

What Do You Think??

What is more Important

- Managing Sales
- Managing Expenses
- Managing Profits

Audience Question

- Has anyone considered a Sales Career?
- Has anyone hired a Sales person?
- Is anyone planning on hiring sales reps
- **What does a quality sales person look like?**

Marketing: The 5 Ps of Marketing

Product - What are you selling?

Place - Where will you sell it?

Price - How much does it cost?

Promotion - How will you reach customers?

Person -

- Who are your Customers

- Why do they need, your product, or your service?

- What “Problems” do you solve for them

Take a HARD Look at what you offer



**Do Customers
Need it?**

OR

**Is it a simply
“nice to have”?**

A SERIOUS Sales Presentation Mistake made by ALMOST EVERY SALES PERSON

They start **SELLING BEFORE** they find out if the customer even needs their product or service!

**THIS IS WHAT TURNS CUSTOMERS
OFF!**

Ever Heard of Consultative Selling



The Art of **ASKING QUESTIONS:**

To determine if there is a need for your Product or Service **before** you start selling

Evaluating Your Sales Process

5 Steps that Lead to Revenue “Sales”

Lead Generation

Prospecting

Customer Visits – Selling the Need

Negotiating

Closing the Deal

Customer service is key throughout the sales process.

The Road Map of a TRUE SALES CALL

1. Introduction: Build a relationship & trust
2. Qualify: Ask questions to determine a *NEED*
3. Presentation: Discuss your solution - fill their needs
4. Smoke Out Objections: Ask for their feedback
5. Ask “Are they READY”

After the Sales Presentation

- Always send a follow-up email

-or better yet-

- Always send a Thank You card

Develop Your Elevator Pitch

- **A *concise* 20 Second Statement of what your potential benefit to the prospect**
- Commit it to memory
- Practice until it is smooth

REMEMBER

- Selling is every day
- Selling is a numbers game
- *ANYONE* can sell effectively if they possess the qualities of:
 - ✓ Sincerity for the customer's needs
 - ✓ Good Preparation
 - ✓ Good work ethic and persistence

About SCORE



- A group of successful and experienced business owners and executives, mostly retired, working and collaborating as volunteers to help you
- Free mentoring:
 - One-on-one
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