

STEP 1 - Introduce Yourself

You need to introduce yourself and the company you represent in a positive manner. Your opening statement must have a strong message that drives credibility and has a hook of making the client want to know more.

STEP 2 - Qualify the Customer

You need to have the client in a conversation where they are talking about their business - building rapport and relationship is key. Four great key questions to ask are:

- Tell me a little bit about your business?
- What is your position within the company?
- What is your company's point of difference in today's marketplace?
- Why do customers buy from your organisation?

From these four key questions, you can drill down and ask more questions to gather information, e.g. "Who else is involved in your decision making process?"

STEP 3 - Ask Questions to Identify Three to Four Hot Points

Creating a conversation using open-ended questions is a great way to identify opportunities. You need to lead the client in the direction you want to take them. Open-ended questions like the following prevent a yes/no answer:

- What type of product are you interested in?
- What are you looking for in a quality provider?
- What's important to you in this decision making process?
- How soon are you looking at implementing this?

STEP 4 - Identify Product and Service Needs to Create the Opportunity

Before you present and demonstrate what you can offer to the client, you need to tick off the following four points (in your mind based on information gathered from Step 3) before you go into sales mode:

- What are the products/services identified?

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- How would the client use them?
- What are the benefits going to be for the client?
- Why would the client need your products/services in their business?

Now you can set up the deal to close!

STEP 5 - Present and Demonstrate Examples of What You Can Do For the Client

The client needs to see how your products/services are going to fit into their business. You need to demonstrate how they are going to use them, what the benefits are going to be for the client, and most importantly, why the client would need them.

You need to take your time and only sell the main features of what the client is looking for. Do not oversell. Each feature must have a direct advantage and benefit, which you must relate back to the client and their business.

STEP 6 - Open Discussion: Test the Client's Interest

When you're presenting what you can offer the client, you need to be able to read their verbal and nonverbal buying signals. A great way to test the water to see if you're on track is to ask, "Is this what you're looking for?" or "Am I on the right track with what we have discussed so far?" Look for the positive communication and body language.

STEP 7 - Show Your Brochures, Fact Sheets, Case Studies, or Testimonials as Proof

Your sales kit must be fully equipped with all your tools of the trade, and you must be ready for any questions or objections as the client wants confirmation that you know what you're talking about.

Today, a simple brochure is no longer enough to convince a client to buy. The power of third-party referral information builds trust that you know what you're talking about and increases your value. There is no better proof than current fact sheets, case studies, examples of what you have done for other clients, and testimonials that you can provide what you say you offer. These materials ensure your credibility and build the client's confidence, and it would be easy to show them to the client using technology such as laptops and tablets.

STEP 8 - Start Tying Down the Client for Your Products/Services to Confirm the Sale

Using trial and alternative closes is the way to close business. These questions can have yes/no answers, but what you're looking for are lots of confirmation yeses and very little no's. Example of closed questions:

- Are you looking for something like this in your business?
- Do you think this is the right product/service for your business?



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- Would you prefer the larger or smaller option?
- Can you see this product/service helping to improve your business?
- Is there anything I have not covered?
- Can we get this organised?

STEP 9 - Start Discussion and Design an Implementation Plan for Approval

Based on the series of confirmations you got from the client's answers to your questions in Step 8, you should immediately assume that the client has agreed to buy your product, so start discussions about how this is going to fit in their business. Find out how soon they want delivery and what implementation plan is required to meet with their approval.

STEP 10 - Ask for Approval! Obtain Acceptance and Confirmation of the Client's Decision

Based on Steps 8 and 9, you should not have to ask for the

order — it should be a given that they want to buy. So ask for the client's approval based on the discussion of the implementation plan. Then, do not speak until they have signed the documents. He who speaks first after asking for the order, loses — so make sure it is not you!

At this point, they will either sign or throw you another objection, which means you have not qualified enough at the beginning of the sales cycle. Should you not get the order, you need to ask what is holding them back and overcome that objection. If you are not successful, then you need to close the meeting off and set another time to re-qualify and start the sales process over again.

