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"?





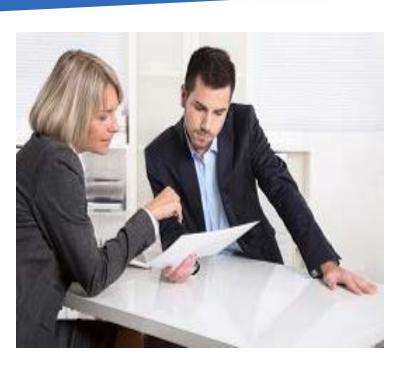
A SERIOUS Sales Presentation Mistake made by ALMOST EVERY SALES PERSON

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

<u>before</u> 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
 - E-mail
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