



PROFESSIONAL SELLING SKILLS

Need Satisfaction Selling

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Introduction

Professional Selling Skills

As an inside sales professional, you face a unique set of selling challenges:

- Building rapport without the benefit of face-to-face interaction
- Gaining customer interest quickly
- Reaching decision makers who avoid sales calls
- Managing technology to advance the sale

Add to this, customer sophistication ...fierce competition...commoditization...price obsession...globalization...and changes in buying behaviours. Even in the face of these challenges, new sales opportunities can be pursued and won.

Purpose/Process/Payoff

Purpose

The purpose of this session is to prepare you to plan and execute sales conversations that lead to informed, mutually beneficial decisions and building long-term customer relationships.

Process

During the session, you will participate in a variety of discussions that will help you apply new skills to the following situations:

- Making outbound calls to existing customers for the purpose of growing the business
- Making outbound calls to potential customers to determine whether it is mutually beneficial to do business





Payoff

Efficient Sales Conversations:

Prepare and begin with value statements to stimulate interest.

Engaging and Qualifying:

Engage indifferent customers and qualify for mutual benefit.

Understanding Needs:

Ask effective questions and discuss products meaningfully.

Addressing Concerns and Closing:

Respond to concerns effectively and close with clear, beneficial commitments.

Using Technology:

Utilize e-mail and web-based tech to advance sales.

Need Satisfaction Selling: Introduction to The Great Divide

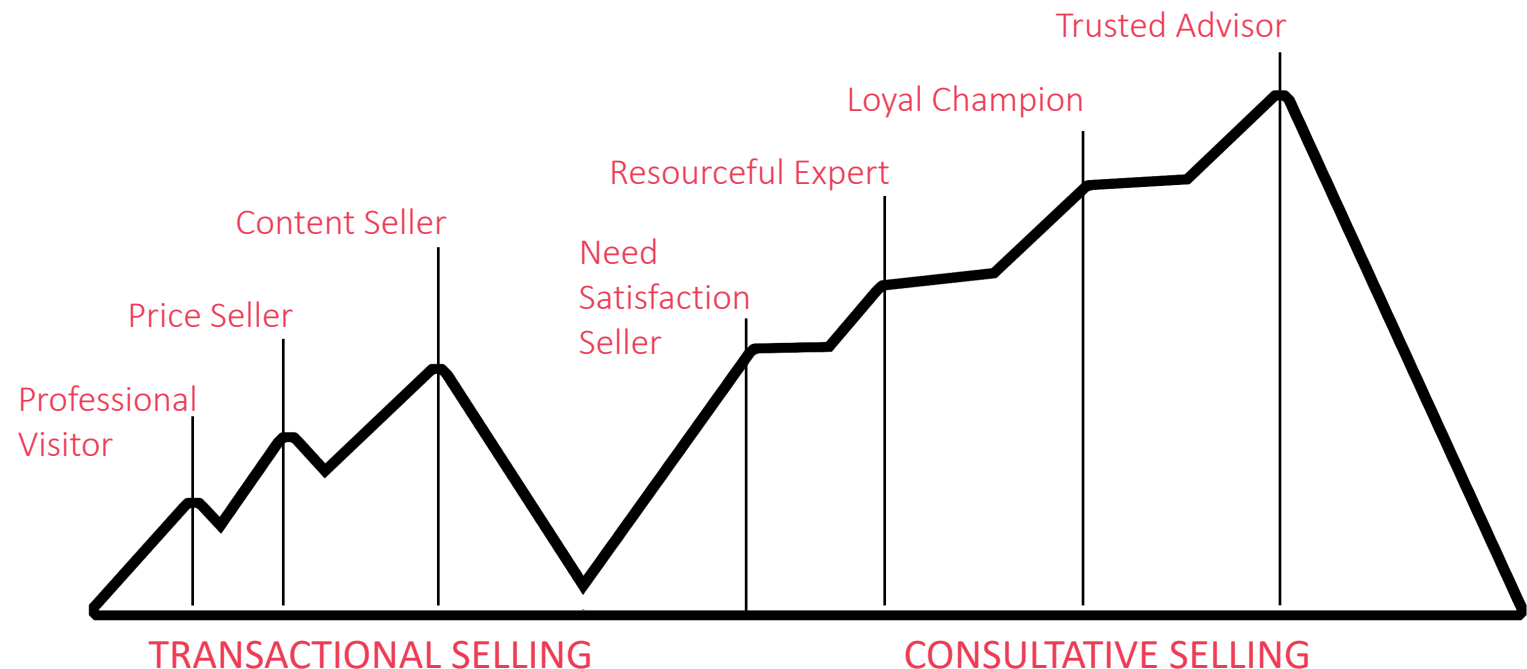


Customers have two types of relationships with salespeople:

- **Transactional:** Short-term, based on rapport, price, and product features.
- **Consultative:** In-depth, proactive, understanding customer needs, providing value beyond the product.

