and reduce the chance of closing the deal.

1.6 Embracing Your Inner Salesperson

1.6.1 *Realize That You Already Know How to Sell*

Selling is not a foreign skill reserved only for professional salespeople; it is something we all do naturally in everyday life. Anytime you convince a friend to try a new restaurant, persuade your boss to accept your idea, or even negotiate with family, you are engaging in sales. The process of influencing others, presenting ideas, and guiding decisions is at the heart of selling. Recognizing that you already use sales skills daily helps remove the fear or stigma around selling. Once you understand that you've been "selling" all along through communication, persuasion, and problem-solving you gain the confidence to embrace your inner salesperson and refine those abilities for professional success.

1.6.2 *You Already do Selling Every Day*

In actuality, selling is a part of every transaction that calls for influence or persuasion. It's simpler to consider selling as a natural ability rather than a forced activity if you recognize that you already do this every day. You can approach professional selling with greater assurance and less hesitancy thanks to this change in viewpoint.

1.6.3 *Think of Selling as a Way to Help People*

Selling is not just about pushing products like it's about helping customers improve their well-being. When a salesperson approaches sales with the mindset of service, they position themselves as a trusted advisor rather than just a salesperson.

1.6.4 *You can be a Superstar*

A lot of people believe that only a select few "naturally gifted" people are good at selling. The truth is that with the correct attitude, dedication, and ongoing education, anyone can become a sales superstar. Being the loudest or most charismatic is not what makes a salesperson successful; rather, consistency, trust-building, and prioritizing the consumer are what matter most.

1.7 Recaps of Chapter

- a. Selling goes beyond pushing products; it is about solving problems, creating value, and building long-term relationships that drive business growth.
- b. Common myths like "salespeople are born, not made" or "great products sell themselves" are misleading. In reality, selling is a skill that can be learned, practiced, and customized for each customer.
- c. People buy for key reasons: to solve problems, gain pleasure, save time/money, improve status, or reduce risk. Understanding these motivations helps salespeople tailor their approach.
- d. Common errors include talking too much, focusing only on features, being unprepared, pushing too hard, neglecting follow-up, ignoring emotions, or failing to ask for the sale.
- e. Everyone sells daily, whether persuading, influencing, or negotiating. Recognizing this builds confidence and helps professionals view selling as helping people, not forcing products.

- f. Success comes from combining the right techniques with inner drive, persistence, and customer focus. With practice and the right mindset, anyone can grow into a “sales superstar.”

1.8 Exercises

- a. Why do people buy? What emotional or psychological needs typically drive purchasing decisions, and how can salespeople tap into these?
- b. Selling is often misunderstood as simply persuading people to buy products they do not need. Based on what you have learned from this chapter, how would you explain the true concept of selling, and why is it more about helping customers than pushing products?

THE SALES CYCLE

2.0 Learning Outcome

By the end of the chapter, you will be able to:

- a. Understand The Sales Process and Its Significance.
- b. Know How to Prospect and Evaluate New Customers
- c. Effectively Handle Objections.
- d. Develop Strategies to Close a Sale.

2.1 Introduction

Making a sale is about facilitating a process in which a customer purchases a good or service.

The Sales Process refers to:

“a systematic approach involving a repeatable set of steps sales teams takes to move a prospect from an early-stage lead to a closed customer. A strong sales process helps salespeople consistently close deals by giving them a framework to follow and enables them to close more deals, increase margins and make more sales through referrals.”

A properly designed sales process will help you identify obstacles and problems within your sales system. When sales are slow, it is not always due to poor closing rates.

A properly designed sales process will allow you to identify the obstacles that clog your sales funnel and cost you time and money. If you design and follow a comprehensive sales process, you will move prospects systematically from “initial contact” to “a close” with efficiency.

The sales process is often illustrated as a funnel which consists of several steps.

General Sales Funnel: 7 Steps

Generalized sales funnel that can be applied to any small business.

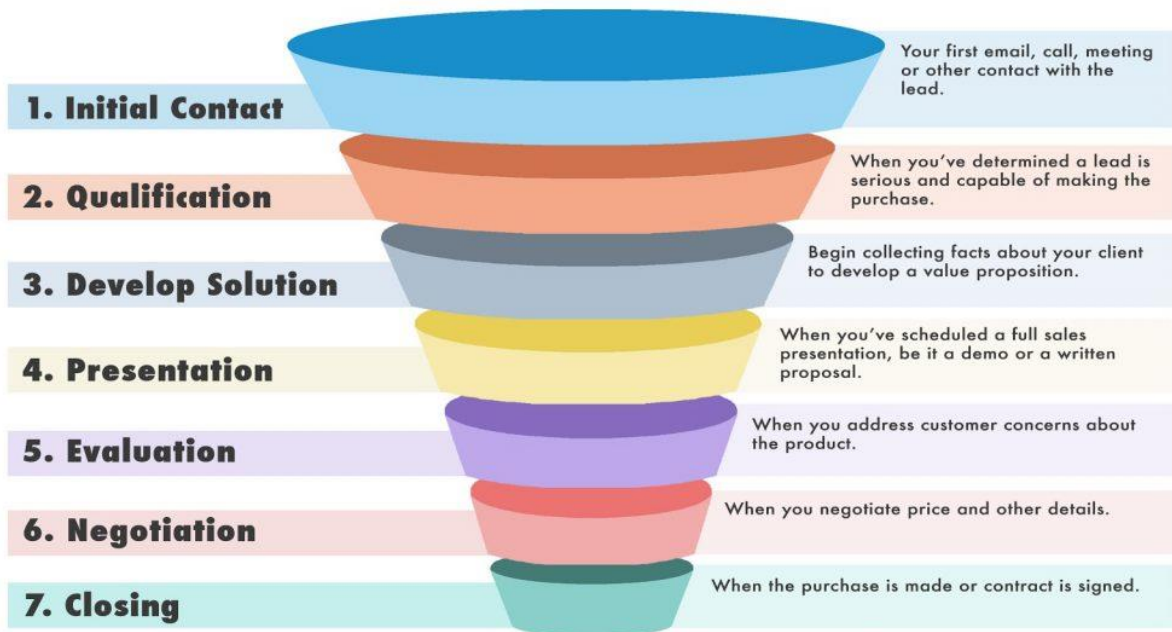


Figure 1: Sales Funnel

Prospective customers are inputted at the top and some percentage of the prospects is successfully converted to the next stage, making the funnel narrower as the process continues.

The sales process is also described and presented as a cycle where the process is presented as a never-ending cycle. Selling for Results aligns with professionals who present the sales process as a cycle. The goal is to value all the stages as critical to the sustained revenue growth of the company.



Figure 2: Sales Cycle

Sales executives need to understand how their efforts fit into the overall origination efforts to close a sale. Their efforts of prospecting, qualifying prospect, pre-approach, engagement, presentation, and closing of deals must be aligned to make sales effort efficient. How the procedures are executed is also key to ensuring an organization is successful at selling for results. The following points highlight the major processes and how to execute the processes to get sales results.

2.2 The Significance of the Sales Process

The 'Sales Process' is a set of specific actions salespeople follow to close a sales deal. The sales process is often confused with sales methodologies i.e. frameworks for implementing sales cycles but they are different. The sales process is more tactical, and often includes stages such as 'prospect,' 'approach,' 'present,' and 'close.'

Salespeople who apply a sales process, increase their chances of success by being more effective in three vital areas:

- a. They have a stronger impact on clients, meaning they find more (possible) qualified clients and they know how to influence and convince them to buy more.
- b. They have greater skills which are reflected in a higher rate of sales closure.
- c. They have developed personal management techniques that allow them to increase their prime selling time.

2.2.1 *Significance of the Sales Process*

a. Creates Consistency and Predictability

A defined sales process removes the guesswork from selling. Instead of relying on intuition or chance, sales teams follow a consistent framework. This consistency allows managers to forecast revenue more accurately and identify which stages need improvement.

b. Builds Trust with Prospects

When salespeople follow a structured process, they naturally become better listeners and solution-providers. Each stage, from prospecting and qualifying to presenting and closing, ensures that the prospect's needs are at the center. This builds trust and makes buyers feel understood and valued.

c. Improves Team Performance

With a standard sales process in place, training and onboarding new sales reps becomes much easier. It allows organizations to scale more effectively and ensures everyone is aligned with the same strategy. It also makes it easier to identify and replicate the habits of top performers.

d. Helps Identify Bottlenecks

A good sales process shines a light on where deals are getting stuck. Are leads dropping off after the proposal? Are reps spending too much time on unqualified prospects? By analyzing each stage, organizations can make informed decisions to fine-tune their approach and improve conversion rates.

e. Enhances Customer Experience

A smooth, professional sales process translates to a better experience for the customer. When buyers feel guided not pressured, they're more likely to buy and recommend your company to others. A strong process respects their time and helps them make confident decisions.

f. Drives Growth and Revenue

Ultimately, the sales process is a growth engine. It equips your team to close more deals, shorten sales cycles, and increase customer lifetime value. Without it, sales can be inconsistent and difficult to scale. With it, your organization can move with clarity and purpose.

2.3 Before you Start: Product/Service Knowledge

It is important to be well-versed in your product but beware of being too much of a technical expert and getting caught up in a monologue about all the great features it offers without highlighting the actual benefits to the customer.

