



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 2

I Understand

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- How salespeople might be afraid to ask “difficult questions”
- Ask questions that might upset the prospect
- That some questions may be more difficult to answer than others

I Don't Understand

- How you can not know how a decision is made
- Who is involved in making the decision
- Who you are competing with
- When a decision is going to be made
- If there is a compelling or impending event

Presentation Skills - The Basics

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- Be concise
- Modulate your voice, appropriate posture, use gestures, walk around, be enthusiastic!
- 4 to 5 bullets/slides – don't read, no sentences
- Include case studies, stories
- Avoid the obvious, avoid clichés

Online Presentations

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- Be concise
- Modulate your voice
- Be enthusiastic!
- Use video if applicable

Presentation Skills - The Basics

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- Get to the ‘meat’ of presentation quickly
- Check equipment beforehand
- Turn off cell phone
- Sense of humor helps, smile, have fun
- Know roles of participants, have someone preview and critique presentation

Presentation Skills - The Basics

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- Address priorities of decision maker/s first
- Audience involvement – what do they think
- Use support people as needed, i.e. technicians, must know roles beforehand
- Pacing
- Practice! Practice!

Presentation Skills - Flow

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- Overview of your company
- Restate needs and current situation – prioritize
- Reiterate buying criteria
- Focus on key, unique functions and benefits – avoid “laundry” lists

Presentation Skills - Flow

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- Reiterate benefits in different ways throughout presentation
- Keep some benefits in reserve, if needed
- Use up front selling to diffuse objections
- Discuss investment and payback
- Next steps, trial close
- Control!

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?

Follow-up and Closing

- Use combination of email and telephone
- Use contact management software, i.e. ACT
- Consequences of not moving forward, time line
- Something new each time – scheduling issues, price change, product enhancement
- Frequency of follow up - persistent but not annoying

Follow-up and Closing

- Keep in touch - send appropriate articles, events that may affect them, i.e. competition, industry info, webinars
- Don't assume – constantly reinforce benefits
- Ask for the order after outstanding issues have been addressed
- “Are you okay?”

Follow-up and Closing

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- Do not send proposal too early – pace deal
- Coach - what is happening?
- Negotiate face to face

Proposals

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- Customize within standardization
- Adapt to prospects' personalities
- Concise – minimize boilerplate
- Video or audio summary

In Summary

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- It's You!
- It's Your Company!
- It's Your Solution!

Contact Information

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