Key Points:

- Success depends on how customers see you.
- Master CONSULTATIVE SELLING to overcome challenges.
- CONSULTATIVE SELLING differentiates you and builds effective relationships.
- Use outbound calls to start consultative relationships.





Need Satisfaction Selling - Process



GOAL: To make informed, mutually beneficial decisions



Need Satisfaction **Selling** - Process



GOAL: To make informed, mutually beneficial decisions

OPENING

- Position your opening
- Propose agenda
- State value to customer
- Check for acceptance

PROBE

- Ask effective questions
- Listen for:
 - Circumstances
 - Needs
 - Need behind the need

SUPPORTING

- Acknowledge need
- Describe relevant features and benefits
- Check for acceptance

CLOSE

- Review previously accepted benefits
- Propose next step for you and the customer.
- Check for acceptance



Need Satisfaction **Selling** - Process



Goal

To make informed, mutually beneficial decisions.

- **Opening** is gaining the customer's interest quickly with an assurance that the customer will benefit from talking with you.
- **Probing** is gathering information about a customer's circumstances and needs.
- **Supporting** is providing information about how you can satisfy a customer's needs.
- **Closing** is proposing information about the next steps for working together.

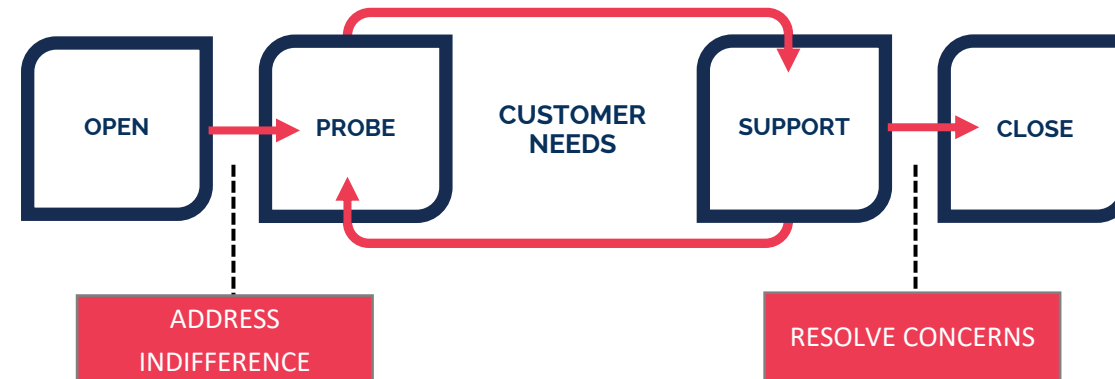


Need Satisfaction **Selling** - Process





Need Satisfaction **Selling - Process**



IDENTIFYING CUSTOMER INDIFFERENCE

Lack of Time:

- Example: "We're not looking for help right now."

Satisfied with Current Provider:

- Example: "We're happy with our current services."

No Need for Change:

- Example: "Our recent upgrade is doing the job."

Overcome indifference by showing respect and earning the right to continue the conversation.

SCEPTICISM

(Customer doubts you can help.)

MISUNDERSTANDING

(Customer thinks you can't meet needs that you can.)

DRAWBACK

(Customer needs what you can't provide.)

Summary:

Need Satisfaction Selling



GOAL: To make informed, mutually beneficial decisions

OPEN

GOAL: To gain the customer's interest quickly with an assurance that the customer will benefit from talking with you.

WHEN: You begin the sales call.

HOW:

- Greet the customer.
- Make a compelling purpose/benefit statement
- Gain agreement to continue

PROBE

GOAL: To build a clear, complete, mutual understanding of the customer's needs

WHEN: You want to elicit information from a customer.

HOW:

- Ask effective questions
- Listen for:
 - Circumstances
 - Needs
 - The need behind the need

SUPPORT

GOAL: To help a customer understand specifically how you can satisfy his/her need.

WHEN: The customer has expressed a need and you both clearly understand the need and you know how your product/organisation can address the need.

HOW:

- Acknowledge the need
- Describe relevant feature/benefits
- Check for acceptance

CLOSE

GOAL: To agree on appropriate next steps

WHEN: The customer signals a readiness to move ahead, or the customer has accepted the benefits you have described.

HOW:

- Review previously accepted benefits
- Propose next steps for you and the customer
- Check for acceptance



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THANK YOU
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to be continued