Do not assume that a prospect will easily link a feature to a benefit. Instead, that relationship must be stated clearly. Remember, it is less about the features of the product itself and more about how the customer will benefit from those features.

2.4 Prospecting and Evaluating

Prospecting consists of developing a list of potential customers. The first step in the sales process is to discover the names of prospects from several sources such as the company's sales records, consumer's information requests from advertisements, online and telephone requests and trade directories, customer referral list, trade association list, etc.

After developing the prospect list, a salesman evaluates each prospect to determine whether the prospect is able, willing, and authorized to buy the product. On the basis of this evaluation, names of some prospects may be deleted, while others are deemed to be acceptable and may be ranked in relation to their desirability or potential.

2.4.1 Sources of Prospecting

A salesperson combs different sources for the names of probable prospects. There are numerous sources from which a prospect list may be created. Salespeople follow various methods of prospecting.

Some of these methods are discussed below:

- a. **Friends, Relations, and Acquaintances:** These are the people whom the salesperson knows. They, in turn, know many other people.
- b. **Referrals – Endless Chain:** A referral is a prospect recommended by an existing customer or acquaintance who is familiar with the product.
- c. **Cold Calling:** Cold calling is calling on a group of strangers who may or may not be prospects. This method is the only alternative when referrals are difficult to come.
- d. **Observation:** In this method, the salesperson looks around for the types of prospects that he requires. *E.g. sellers look for construction sites & newly coming up office spaces to prepare a list of prospects.*
- e. **Non-Competing Salesforce:** Salesperson can strike agreements to exchange information with Non-competing sales personnel. *E.g., A salesperson selling copiers can provide information about the prospects for computers.*
- f. **Telemarketing:** Prospects are telephonically contacted. At times telemarketing is also used to verify sales leads generated by advertisements or direct mailers. *E.g., Credit card issuers, Personal and home loan providers use telemarketing to qualify prospects for follow-up.*
- g. **Lists and Directories:** There are directories of telecom companies, trade associations, chambers of commerce, professional associations, etc. There are yellow pages, regional and local directories some free and some bought at a price.
- h. **Direct Mail, Direct response Adverts, Sales Letters:** Advertisements carry coupons where interested people request additional information, catalog, and direct queries. Salespersons can then follow-up with a call and an appointment is sought.
- i. **Educational Seminars:** The prospects are invited to seminars. The contents and delivery of the seminars are carefully planned.
- j. **Trade Publications:** Trade publications are giving a detailed report about a particular industry. *E.g. ORG report for the pharmaceutical industry.*
- k. **Tradeshows and Demonstrations:** These are tradeshows and exhibitions either for the industry in general or for one particular industry. It is easy to identify the prospects and follow-up here. Sometimes, prospects are qualified at the show, and a follow-up sales call is needed to close the sale.

- l. **Database:** Data processing enables a company to match products and buyer needs. Some companies maintain their database while others buy them from marketing research organizations. There are databases available for specific segments.
- m. **Internet:** Many companies maintain a website on the internet. They are frequently used for lead generation.
- n. **Networking:** A salesperson has to be social and interactive to develop a network. Creating contacts and nurturing them is an art referred to as networking.
- o. **Centers of Influence:** An influential individual in either social, business, religious or political spheres, who himself may not make a buying decision but influences others to do so. A referral from a center of influence is effective as it carries a certain level of authority.
- p. **Combination Approaches:** Organizations usually, use a combination of all the above methods or sources to get the prospects. For e.g., Prospects may be identified at a trade show and later are subjected to telemarketing or are chosen sales letters.

2.4.2 Evaluating

Evaluating involves determining whether a prospect is worth pursuing based on a defined set of criteria. When adequate pre-approach research is done, the likelihood of closing a qualified sale increase.

Basic Evaluating Centers on Three Things:

- a. Available money (Does the prospect have money available?)
- b. The power to make decisions (Does he or she have the power to spend the money?)
- c. The desire to buy (Does the prospect want or need what can be offered right now?)

After qualifying, the leads become qualified prospects. Qualified prospects are also known as potential or prospective customers. The leads can be categorized as ‘hot’ prospects and ‘warm’ prospects. Hot prospects are thought to be ready to buy and these leads are given to the field sales force so that they can go out and clinch the sales.

2.4.3 Planning a Prospecting Strategy

To be successful, prospecting requires a strategy. Prospecting, like other activities, is a skill that can be constantly improved by a dedicated salesperson.

- a. Finding X number of prospects per week.
- b. Allocating a portion of each working day to finding and contacting new prospects

2.5 Researching/Pre-Approach

This step consists of finding and analyzing information regarding prospects, specific product needs, current brands being used, feelings about other available brands and personal characteristics. This information is used in selecting an approach and in creating a sales presentation. The more information about a prospect that a salesman has, the better able he is to develop an approach and presentation that precisely communicates with the prospect.

2.5.1 Objectives of Pre-approach

- a. To get personal and business-related information of the customer.
- b. Assess the needs of the customer to see whether the product suits these needs.
- c. Involve the prospect in the product demonstration.
- d. Make an appointment with the decision-making prospect.
- e. Get referrals.

All these multiple objectives make the pre-approach a confidence-building exercise for the salesperson. Even when a few objectives are realized, a salesperson gets a feeling of accomplishment.

2.5.2 Steps of Pre-Approach

Four necessary steps of pre-approach are:

1. It should disclose the party's need and ability to buy.
2. It should provide information that will enable the seller to tailor the presentation to the prospect.
3. It should provide information that may keep the salesperson from making serious tactical errors during the presentation.
4. Finally, a good pre-approach increases the salesperson's confidence and makes him confident to handle whatever may arise during the sales.

2.6 Engagement

This involves a talk with your prospect to understand their challenge and present the solution. The following represents the stages within the process that involves the client engagements.

2.6.1 Connecting/ Approach

This is most critical step because the prospect's first impression of the salesman may be a lasting impression that has long- run consequences. What type of approach would be suitable depends upon the salesman's preferences, the product being sold, the firm's resources, and the characteristics of the prospect.

The adage that *"there is only one chance to make a first impression"* is true in sales.

It is the first personal interaction a salesperson has with a prospective customer in the selling process.

This step entails:

- a. Making a favorable impression with the prospect
- b. Gaining the prospect's attention, and
- c. Establishing rapport.

Rapport is a trusting relationship or connection between two people. Without these factors in place, the probability of making a sale is low. Salespeople may know and understand their products,

but if they cannot relate well to their customers, the customers will most likely not want the products that are for sale.

The objective of the approach step is to get the relationship off to a good start.

During the approach, it is important to ask key questions about the customer's needs or otherwise attract the buyer's attention. As in all the stages, listening to the customer is crucial.

2.6.2 Introduce Yourself

Take the first step! People are always more at ease when they are approached by a friendly person. Try using the GNAP technique, combined with a smile and a solid handshake, when you introduce yourself. GNAP stands for greeting, name, affiliation, and purpose.

- a. G: Greeting — "Hello"
- b. N: Name — "I'm Michael..."
- c. A: Affiliation — "...with MGA Consulting."
- d. P: Purpose — "I understand your sales figures are not what you envisaged and are looking to develop your team to achieve a better performance this year, I have got the solution for you."

Or "What can I help you with today?"

Or "Thanks for your time. With the current market competition, we have developed a product to help companies achieve their sales targets, I know you would want to see it."

2.6.3 Be Professional

Customers want to deal with salespeople who look as if they know what they are doing. That means salespeople should be clean, be well dressed, make good eye contact, smile, appear confident, have a solid handshake, and be on time for appointments.

2.6.4 Get the Customer's Attention

Right after you have introduced yourself, help the prospect understand why he or she should invest time in working with you as a salesperson. You may have already covered this in the "Purpose" step of your introduction, or you may make another statement to grab attention. Example: "I appreciate you meeting me today. I wanted to share how we're able to cut 30% from your sales cost, whilst increasing revenue."

2.6.5 Show Interest

When you show interest in others and take time to listen to their thoughts, concerns, stories, and questions, you put them at ease, build rapport, and learn more about what their needs are. In sales, this means asking questions about what prospects are looking for and what problems they are trying to overcome with a new product or service. A sale is often lost when a salesperson talks too much about himself or herself and forgets to center the conversation on the customer. At this

point, identifying how to help in meeting the prospect's needs is important. Do not be shy, ask questions, and listen carefully.

Tele Sales

Telesales involves interpersonal communication with consumers and business customers that takes place over the phone. It is a service that sells companies' products or services straight to the customer by phone.

a. Why It Has Become Key for Sales Organizations

- a. Inability to make cold calling as before
- b. Appointments become difficult
- c. Clients reluctant to meet face to face
- d. Both salespersons and potentials are working remotely but must make a living
- e. Organizational goals have to be met

b. Practical Steps to Tele Sales

Call Planning:

i. Know Your Objective for the Call

Defining your objective before making the call helps you stay on track. There are always two types of objective:

- A **Primary Objective**: What you hope to achieve from the call.
- A **Secondary Objective**: Leave a positive impression of your organization.