Ensure you close the sale!

STEP 11 - Thank the Client for their Business

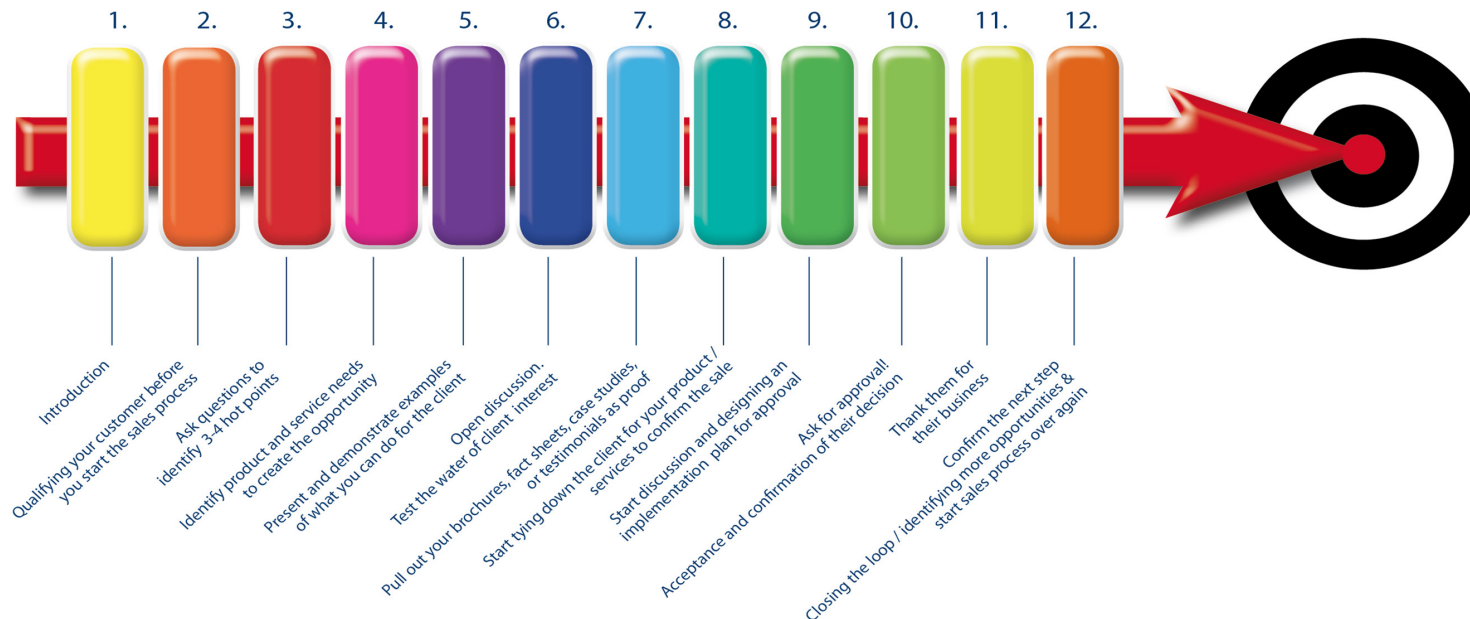
Give the client a good, firm handshake and promise that you will deliver as per your discussion. Reconfirm they have made the right decision.

STEP 12 - Confirm the Next Step. Close the Loop/Identify More Opportunities and Start the Sales Process Over Again

Congratulations, you have received the order. Thank the client for the business and make sure to follow up to ensure that the client is happy with your product/service once it has been implemented.

You need to get a testimonial and referrals, but more importantly, determine what other products/services you can supply that may have been spoken about when identifying the client's three to four hot points.

To be successful in sales, sell the client what they want to buy first and then go back and sell them other products/services you offer because you now have the relationship and the trust.



To learn more about the Sales Process, enroll in the KEYBA Customised Sales Training Program on www.keyba.com.au