



FOR THE LIFE OF YOUR BUSINESS

Bergen

Critical Selling Skills for Small Businesses

Innovative Selling Skills that Pay-off in
Increased Sales and Satisfied Customers

Session 1

Core Functions

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- Marketing
- Sales
- Product /Service
- Cash Flow

The Basics

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- Focus is critical – beware of distractions
- Business and marketing plans – implementation critical
- Create value added (not only price) – identify your “sweet spot”
- Establish credibility – knowledge, language, professionalism

The Basics

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- Define key benefits –differentiation - know your competition!
- Be consultative – sell solutions
- Strategize with associates – what works, what doesn't
- Provide high quality customer service
- Objective – repeat business

The Basics

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- Don't chase bad business! – use sweet spot as a barometer
- Be concise
- Don't assume
- Be yourself!
- Dress appropriately

Prospecting

- Define greatest strengths – uniqueness
- Define target audiences – prioritize; identify key contacts and titles
- References

Prospecting

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- Where are the prospects?
 - Competitive sites, Google alerts, industry directories, conferences/directories, associations, social media/LinkedIn, local online news sites and print
- Provide legitimate reasons to contact somebody
 - Current events, new products/services, special “deal”
- People invaluable to get to right people
- Monitor quality and quantity of leads

Prospecting

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- Google Alerts
- Associations/Directories
- LinkedIn/Facebook
- Conferences
- Referrals
- Webinars
- In person networking groups
- Trade Publications

Prospecting - Website

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- Website needs content – white papers, articles, blogs, etc
- Post offers on related sites
- Post offers on Facebook, postings on LinkedIn
- Objective – get email addresses

Prospecting

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- Research company before contacting

Prospecting - eMail

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- Generate interest as early as possible -two or three benefits
- Mention references in same type of business
- Be concise – short and sweet
- Provide multiple links to offer
- Use some graphics
- Close with action item

Prospecting - Phone

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- Generate interest as early as possible – two or three benefits
- Mention references in same type of business
- Have additional benefits ready, if needed
- Anticipate objections with up front selling

Prospecting - Phone

- Be concise – short and sweet
- Be yourself, use conversational tone
- Be respectful of prospect 's time
- Close with action item
- NEVER! –sound canned, confrontational, arrogant

Effective Follow-up

- Two messages in five business days, then once a week
- Keep it conversational, never get arrogant or upset, use humor if appropriate
- Send appropriate articles, events, links, etc.
- “Are you okay?”

Probing/Qualifying

- Identify needs - what is important to prospect
 - Top priorities, consequences if not met
- Listen, ask questions, control the discussion
 - Avoid reacting, ask more questions if not satisfied
 - Start broad and narrow down
- Define influencers, time frames, budgets

Probing/Qualifying

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- Stress benefits in context of prospect's needs
- Limit number of benefits – avoid “laundry lists”
- Stress differentiation
- Plant seeds to establish buying criteria – set traps for competition
- Budget, authority, compelling event, timing

Probing/Qualifying

- Avoid negativity – address competitive weaknesses in context of your strengths
- Do up front selling
- Create action plan with prospect
- Confirm next appointment

Objection Handling

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- Use up front selling to diffuse objections
- Be quiet and listen, don't overreact
- Acknowledge, don't agree - ask questions if objection is unclear, get at real concern
- Agree on minor objections – establishes credibility

Objection Handling

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- Respond - don't over complicate, answer directly use analogies if appropriate
- Go back to major benefits, put objection in perspective, see “Big picture”
- Confirm –is customer okay?