Rules for setting objectives:

- You must write them down.
- They must be realistic.
- They must be measurable.

ii. Research Your Prospect

Researching your prospects allows you to build a rapport with the prospect. When you know a few things about them, it provides you with valuable information about the prospect, and what issues they are having that your product can help with.

iii. Know the Prospect's Competitors

Next, you should also learn about their competitors. By gathering information about what their competitors are doing, you will be able to tailor your selling strategy when offering solutions. Knowing what's happening with their competitors shows your prospect that you have done your homework and you understand their business, and that provides them with comfort.

iv. Plan Your Questions

Asking the right questions of your prospect will get you the information you need to make informed and appropriate suggestions about solutions. While you never want it to feel like you are

reading from a script, you should prepare questions to ask ahead of time that will help advance the conversation. But don't be afraid to deviate from your list if the situation calls for it.

v. Anticipate Objections

Along with having questions prepared, you should also plan for any objections you might hear.

vi. Do not Over-Prepare

Be cautious not to sound like a robot who has rehearsed too much. The conversation should flow and be natural. You want the prospect to feel like they are part of a dialogue, not that they are being talked at.

Opening the Call:

i. Greet the Person

Sales are about creating relationships, and relationships are founded upon pleasantries. Greeting someone is not an optional extra, it's just good manners. Will Rogers, an American actor, once said, "You will never get a second chance to make a first impression." Keep your greeting formal unless you know that the client has a particular way of greeting. Keep your greeting respectful and professional.

ii. Introduce yourself and your Business

The trick with this is to make yourself sound interesting while ensuring that you do not give your client any room to hang up on you. It is much easier to continue a conversation where the benefit to a potential client is clear than to continue one where the client thinks, "Oh, we already do that," and switches off.

iii. Ensure you are talking to the right person

Do not go rushing in, find out if you are speaking to the right person.

iv. Thank them for taking the Time

Acknowledge that they are busy and that they are going to be free again very soon to get back to what they were doing.

v. Dealing with the Gatekeeper

When you encounter those people, we call the "Gatekeepers," bear in mind that although that person is not your customer, they know who is. So be polite and respectful and remember their name. Try not to leave messages with the Gatekeeper. Instead, find out a convenient time to call back.

vi. The Unappreciative Prospect

No one is sitting around waiting for you to call them and offer a product, service, or solution to a problem that they do not know they have. So sometimes your reception may be less than friendly. When an initial response is curt, ask permission to go forward. If it is denied, remain polite, apologize, and thank them for their time.

vii. Call Rejections

After a series of calls where you do not achieve your objectives, it is quite common to face call reluctance. You would gladly do anything but pick up the phone and dial or hit the button for the next customer. This is normal. It happens when you take the rejection personally. Whatever happens, you cannot take rejection to heart, even the rudest customers are not rejecting you personally. Fear of rejection is real. Recognize it and let it go. Talk to a colleague about it and remember to be supportive to colleagues when they talk to you. Remind yourself of previous successes and reward yourself for reaching smaller goals.

*c. Arouse the Interest of the Prospect:***i. Get them talking first**

People are always much more interested in talking than listening, so get them talking. Once you have introduced yourself and they know who you are – ask them how business is at the moment. It is a great question as it encourages them to talk and gives you a lot of the contextual information you need.

ii. Listen

Do this attentively, without interrupting. You may have lots to say and lots of benefits statements to unload on them but keep your powder dry. Make notes too, so that you can refer to them later in the conversation.

iii. Tailor your approach to their requirements

Prospects are (like most of us) only motivated by what is in it for them. Therefore, if you can relate what you are offering to them directly, they will stay with you mentally. This may mean telling them about other people you have worked with whom they will know (local businesses, maybe even competitors).

iv. Describe things enthusiastically

Introduce your product or services with intense joy concerning some good comments clients have made. Describe them with passion. As if they are missing out on something big. This will entice them to listen more to what you have to say.

v. Agree to the next action

This helps set expectations and let them know what you expect of them. This might be the follow-up call next week after you have sent them the introductory email that you have just agreed to.

d. Handling Questions and Objections on Telephone:

Dealing with objections is a skill every tele seller must master because whatever you do, you will come into contact with difficult buyers/clients. Examples of 5 ways to handle objections are:

i. Bouncing the Objection back to the Buyer

Yes. You mentioned that your current agency also offers those services but, as you suggested before, it is a specialist area and that needs specialist support, doesn't it?

ii. Challenging the Objection

I can see why you say that. What is interesting is that our clients tell us that we are the lowest-cost supplier. To what level do you feel that we are comparing like for like?

iii. Beating Them to It

Immediately you realize that you about to receive an objection, face it head-on; Oh...I know that you typically use competitor products because of their low price but we are getting a lot of customer demand for our product due to the concerns over durability with the cheaper options.

iv. Putting the Objection into Perspective

I understand that price is an issue. Do you mind me asking, what level of risk/downtime/failure rate/breakage etc. your organization is willing to accept?

v. Switching it Round

I can see that I did not explain that well. What our customers tell us is that

2.7 Making the Presentation

During the sales presentation, the salesman must attract and hold attention of the prospect in order to stimulate interest and convince and arouse desire for the product.

Once the prospect's interest is captured and he or she seems comfortable with the salesperson, the product is presented for sale. The sales presentation or demonstration is the point in the selling process where the salesperson shares the features, advantages, and benefits of the product.

The presentation is the "*meat*" of the sale.

It is also the point in the process where it is vitally important that the salesperson fully understand the product and how it relates and applies to the prospect's needs. This is where all the research done in the pre-approach pays off.

The selling process varies a great deal depending on the product, the environment where the sale is taking place, and the personality of the prospect.



The *presentation* is at the core of the order-getting selling process, and its objective is to convert a prospect into a customer by creating a desire for the product or service.

Three major presentation formats exist:

- a. stimulus-response format,
- b. formula selling format, and
- c. Need-satisfaction format.

2.7.1 Stimulus-Response Format

The stimulus-response presentation format assumes that given the appropriate stimulus by a salesperson, the prospect will buy. With this format the salesperson tries one appeal after another, hoping to "*hit the right button*". Although useful in this setting, the stimulus-response format is not always appropriate, and for many products a more formalized format is necessary.

2.7.2 Formula Selling Format

A more formalized presentation, the formula selling presentation format, is based on the view that a presentation consists of information that must be provided in an accurate, thorough, and step-by-step manner to inform the prospect. A popular version of this format is the canned sales presentation, which is a memorized, standardized message conveyed to every prospect. This approach treats every prospect the same, regardless of differences in needs or preference for certain kinds of information.

Canned sales presentations can be advantageous when the differences between prospects are unknown or with novice salespeople who are less knowledgeable about the product and selling process than experienced salespeople. Although it guarantees a thorough presentation, it often lacks flexibility and spontaneity and, more important, does not provide feedback from the prospective buyer—a critical component in the communication process and the start of a relationship.

2.7.3 *Need-Satisfaction Format*

The stimulus-response and formula selling formats share a common characteristic: the salesperson dominates the conversation. By comparison, the need-satisfaction presentation format emphasizes probing and listening by the salesperson to identify the needs and interests of prospective buyers. Once these are identified, the salesperson tailors the presentation to the prospect and highlights product benefits that may be valued by the prospect. The need-satisfaction format, which emphasizes problem-solving, is the most consistent with the marketing concept.

2.7.4 *Presentation Tips*

Some tips for working through the presentation include:

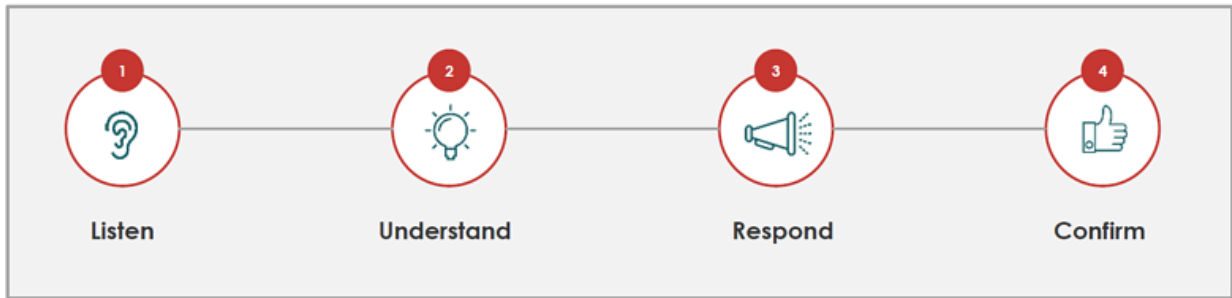
- a. **Be excited about the product.** Enthusiasm carries a strong message about a salesperson's commitment to the product.
- b. **Relax while selling.** This can be easier said than done. But a relaxed salesperson helps a prospect relax and feel better about the product being viewed.
- c. **Allow the prospect to interact with the product.** Let the customer handle it, ride it, wear it, etc. Ask probing questions that help uncover the customer's experiences, needs, and wants.
- d. **Observe body language and facial expressions** for clues to the prospect's feelings toward the product.
- e. **Do not interrupt a customer** while he or she is speaking or taking time to think.
- f. **Limit the choices a prospect sees.** Most experts advise showing only three options in one sitting. Too many options may be overwhelming, resulting in a lost sale.
- g. **Adapt the sales presentation to the prospect.**
- h. **Look for opportunities for the prospect to agree** he or she will benefit from owning the product.
- i. **Follow through on promises.**

2.8 **Addressing Objection/Objection Handling**

To sell effectively means you must overcome objections from your sales leads. Handling sales objections can be tricky sometimes. For example, you may have a strong product and a clear value proposition, but your sales lead is stubborn and does not want to buy your products and services. That should not be surprising though because most of your sales leads would not purchase on the first meeting or after the first phone call. Strong and timely sales follow up can help you move those valuable leads down the sales funnel.

