



Chamber University

Pitch is Poison



WORKBOOK

K E Y P O I N T

HOW TO BE A SUPERSTAR SALESPERSON

More than 71% of business executives find pitch a “put off.”

Questions you need to be asking...

How do I become a resource for my client?

What are some things I can do to build relationships with my customers?

What are some questions I can ask customers to learn more about their issues?

How do I go about tailoring each interaction to meet client needs?

Steps to help you answer those questions...

- Ask open-ended questions
- Allow your prospects to lead the conversations
- Paraphrase to show you are listening
- Ask follow-up questions
- Understand the processes

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BIGGEST BANG

REMEMBER ITS NOT ABOUT THE SALE YOU WANT TO MAKE TODAY, BUT RATHER THE RELATIONSHIP FOR ALL THE FUTURE SALES WITH THAT CUSTOMER.

KEY TO HANDLING COST RESISTANCE

- Understand, prospects and customers say they want a low price but what they really want is LOW COST.

THE DIFFERENCE

PRICE: what customers pay for a product right now

COST: what customers pay when buying late or not at all, or wrong.

BUY CHEAP: you get less value or higher cost

BUY EXPENSIVE: higher value or lower cost over time

#1 SUPERSTAR SALESPERSON SELLS VALUE

LIST SOME TIMES WHEN YOU HAVE PAID MORE FOR A

- PRODUCT OR SERVICE. WHY?

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HOW TO BE A SUPERSTAR SALESPERSON

KEY TO SUCCESS IN SELLING

- ACCURATE & TIMELY INFORMATION
- BIGGEST MISTAKE: GIVE INFORMATION BEFORE THEY GET INFORMATION

DON'T DUMPR YOUR BRIEFCASE

1. You are going to give to much information
2. You are going to give the wrong information. You haven't asked what they need or what their problems are.
3. You will give information that will sabotage your success.

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HOW TO BE A SUPERSTAR SALESPERSON

#2 SUPERSTAR SALESPERSON

DOES NOT SELL _____ “whatever”

HELPS THE PROSPECT BECOME COMFORTABLE WITH BUYING THEIR PRODUCT OR SERVICES AND GIVE THEMSELVES PERMISSION TO BUY NOW.

THINK OF SOME SITUATIONS WHEN YOU WERE THE CUSTOMER. WHAT THINGS OCCURRED THAT MADE YOU FEEL COMFORTABLE AND BUY AND WHAT WERE THINGS THAT WERE “OFF PUTTING” AND MADE YOU WALK AWAY?

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#3 SUPERSTAR SALESPERSON

MASTERS AT UNCOVERING NEEDS, PROBLEMS, PREJUDICES, CONCERNS AND DESIRES IN A TIMELY AND TRUTHFUL WAY.

AS YOU DEVELOP YOUR SALES TECHNIQUE, WHAT ARE SOME THINGS YOU WOULD LIKE TO DO TO BECOME A MASTER AT THE TRAITS IN #3?

#4 SUPERSTAR SALESPERSON

KNOW HOW TO IDENTIFY THE PROSPECTS INTENT OR PURPOSE

WHAT ARE SOME CHANGES YOU CAN MAKE?

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#5 SUPERSTAR SALESPERSON

WORK HARD FOR WHAT YOU WANT AND TWICE AS HARD TO KEEP

WHAT CAN YOU DO TO IMPROVE YOUR RELATIONSHIPS WITH CURRENT CUSTOMERS?

KEY CONCEPTS

- THE CLOSE OF THE SALE IS NOT AT THE END OF THE SALE.
- PROMISE A LOT AND DELIVER EVEN MORE.

#6 SUPERSTAR SALESPERSON

PROMISE A LOT AND DELIVER EVEN MORE

#7 SUPERSTAR SALESPERSON

TO SELL MORE EVERY YEAR, THEY GET BETTER EVERY YEAR

WHAT CAN YOU DO TO INVEST IN CONTINUED IMPROVEMENT?
(taking this course is one step!)

KEY POINT

HOW TO BE A SUPERSTAR SALESPERSON

#8 SUPERSTAR SALESPERSON

THEY TAKE FULL RESPONSIBILITY FOR THEIR IMPROVEMENT

MAKE A LIST OF SOME THINGS YOU CAN GET INVOLVED IN OR DO TO IMPROVE.

#9 SUPERSTAR SALESPERSON

EFFECTIVE TIME MANAGEMENT

ONE WEEK: TRACK EVERYTHING YOU DO. WHERE CAN YOU MAKE IMPROVEMENT IN TIME MANAGEMENT

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#10 SUPERSTAR SALESPERSON

KNOWS THE OUTCOME LONG BEFORE THE END OF THE PROCESS

- ENSURE THEY HAVE A WELL QUALIFIED PROSPECT
- KNOW PROSPECTS BUYING MOTIVES
- IDENTIFIED ALL THE OBJECTIONS
- CAREFULLY OBSERVED BUYING SIGNALS
- GIVEN INTERACTIVE PRESENTATION

HOW DO THEY DO THIS?

1. READING PEOPLE WELL
2. ASKING EFFECTIVE/APPROPRIATE QUESTIONS
3. GOOD LISTENER
4. ASKING VARIETY OF TRIAL CLOSING QUESTIONS
5. BEING PRESENT WITH THE PROSPECT
6. EDUCATE THE PROSPECT
7. SERIOUS ABOUT HELPING THE PROSPECT SOLVE THEIR PROBLEM
8. NEVER GIVE UP CONTROL OF THE SALES PROCESS
9. NEVER PROJECT THEIR BUYING PREJUDICE INTO THE SALES PROCESS
10. NEVER LOSE THEIR PASSION

LEARNING BY APPLICATION

ENRICHMENT ACTIVITIES

APPLIED LEARNING
ARE YOU IN LOVE WITH WHERE YOU ARE? Do you have passion for what you are doing?

If not, what are your next steps? Write down what you enjoy about what you are doing and where you are in your current position. How can you make it better?

INSTEAD OF THE PITCH EXERCISE
Use this story telling model instead of a pitch. Fill in the blanks.

ONCE UPON A TIME

_____ EVERY
DAY _____. ONE
DAY _____. BECAUSE OF
THAT _____. BECAUSE
OF THAT,
_____. UNTIL FINALLY
_____.

Recommended Reading:

The Challenger Sale

The New Solution Selling.

Virtual Selling.