2.8.1 *Overcoming Objections*

When a buyer indicates that he is not ready to buy, do not get discouraged. Use the following 4 steps to overcome sales objections and move closer to the sale.



a. Listen Fully to the Objection

Your first reaction when you hear an objection may be to jump right in and respond immediately. Resist this temptation. When you react too quickly, you risk making assumptions about the objection. Take the time to listen to the objection fully.

Do not react defensively. Train yourself to ignore any negative emotions you may be feeling and stay focused on what the buyer is saying and the business problem you are helping to solve. Listen with the intent of fully understanding the buyer's concerns without bias or anticipation and allow your body language and verbal confirmations to communicate to the buyer that you are listening intently.

b. Understand the Objection Completely

Many objections hide underlying issues that the buyer cannot or is not ready to articulate. Often the true issue is not what the buyer first tells you. It is your job to get to the heart of the objection, and then fully understand it and its true source.

To do this, you must ask permission from the buyer to understand and explore the issue. Once explored, restate the concern as you understand it. Sometimes when you restate the objection, the buyer sees the issue more fully, and you get closer to the true source of the objection as a result. Even after the buyer confirms you understand perfectly, ask “*What else?*” and “*Why?*” questions for clarification. Often it is the answer to that last “*What else?*” that contains the biggest barrier to moving the sale forward.

c. Respond Properly

After you are confident you have uncovered all objections, address the most important objection first. Once you work through the greatest barrier to moving forward, other concerns may no longer matter or feel as important to the buyer.

You should do your best to resolve their issue right away. The more you can resolve issues in real-time, the greater chance you have of moving the sale forward. If you need more information to resolve a specific concern, you may have to look something up. Do not wing it, buyers can sense that, and it creates distrust. Long-winded responses can seem insincere, so keep your responses clear and to the point.

d. Confirm you have Satisfied the Objection

Once you have responded to the buyer's objections, check if you have satisfied all their concerns. Just because they nodded during your response does not mean they agreed with everything you said. Ask if the buyer is happy with your solution and explain your solution further if necessary. Some objections require a process to overcome, not just a quick answer.

If the client is not ready, do not try to force a commitment. Be sure not to accept a lukewarm "yes" for an answer though, either. Many buyers will accept a solution now, but once you are out of sight or off the phone, the objection remains.

2.8.2 *Why We Encounter Sales Objections*

When an objection arises early on in your conversations, this can happen for several reasons. Firstly, it's possible that you just don't relate well to the customer. When talking to customers find a tone and a few common interests that can help you relate to that customer better. Secondly, the timing may not be right. Once, I had a salesperson call me in the morning on my first day back from a weeklong vacation. I didn't think what he was selling was a bad product, but I was simply too busy to talk to him at that moment. Or perhaps the person you are speaking with might be running late or have a tight deadline. When you are trying to overcome objections in sales, do not take rejections personally. Sometimes you should plan to approach that prospect later and go after another lead instead.

2.8.3 *What to do When you Encounter Sales Objections*

You must overcome objections in sales, that is simply the nature of sales. When a potential customer hesitates or raises a concern about buying the solution you suggested to them, you should prepare beforehand on how to handle those situations. Customers that resist buying do so for a variety of reasons. One common possibility is that in conversations, the approach and tone used might have been construed as a little bit too aggressive in its approach. Resist the urge to apply high-pressure sales tactics or overpromise. Instead, find out what the lead's concerns are that are keeping him or her from making the purchase. Then, discuss with the lead on how your proposed solution will help solve his or her problem.

2.8.4 *Common Objections*

a. Sales Objections About Price and Budget

SN	Objection	Dealing With It
i.	<i>"It is too expensive."</i>	Price objections are the most common type of objection and are even voiced by prospects who have every intention of buying. Beware, the moment you start focusing on price as a selling point, you reduce yourself to a transactional middleman. Instead, circle back to the product's value.
ii.	<i>"There is no money."</i>	It could be that your prospect's business simply is not big enough or generating enough cash right now to afford a product like yours. Track their growth and see how you can help your

- prospect get to a place where your offering would fit into their business.
- iii. *"We do not have any budget left this year."* A variation of the "no money" objection, what your prospect's telling you here is that they are having cash flow issues. But if there is a pressing problem, it needs to get solved eventually. Either help your prospect secure a budget from executives to buy now or arrange up a follow-up call for when they expect funding to return.
 - iv. *"We need to use that budget somewhere else."* Prospects sometimes try to earmark resources for other uses. It is your job to make your product/service a priority that deserves budget allocation now. Share case studies of similar companies that have saved money, increased efficiency, or had a massive ROI with you.
 - v. *"I do not want to get stuck in a contract."* A prospect with a genuine need and interest who baulks at time-based contract terms is generally hesitant for cash flow reasons. Luckily for you, there are workarounds; find out if you can offer month-by-month or quarter-by-quarter payment instead of asking for a year or more commitment upfront.

b. Sales Objections about the Competition

- | SN | Objection | Dealing With It |
|-----------|--|--|
| i. | <i>"We are already working with [Vendor X]."</i> | A prospect who is working with a competitor is a blessing in disguise. They have already recognized a need and identified a solution, so much of the education, you would otherwise be responsible for has already been done. You can spend your time talking about your product. Just because a prospect is working with a competitor does not mean they are happy with them. Probe into the relationship: Why did they choose this service? What is working well? What is not? Pay special attention to complaints that could be solved with your product. |
| ii. | <i>"I'm locked into a contract with a competitor."</i> | This phrase is worded in a way that broadcasts your prospect's feeling of being trapped. See if you can come up with a creative discount to offset the cost of breaking a contract early or demonstrate ROI that will make up for the sunk cost. Of course, your prospect could have simply chosen an overly negative turn of phrase. Ask them point-blank how the relationship is going to determine whether they are happy or are itching for a vendor switch. |
| iii. | <i>"I can get a cheaper version of your product/service somewhere else."</i> | Find out what you are dealing with here. Are you in a competitive situation, and the prospect is playing you against a competitor to drive up discounts? Or is your prospect under the impression that a similar, cheaper product can do everything they need? If it is the former, layout your deepest discount and emphasize the features that make your product superior. Walk away if they ask |

you to go lower. In the second scenario, take advantage of the comparison. What are the points of differentiation that provide your prospect with the most value? Play them up and emphasize overall worth, not cost.

- iv. *"I'm happy with [Competitor X]."* What if your prospect is happy? The same strategy still applies; find out why they believe their relationship with your competitor is beneficial and identify weak spots where your product could do better.
- v. *"Competitor X says [false statement about your product]."* According to the creator of Your SalesMBA® Jeff Hoffman, salespeople should respond with, *"That is not true,"* then pause.

Hoffman says 90% of the time this reply will satisfy the buyer and they will move on. You will seem confident and collected, whereas your competitor will seem desperate and insecure. If your prospect is still unsure, they will ask another question. At that point, you can provide more background.

c. Sales Objections about Authority or Ability to Buy

SN	Objection	Dealing With It
i.	<i>"I'm not authorized to sign off on this purchase."</i>	No problem. Ask your prospect for the name of the right person to speak to, and then redirect your call to them.
ii.	<i>"I cannot sell this internally."</i>	Well, your prospect might not be able to, but you can. After all, you sell your product every day. Ask your prospect what objections they anticipate and help them prepare the business case for adopting your product. Check with Marketing to see if there is any collateral you can leverage on your prospect's behalf.
iii.	<i>"[Economic buyer] is not convinced."</i>	If you have already addressed objection #12 by providing internal selling advice and coaching and your prospect just cannot hack it, it might be time to walk away. While it is heartrending to give up on a prospect who is on your side and just cannot convince the higher-ups, it is also a waste of your time to keep butting heads with someone who will never see your product's value.
iv.	<i>"We are being downsized/ bought out."</i>	This happens rarely, but when it does there is usually nothing you can do. If there is no more company, there is no more deal. Wrap the relationship professionally so when your prospect finds a new gig, they will be more likely to restart the conversation from a new company.
v.	<i>"There is too much going on right now."</i>	Ask your prospect to define their competing priorities for you. If they cannot, it is likely a brush-off and you should press them on precisely why they do not want to engage with you. If they can provide concrete answers, do not sweat it. Set a meeting time for a follow-up and send over helpful resources in the meantime to stay on your prospect's radar.

- vi. *"I'm part of a buying group."* Buying groups enable independent companies to team up and make joint purchases from vendors, usually getting a far better price than they would be able to secure on their own.

If your company is not on their list of approved suppliers, however, your prospect probably will not be interested. After all, you cannot offer them the same discount for purchasing in bulk.

Respond to this objection by delving into the details of their membership. Are there limits on whom they can buy from? What price are they currently getting? Which companies belong to their buying coalition?

When you have learned more, you can decide whether it makes economic sense for this prospect to work with you and if there is an opportunity to become one of their buying group's vendors.

d. Sales Objections about Need and Fit

SN	Objection	Dealing With It
i.	<i>"I've never heard of your company."</i>	Treat this objection as a request for information. Do not give an elevator pitch but provide a very quick summary of your value proposition. For example: <i>"We are a company that supply high quality goods and services to companies like yourself. I'd love to speak with you about how we can help."</i>
ii.	<i>"We are doing great in the X area."</i>	If you hear this objection, do a little more qualification. What are your prospect's goals? How much progress has been made?
iii.	<i>"We do not have that business pain."</i>	This objection is often raised as a brush-off, or because prospects have not realized they are experiencing a certain problem yet. And while ultimately you might discover they do not need your product, do not take this objection at face value.
iv.	<i>"X problem is not important right now."</i>	Sometimes, a simple <i>"Oh?"</i> will be enough for your prospect to start talking. Listen closely for real reasons the need has low priority versus platitudes. Keep in mind that excuses can be a sign that your prospect understands they have a problem and is trying to rationalize their inaction. Capitalize on this and instill a sense of urgency.
v.	<i>"I do not see what your product could do for me."</i>	Another request for information is packaged as an objection. Reconfirm the goals or challenges you have discussed and explained how your product can solve specific problems.
vi.	<i>"I do not understand your product."</i>	If your prospect literally cannot wrap their head around your product, that is a bad sign. If your product is particularly complicated or specialized, it may be time to disqualify your prospect lest they churn two months from now. Do not give up

immediately, though. Ask your prospect what aspects of your product they are unclear on, then try explaining it differently. Alternatively, bring in a technician or product engineer to answer questions out of your depth.

- vii.** *"I've heard complaints about you from [company]."* Word-of-mouth reviews are powerful, which can be both a blessing and a curse. Rather than immediately defending your solution, business, or brand, which will only validate the criticism, say something along the lines of, *"Thanks for sharing that feedback with me. I'll pass it along to [relevant department]."*

Then follow up with an offer to add value, such as, *"While we are on the phone, would you be interested in hearing a few tips on how to pay in bits to fully pay your loan without stress?"*

This allows you to establish credibility and trust with your prospect. Once you have given them a positive experience, they will naturally form a high opinion of you.

- viii.** *"We cannot implement the product."* This objection can be a deal-killing roadblock. Depending on what product you sell, your prospect may have to add headcount or divert resources to fully take advantage of your offering, and if they truly are not able to, you might have to disqualify them. Another tactic is to assess your prospect's current duties and day-to-day to see what job responsibilities could potentially be eliminated or made easier by your product.

- ix.** *"Your product is too complicated."* Find out if your prospect is confused about specific features or if the product is indeed over their head. If it is the latter, you might have to disqualify. But if it is the former, remind your prospect that they will have help from your customer service team should they choose to buy and that you will be on hand to answer any implementation questions they have.

- x.** *"You do not understand my challenges. I need help with Y, not X."* It is crucial to make your prospect feel heard. Restate your impression of their situation, then align with your prospect's take and move forward from there. A lot of misunderstandings and hard feelings can be resolved simply by rephrasing your prospect's words.

- xi.** *"You do not understand my business."* If you sell to a specific industry, chances are you do know a bit about your prospect's business. Let them know that you have experience working with similar companies and have solved similar problems in the past.

If you simply made an incorrect assumption about your prospect's company or industry, do not be afraid to own up to it. Your prospects will appreciate your candor. Say, *"Sorry, I*

- assumed X was true, but it looks like that does not apply to your business. Can you tell me a little more about X?"*
- xii.** *"Your product does not have X feature, and we need it."* Try suggesting a supplementary product that can be used in conjunction with yours. But if that specific need is a must-have and your product cannot solve it, your prospect might not be a good fit. Time to disqualify and move along to a better fit opportunity.
- xiii.** *"We are happy the way things are."* Maybe everything is going swimmingly. But more likely, your prospect is having some sort of challenge (after all, who is not?). Do some light qualification to determine if they are facing any problems you can solve, then move forward or disqualify based on their answers.
- xiv.** *"I do not see the potential for ROI."* This is a sign that you will have to prepare a formal pitch for either your contact or her managers, either using internal numbers provided by your prospect or customer case studies. Nothing sells quite like hard numbers.
- xv.** *"X is just a fad."* You might hear this objection if your product pioneers a concept that is new to your prospect's industry. For example, social media is now widely accepted to be a necessary part of a sound business strategy, but seven years ago many would have scoffed at it. Now is the time to pull out any testimonials or customer case studies you must prove the ROI of your product. If you are pioneering a new concept or practice, you will have to show that it works.
- xvi.** *"Your product does not work with our current [tools, set-up]."* This objection can be a deal-breaker if the buyer is committed to their existing solutions. However, sometimes your product will replace these tools or make them obsolete. A workaround may be possible as well.
- To find out, ask these questions:
- i. *"Which tools are you currently using?"*
 - ii. *"How integral are those tools to your [strategy for X, department, individual responsibilities]?"*
 - iii. *"What do those products help you accomplish?"*
- xvii.** *"Your product sounds great, but I'm too swamped right now to handle [implementation, roll-out]."* Prospects are often put off by the effort required to switch products, even if the ROI is substantial. To empathize with them, prove that you are trustworthy, and ensure they do have the bandwidth, say, *"I understand. It typically takes our customers [X days/weeks] to fully undergo the application process to access [your product]."*

Next, combat their reluctance to change by digging into the costs or pains of their current situation.

To give you an idea, you might ask, *"How many minutes do you spend every day [on X task]?"*

Then calculate what they stand to gain, in time, efficiency, money, or all the above.

e. Sales Objections that Are Brush-Offs

SN	Objection	Dealing With It
i.	<i>"Click."</i>	If your prospect hangs upon you, do not sweat it, it happens to everyone eventually. Try reaching out to a different person at the company using a different approach. Or you can go on the offensive. Wait a few seconds, then call back and say, <i>"Sorry, looks like we got disconnected! Do you have a few minutes?"</i>
ii.	<i>"I'm busy right now."</i>	Which approach you choose is purely dependent on how your conversation with your prospect went before the hang-up. Of course, your prospect is busy; almost every professional these days is. Simply explain that you are not looking to give a full-blown conversation, just have a quick chat about whether a longer discussion about your product would be a good fit for their organization.
iii.	<i>"I'm not interested."</i>	During a prospecting call, it is far too early for a prospect to be able to definitively say they are or are not interested in your product. Offer to send over some resources and schedule a follow-up call.
iv.	<i>"Just send me some information."</i>	This is a great opportunity to segue into some qualifications. Say, <i>"I'd be happy to send you some materials, but I want to make sure that they are relevant to you. What are you interested in learning about?"</i>
v.	<i>"Call me back next quarter."</i>	Prospects will often say this to dissuade you from pursuing a conversation. But do not let them off that easily, it is a vague brush-off uttered in the hopes you will fade away and disappear. Ask, <i>"What is going to change next quarter?"</i> to question their motivations for brushing you off.
vi.	<i>"How did you get my information?"</i>	Hopefully, you are not pulling numbers from lists you got off the internet, because if you are, your prospects have every reason to be annoyed. Do not get defensive, simply remind the prospect that they filled out a form on your site or signed up for more information at a trade show, or that you simply came across their website and wanted to reach out to see if you could help.
vii.	<i>"I hate you."</i>	A disclaimer: Generally, prospects will not come right out and say this. And it is not necessary to become best friends with someone to sell to them. But if you and your prospect just do not get along, consider handing them off to a colleague lest your company lose the deal for good. The upside? This objection has nothing to do with your product or its value.

Objections are an inevitable part of sales. Some are legitimate reasons to disqualify, while others are simply an attempt to brush you off. But if you are familiar with common objections and equipped to answer them, you will be able to distinguish between prospects who have the potential to be good customers and prospects with whom you need to part ways.

Each of these techniques requires a calm, professional interaction with the prospect, and is most effective when objections are anticipated in the pre-approach stage. Handling objections is a skill requiring a sense of timing, appreciation for the prospect's state of mind, and adeptness in communications. Objections also should be handled ethically. Lying or misrepresenting product or service features are grossly unethical practices.

2.9 Closing the Sale

Closing is a make-or-break moment in sales. Choosing the right phrases to seal a sales deal is crucial. And this moment is likely the final verdict determining whether your efforts will amount to anything at all.

You are not the only salesperson who feels apprehensive about the close. However, without that feeling of risk, successfully closing a sale would not be so thrilling and this drives salespeople to continually strive for more.

Even the most successful sales professional can hit a bump in the road now and then when it comes to sales. You can employ many different techniques in your sales efforts. No single technique will work in every situation, so it's good to have a few options based on the situation and your prospect.

2.9.1 *Recommended Approaches to Closing*

a. Sell the Value

Make sure you talk with your customer about what makes the product you are recommending a better choice for their specific situation, as compared to something from another company. If Company A provides the same goods and services including a similar benefit, but their service charges are lower, it is okay to sell based on cost. On the other hand, if the service you are recommending costs more, be sure you explain what makes it worth the money. In addition, when your customer can see the value of what you are offering, they will want to buy from you.

b. Share Examples, Ask Questions

Be a storyteller for your customers. Tell them how you have helped others save on their businesses and personally. Ask questions, so you can find out what's most important to the individual or his

company. For example, ask about their current supplier (if any) and any issues they have encountered with that supplier.

It's important you create a connection with your customers, so they believe you are working for them and not for yourself and not for your company. This will establish trust and help show them you care, eliminating their objections to buy and moving you toward a close. A good technique to help you prepare for objections is to ask your sales team to sit down and share objections they have heard from others; then you will be better prepared for what you might encounter.

c. Take Your Time

While some note that a “now or never” or “urgency” close can be effective in sales, it does not really work in a most sales situation. The most you can hope for is to use your knowledge of an upcoming rate increase to push an employer toward an earlier effective date – or, perhaps, consideration of another plan without an announced rate increase. Certainly, if there is a bonus program in place, that could be good for you; however, if you are working in the interests of your client, you are not going to be influenced by added compensation if the plan with the bonus is more expensive or offers an inferior benefit for your client.

d. Under Promise and Over-Deliver

If you are working with a customer who wants to deliver immediately, do not make the mistake of committing to an effective date without knowing what can be reasonably expected. In the packaging and delivery of goods, there are many steps to be taken and only a few that can be expedited. Engage in an open dialogue with your customers to ensure expectations are understood on both sides.

e. Stop Trying So Hard

Instead of focusing on the close, focus on helping your client find the right match to their situation. Does the plan you are recommending make good business sense financially and for the company? The more you push, the greater the likely pushback from your prospects. Listen, discuss, and share. Do not let your excitement or nervousness cause you to miss a signal from your prospect that he or she is ready to buy.

f. Do Not Forget to Say Thank You

A final suggestion is to follow up, win or fail. If you do close the sale, send a note of thanks. If you fall short, do not give up. Follow up with your unsuccessful sales prospects later. You do not know what might change, and when they might be more receptive to you and your recommended product.

2.9.2 Strategies to Fast Close

Most effective strategies to help close your sales faster:

a. Identify the Decision Maker

No matter what industry you are in, knowing the decision-maker is crucial to a quick close. Many times, the decision-makers will send someone else into the fire to learn all the information they

can about your company. If this is the case, be sure to put yourself into the head of the decision-maker so that you can customize your sales pitch to that person's interests, *even if they are not there*. Of course, your best-case scenario is that you sit down with the decision-maker. Do whatever you can to set up a meeting with that person.

b. Be Real

A client can sense if you are being genuine during the sales process. In other words, it is important to convey to the client that you care about their business and not just the deal. Coming off too calculated can turn people off; however, remember that there is nothing wrong with being prepared. It is okay to appear like you are ready for every question that comes your way, just simply do not act like you do not care about the customer's best interests.

c. Create a Sense of Urgency

Attach a deadline to the deal to help give the client an incentive to commit. Whether it is a discount or something free, make them feel like they have the upper hand. This does not mean rush the customer; it simply means try to give them a little extra reason why your product or service is the right choice, and the right choice right now.

d. Overcome Objections

Preparing the sales presentation to address and overcome potential objections can speed up any deal. If something catches you off-guard, you might need to take some time to think up a solution. In a past Inc. article published, sales expert Tom Searcy calls this having a "landmine map." By having an outline of anticipated problems and thoughtful analysis of the risks, you can reduce the resistance.

I highly recommend sitting down with your entire sales team and having each person come up with objections they might anticipate. Give them your sales pitch and see if there are any objections you and your team may have missed.

e. Know Your Competitors

Competing for business is tough. Knowing the areas that you are more competitive than your competition can lead to that quick close. Again, this is all about preparation. Do your research and make sure that you make note of something that you are doing that your competition is not. This is oftentimes the biggest selling point, so you do not want to ignore it.

f. Watch What You Say

Do not put your foot in your mouth. Keep it to the point and focus on your areas of expertise. You want to be real and personable, but you must remain professional.

2.10 The Follow-Up

The selling process does not end with the closing of a sale; rather, professional selling requires customer follow-up. One marketing authority equated the follow-up with courtship and marriage, by observing,

"...the sale merely consummates the courtship. Then the marriage begins. How good marriage depends on how well the relationship is managed."

The follow-up stage includes making certain the customer's purchase has been properly delivered and installed and difficulties experienced with the use of the item are addressed.

The salesperson should always follow up to ensure that the customer is satisfied with the purchase and not experiencing any problems. Making the effort to follow up with the customer sends the message that the salesperson and the business care about the customer and his or her experience. It also helps establish a long-term relationship with the customer.

The salesman must follow the client to get informed of his satisfaction degree and, maybe, his probability of repurchase. Once the sale is done, the salesperson must give all the complementary information regarding the distribution delays, paying terms, or the service after the sales. It is often recommended to make a control visit after the reception of the merchandise to verify that everything is all right. Such a visit permits the detection of a certain problem, to reveal the interest of the salesman in his client, and to assure the customer that he has taken the right decision.

2.10.1 Benefits of a Post Sales Follow Up Process

- a. Upsell and Cross-sell opportunity
 - i. New products
 - ii. Edition upgrades
- b. Stronger Relationships
- c. Referral Opportunities
 - i. Customer's partner network
 - ii. Customer's competitors
 - iii. Individual personal network
- d. Public Relations (PR) opportunity
 - i. Press Releases
 - ii. Testimonials/Quotes for your website
 - iii. Displaying logo on your website
 - iv. Video testimonials
 - v. Reference Letter (which can be included in our standard proposal)

2.10.2 Example of the Follow-up Process

- *Day 1*
Thank them for being a Customer. Send a standard thank you email, letter, or message.
- *1 Month*
Assess the overall experience.
- *3 Months*
Elicit product feedback. Ask them to be a reference.

- *6 Months*
Secure referrals. Invite them to share their experiences.
- *9 Months*
Express gratitude. Warm them up for renewal.
- *11 Months*
Secure critical feedback to prepare for renewal.

2.10.3 After-Sales Support

After-sales support, sometimes called after-sales service, is any service provided after a customer has purchased a product. After-sales support may be provided by a retailer, manufacturer, or a third-party customer service or training provider and may include warranty service, training, repair or upgrade, or various other services. After-sales support may be part of a company's overall marketing strategy. Some customers might seek out a company's products based on its after-sales service.

After-sales support helps ensure that a customer gets as much use and value as possible out of their purchase. This may entail training on existing features or education about new uses or capabilities. The business reasoning behind after-sales support is that it can contribute to brand loyalty and repeat sales; happier customers tend to create repeat customers. Good after-sales support can also result in positive word-of-mouth for a company. Poor after-sales support can prevent companies from achieving a good customer satisfaction record and therefore growth.

2.10.4 After-Sales Support Best Practices

Customers who have a bad experience with a product have more venues than ever to publicly complain. As such, companies should be proactive in reaching out to customers after a purchase is made to ensure that their experience is as good as it can be. Reaching customers early can avoid product returns and public complaints, which can lead to negative public perceptions. Such interaction should be ongoing, as well, and allow customers to revalidate their decision to buy a product. Companies should also make it easy for happy customers to share their experiences with their products, such as providing the opportunity to post reviews, ideas, and stories on social media.

2.10.5 Why After Sales Service?

- a. After-sales service plays an important role in **customer satisfaction and customer retention**. It generates loyal customers.
- b. Customers start believing in the brand and get associated with the organization for a longer duration. They speak good about the organization and its products.
- c. A satisfied and happy customer brings more individuals and eventually more revenues for the organization.
- d. After-sales service plays a pivotal role in **strengthening the bond between the organization and its customers**.

2.10.6 The 3 Critical Stages of After-Sales Customer Support

Product support is often treated like an afterthought: an unfortunate but necessary cost center. While you may not notice its effect on the bottom line, after-sales support is the difference between lifelong customers and brand disasters. Will your customers feel like a member of your global community and become a brand ambassador? Or will they feel frustrated, let down by your sales promises, and ignored when they have questions?

Let's look at the key stages of after-sales support, how you are connecting with customers, and how to replicate positive experiences for your markets.

Stage 1: Immediate Help After Purchase

An old rule of thumb suggests that a customer gripes a bad purchasing experience with seven people and evangelizes a good experience with just one person. But in the context of Twitter, Facebook, and today's other social media platforms, the reach of a bad experience is probably closer to 200.

Unsurprisingly, poor customer support at this stage can result in costly product returns and expensive labor investment in handling complaints. Moreover, this can have a significant and long-lasting impact on the reputation of your brand and all its products and services.

So immediately after the purchase, your company's main concerns are to make sure that the customer has had a positive buying experience. Do not let your customer fall victim to the buyer's remorse. Be available via diverse channels, including your online support forums, customer service numbers, online chat, and email.

Stage 2: Ongoing Customer Engagement

If the first stage of after-sales support is akin to wooing, the second stage is marriage. You are in a relationship that has already shown its value and you want to maintain it.

This tends to be the longest part of the support timeline, so there will be challenges, including processing returns and refunds. Successful companies use after-sales support to help their customers revalidate their purchase experience. You are trying to identify new revenue opportunities, whether those are sales of additional products or sales of related services, such as extended warranties, subscriptions, upgrades, and more.

While direct customer contact will continue to be important, marketing will also be relevant. Use product mailings, announcements, and social media to keep your customer plugged into your brand. This is also an exceptionally good time to monitor business analytics to better understand customer behaviors related to your products and services.

Stage 3: Building a Community and Lifestyle

The third stage of after-sales support involves your entire community of buyers. This is the moment where your company says, *"You are not just a consumer, you are a member of our family of customers, and you share a common love of our products and services. We value you and your importance to our development."* In this way, your company moves from being just a seller to being a facilitator.

Successful companies in this phase create environments through which buyers share their experiences with the brand, its products, and its services. They encourage customers to share photos. They enlist their participation in contests. They seek out their opinion on special tricks, hacks, and other unanticipated ways of using the product. They ask them to vote on new features, including colors, functions, and integrations. They encourage local customers in the same market to connect with fellow buyers and third-party partners.

These environments share elements of a marketplace, chat rooms, and discussion groups. Here is where the brand most benefits from peer-to-peer selling and can create even greater opportunities for brand connection for example, through loyalty programs, premium service offerings, and post-sales training.

Bottom line: this stage of after-sales support becomes the pre-sales strategy for product upgrades, renewals, and purchases of your brand’s other products and services. Yes, each stage requires certain skills, tools, services, and even staff. But the entire customer engagement lifecycle from immediately post-sale to ongoing engagement and on to community building brings you full circle to your next sales opportunity.

2.11 Cross-Selling and Upselling

Cross-selling and upselling are well-known methods, used in marketing, aiming to raise the value of a single sale transaction, increasing confidence, and reducing the risk of taking over the customer by the competitors.

It can cost four times as much to sell to a new customer compared to an existing one. By taking advantage of existing relationships and ongoing contact with customers, companies can sell more products and services, reduce the cost of sales, enhance customer loyalty, and drive revenue.

If you are not effectively cross-selling and up-selling, you are leaving money on the table every time you close a sale. What is worse, your customer is leaving some of their ROI there as well. Cross-selling and up-selling will help improve your profit margins and expand product range across your sales channel.



Upselling and cross-selling allow you to generate additional sales revenue by encouraging your existing customer base to purchase more or to make more frequent purchases. Upselling and cross-selling are two standard techniques that if used effectively can make a big difference to your bottom line. However, many people do not get it right and often confuse the two terms.

2.11.1 Cross-Selling

Cross-Selling typically happens after the original product or service has been sold. By the end of the sales process, you should be aware of what the customer needs so that when you recommend additional products and services, they are centered on what the customer wants or perhaps, what they are missing out on. Cross-selling involves more than one type of product that may be beneficial to your customer. The cross-selling offer encourages customers to come back later and try something slightly different.

A Cross-Sell offer should:

- a. Be bundled with relevant products and services (i.e., if you are selling pets, you would not try and cross-sell a laptop).
- b. Be simple and direct.
- c. Offer real value.

2.11.2 Upselling

Upselling is about offering additional products or services that compliment or bring added value to the product or service that your new client is about to buy. Someone selling a computer may recommend more RAM or a larger hard drive. This typically happens while the sale is being made.

An upsell offer should:

- a. Be relevant to your original offer.
- b. Be valuable to your client.
- c. Be irresistible to say no to.

2.11.3 Down-Selling

Down-Selling means offering simpler and cheaper versions of a product to customers who are not going to buy the initially chosen product. This is the opposite of upselling, but it can increase sales and brand loyalty. You need to be very delicate when down-selling as you need to find out your customer's budget.

2.12 Recap of chapter

- a. The Sales Process refers to a systematic approach involving a repeatable set of steps sales teams take to move a prospect from an early-stage lead to a closed customer. A strong sales process helps salespeople consistently close deals by giving them a framework to

follow and enables them to close more deals, increase margins, and make more sales through referrals.

- b. The stages of Sales cycle include prospecting, researching, connecting, presenting, Address objections, closing of sales, delivery, and asking for referrals.
- c. The significances of the Sales Process are increased revenue, organization, improved Efficiency, Accountability management, and more accurate forecasting.
- d. Prospecting consists of developing a list of potential customers. The first step in the sales process is to discover the names of prospects from several sources, such as the company's sales records, consumer information requests from advertisements, online and telephone requests and trade directories, customer referral lists, trade association lists, etc.
- e. Sources of prospecting include friends, relations, acquaintances, referrals, cold calling, observation, non-competing salesforce, telemarketing, list, and directories.
- f. Ways to overcome objections include listening fully to the objection, understanding the objection completely, responding properly, and confirming you have satisfied the objection.

2.13 Exercises

- a. Why is it important to have a defined sales cycle? How does it help salespeople stay organized and improve conversion rates?

- b. Which stage of the sales cycle do you find most challenging and why? What strategies have you used (or could use) to overcome this challenge?

- c. How does qualifying a lead early in the cycle impact the rest of the process? What are the risks of moving forward with unqualified leads?

EFFECTIVE COMMUNICATION

3.0 Learning Outcomes

By the end of the chapter, you will be able to:

- a. Understand Verbal and Non-Verbal Communication
- b. Know the Importance of Effective Communicate
- c. Enhance Communication Skills

3.1 Introduction

Staff who are adept at dealing with negative emotions in the workplace are mindful of how and what they communicate verbally and non-verbally. They are also receptive to the verbal and non-verbal messages of others. Perceptive field agents can go beyond words to discover the fuller meaning of a statement by observing non-verbal communication.

Verbal communication involves the use of words or speech or auditory language to express emotions or thoughts or exchange information.

Non-verbal communication involves the use of visual or non-verbal cues such as facial expressions, eye or body movements, gestures, and many more without speaking. (Dialolovna, 2025)

Research shows that when we communicate feelings and attitudes, only a small percentage of our overall message comes from the words we use.

- a. 55% of our message comes from body language (especially from movements of the small muscles around the eye which can convey shock, disbelief, doubt, or disgust)
- b. 38% of our message comes from tone of voice
- c. Only 7% of our message is conveyed by the words we use

3.2 Elements of Effective Communication

When speaking to a co-worker or a customer, paying attention not just to your words but also to how the overall conversation is proceeding may help you convey your message more effectively.

3.2.1 *Speak Attentively*

Just as one listens attentively, one should also speak in the same manner, maintaining appropriate and direct eye contact and looking for body signals (facial or posture) that indicate that the other person is engaged. If the worker seems disengaged or seems to not be listening, you may need to modify your approach and also pause to inquire if you are making sense.

3.2.2 *Phrase Meaningful Questions*

One way to shorten a conversation (and therefore make it unproductive) is to ask questions that can be answered with “yes” or “no.” Instead, try to ask open-ended questions, as this may elicit more helpful, accurate information that may help you understand the worker’s perspective.

3.2.3 *Avoid Monologues*

Stick to the point and avoid overly lengthy or repetitive statements. We sometimes repeat ourselves when we feel we have not been understood. Instead of repetition, which may seem condescending, pause and allow the worker to clarify and reflect on what they hear from you.

3.2.4 *Accept Silence*

Sometimes one of the best ways to make a point is to pause or leave a period of silence after speaking. This can allow you and the worker to digest what has been said.

3.2.5 *Do Not Cross-Examine*

Avoid firing questions at the worker when attempting to gather information during a conversation. Tact and diplomacy express respect and may be far better meant for learning what you need to know.

3.2.6 *Listen Attentively*

Maintain good eye contact with the worker and acknowledge that you are hearing them.

3.2.7 *Do Not Interrupt*

It is difficult to hear when you are talking yourself. It is natural to feel that you want to 'fix things' or that you have an effective answer. The problem is that if you have not heard all of what the person needs to say, your 'fix' may be for the wrong issue.

3.2.8 *Clarify What You Hear*

Regularly summarize or otherwise clarify your understanding of what is being said. This may help make sure you are obtaining the correct message. It is also important to admit if you do not understand something.

3.2.9 *Reflect on What You Hear*

This differs from clarification. Reflection involves showing the worker that you are aware of or understand what they are feeling. You hold up a metaphorical mirror so the worker can see more clearly what he or she is saying and what reactions it is eliciting.

3.3 **Importance of Effective Communication**

3.3.1 *Foster Understanding of Customer Needs*

To enable you effectively sell to clients, you must understand the unique needs and preferences of each customer. Effective communication allows you to ask the right questions, actively listen to customer requirements, and tailor their offerings accordingly.

3.3.2 *Helps in Establishing Trust*

Trust is the foundation of any relationship. Customers need to trust the institution and the salesperson. Effective communication helps establish trust by being transparent, providing accurate information, and addressing customer concerns.

3.3.3 *Handling Objections*

In sales, customers may raise objections or express reservations. Effective communication enables you to handle objections empathetically, address concerns, and provide persuasive arguments to win over customers and help increase sales.

3.3.4 *Building Relationships*

Selling is not just one-time transactions; it is about building long-term relationships. Effective communication fosters strong connections with customers, making them more likely to patronize your products and stay loyal. Clients are also likely to refer you to other people.

3.3.5 *Managing Expectations*

Misaligned expectations can lead to dissatisfaction and customer churn. Effective communication sets clear expectations regarding the terms and conditions of products/service, ensuring customers understand what they are signing up for.

3.3.6 *Customer Feedback and Improvement*

Effective communication is a two-way process. Engaging in open dialogue with customers allows you to receive feedback, understand pain points or concerns and make improvements to your products to address their issues and ensure customer satisfaction and retention.

3.4 **Recap of Chapter**

- a. Verbal communication involves the use of words or speech or auditory language to express emotions or thoughts or exchange information, while Non-verbal communication involves the use of visual or non-verbal cues such as facial expressions, eye or body movements, gestures without speaking.
- b. To communicate effectively, speak attentively, phrase meaningful questions, avoid monologues, accept silence, do not cross-examine, listen attentively, do not interrupt, clarify what you hear and reflect on what you hear.
- c. Effective communication enables you to understand customer needs, handle objections, effectively build relationships, manage expectations, and receive customer feedback for improvement.

3.5 **Exercises**

- a. How can you use non-verbal communication (such as body language and tone) to build trust with a customer who seems hesitant about purchasing your product?
- b. Communication is key in building long-term customer relationships. How can you use open-ended questions to uncover deeper customer needs and ensure that they offer the right product?

DEVELOPING SALES ATTITUDE TO WIN

4.0 Learning Outcome

By the end of the chapter, you will be able to:

- a. Know the Importance of Developing a Positive Attitude to Selling
- b. Develop Positive Attitudes for Sales
- c. Remain Positive for Success in Selling

4.1 Introduction

Even if you love your job, there are times when things get negative. You may get bogged down by an angry customer, a support error, or a feeling of lacking productivity. While it is easy to fall into a slump based on one negative experience, it can be just as easy to redirect your mind and, instead, focus on the hopefully more positive experiences.

A positive attitude is something that goes deeper and has an effect beyond surface cheer. Studies have shown that having a truly positive attitude makes your view of life seem broad, and full of possibilities. That view leads to living your life in a way that makes it natural to be exposed to and acquire new skills. For the staff of Provident to effectively execute the action points stated above, there is a need to exhibit a positive attitude towards work.

4.2 Significance of Positive Attitude

- a. It helps you achieve goals and attain success.
- b. It brings more happiness into your life.
- c. It produces more energy.
- d. You become able to inspire and motivate yourself and others.
- e. You encounter fewer obstacles and difficulties in your daily life.
- f. You get more respect and love from people.
- g. Life smiles at you.

4.3 Positive Attitude Manifests in The Following Ways:

4.3.1 *You Will Be More Optimistic*

Having a positive outlook naturally results in a more optimistic view of life. Rather than thinking “The grass is greener on the other side,” you will feel that you are already on greener grass. You will see the positive side to most situations, helping you deal with negative events.

4.3.2 *You Will Deal with Disappointments and Failures More Easily*

They will still be hard, but you will cope and bounce back. Not only that, but you can accept that things turned out the way they did, rather than being in denial. Those with a negative attitude will dwell and ruminate over negative events.

4.3.3 *You Will Be More Empathetic and Understanding Toward Others*

With a positive attitude, you learn to see the thoughts behind people's actions and why they may have acted the way they did. Rather than jumping to a harmful conclusion, you can understand where people may be coming from.

4.3.4 *You Will Be More Grateful*

A positive outlook will teach you to be grateful for the good things in your work and life. You will approach every day with an appreciative mindset.

Having a positive attitude is immensely beneficial, yet it is easier said than done. By adopting some of the following tips, you can maintain a positive attitude through highs and lows and improve your work ethic.

4.4 **How to Stay Positive for Sales Success**

A little realism never goes amiss, but with the right mindset, you should be able to convince most of your customers to consider giving your products a go. So, here are five top tips for staying positive to seriously ace those sales:

4.4.1 *Decide to Be Happy*

Resolve from now on to see your glass of life as half full rather than half empty. Happy people give thanks for the many blessings in life rather than worrying or complaining about the things they do not have.

Assume the best of intentions on the part of everyone around you. Most people are pretty decent, and honest and are trying to do the very best they know how to. When you look for something good in their words and actions, you will almost always find something. Just resolve to be cheerful, no matter what happens.

4.4.2 *Boost Your Mood with Affirmation*

Every morning, as you get ready for the day, try talking to yourself to create a positive mental attitude, far from being the first sign of madness, this is a VERY smart move! Affirmations such as 'Today I'm going to have a great day' or 'This is an amazing day!', help you to start the day in a great frame of mind and act as self-fulfilling statements. Do not feel daft talking to yourself in the mirror, this is a strategy that successful salespeople swear by, and is certainly worth a try.

4.4.3 *Find Reasons to be Cheerful*

As well as setting work-focused goals, be sure to set yourself personal targets too. These should be strong goals that drive you on when times get tough, the 'Why' that gets you out of bed in the morning and stops you from giving up. For example, something inspiring, such as 'I want to be able to afford to send my kids to college'. To keep yourself cheerful, it is also important to boost your confidence, and one way to do this is to gain all the training you can get.

4.4.4 *See the Funny Side of Every Situation*

When you are experiencing the day from hell (yes, we all have them!) try switching on your sense of humor to see your sales soar. Seeing the funny side can be great for your morale, and a little laughter may help to diffuse a tense situation, building rapport and trust with your customers. Putting a trying situation in perspective with a touch of humor can lift your energy levels, giving you a better chance of closing the sale.

4.4.5 *Become Solution Focused*

To change from a negative attitude, take a 180-degree spin, and start focusing your thoughts on solutions. The longer you think about the problem, the longer it will be before you discover your solutions. You can only think one thought at a time, so it is important for your success that you make a choice and make it a positive one.

4.4.6 *Think of the Positive*

Recent research has proved that by focusing on positive thoughts and not allowing yourself to wallow in negativity, you can improve your chances of success. Of course, you are only human, so this may take time to perfect, but like any habit you want to break, eliminating negative thoughts can become second nature with practice. It is crucial to celebrate even your smallest wins, concentrating on the good things is great for motivation and helps to recharge your batteries. It is also important to surround yourself with positive people, like mentors, work colleagues, and friends. This can have a profound effect on your happiness and success.

4.4.7 *Educate Yourself*

Two famous quotes from Albert Einstein: *“No problem can be solved from the same level of consciousness that created it.”* AND *“Insanity is doing the same thing over and over again and expecting different results.”*

Your past has created who you are today. It has been based on the decisions that you have made and for most people, some have been good and some not so good. You learn more from the not-so-right choices as you create stepping stones to your future. The key now to your future success is to release your past and move on to your future, and that means taking your development level up the next notch.

4.4.8 *Have Something to Look Forward to After Work*

You may be tired after a long day of work but having something planned after 5 p.m. can make the day look a little brighter. Whether it be with your coworkers, family, or friends, a night of fun can make the day go by a lot faster.

Your plans do not always have to involve going out for drinks or dinner. Even planning a Netflix marathon can put a silver lining on your workday. The point is to craft your days to be more than just *“work.”* By penciling in some fun time several days, a week, you can find a healthy way to balance your personal and professional life.

4.4.9 *Just DO IT*

We all know those people who are optimistic and who can laugh and view the glass half full and not half empty. They are determined to succeed and generally do.

If you are having a challenging time, think of the most positive person you know, pick up the phone now and invite them for coffee. You can also tell them you want to hear how they got successful because twenty years ago, they were probably where you are now. Your goal in life is to create yourself and your presence to the great heights you want.

4.4.10 *Remember That No One Owes You Anything*

One of the worst killers of a good attitude is going through life thinking people owe you. No one owes you anything. Life's not fair. Believing anything else sets you up to be in a constant state of blame, victimhood, anger, passive-aggressiveness, and joylessness. Negativity is the standard state of existence if you think the world owes you.

How do you get rid of an attitude of entitlement?

- a. It is up to me to make things happen.
- b. Hard work is what brings good things.
- c. I have to be willing to accept change quickly.
- d. When things are difficult, I still keep going.

If those four concepts are in your head, you will not be wallowing in negativity, waiting for the world to do something for you.

4.5 **Recap of Chapter**

- a. A positive attitude helps you achieve set goals, inspires and motivates you, and brings you more happiness.
- b. To remain positive for sales success, decide to be happy, boost your mood with affirmation, become solution-focused, think positively, educate yourself, have something to look after work, and remember no one owes you anything.
- c. Having a positive outlook naturally results in a more optimistic view of life. Rather than thinking "The grass is greener on the other side," you will feel that you are already on greener grass. You will see the positive side to most situations, helping you deal with negative events.

4.6 **Exercise**

- a. How does maintain a positive attitude impact your ability to close a sale, especially in difficult or high-pressure situations?
- b. which of the positivity strategies shared in this chapter do you personally find most challenging to apply, and why?
- c. Share a real-life example when a positive mindset helped you overcome a sales obstacle or turn around a negative customer interaction?

5.0 CONCLUSION

Sales excellence is not achieved through chance; it is built through strategy, skill, self-control, and a positive mindset. The most successful sales professionals are those who listen actively, adapt quickly, and engage with purpose, turning every interaction into an opportunity for connection and growth. When you sell with purpose and serve with passion, success becomes inevitable.

Through continuous learning and application, you can turn selling into a skill that not only drives results but also builds lasting customer relationships. This can set your company apart from competitors, creating real value for customers and boosting satisfaction, loyalty, and long-term revenue growth.

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