

Selling in 5-Steps

Selling is NOT a Science. It's an *Art!*

Your Presenter



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Agenda

- ✓ The Psychology of Buying
- ✓ Find the Impending Event
- ✓ The 5 Steps to a Sale
- ✓ The Numbers

The Psychology of Buying

What was your last major purchase?

Why did you buy it?



- Based on your reasons and your reasons alone
- *How purchase benefited you*
- *It solved a problem*

People only buy from people they genuinely like

It is an emotional decision 100% of the time

The Mind is Complex

If you're mostly analytical and methodical you're left-brained

If you are more creative or artistic, you're right-brained

Left Brain

- logic
- sequencing
- linear thinking
- mathematics
- facts
- thinking in words

Right Brain

- imagination
- holistic thinking
- intuition
- arts
- nonverbal cues
- feelings visualization
- daydreaming

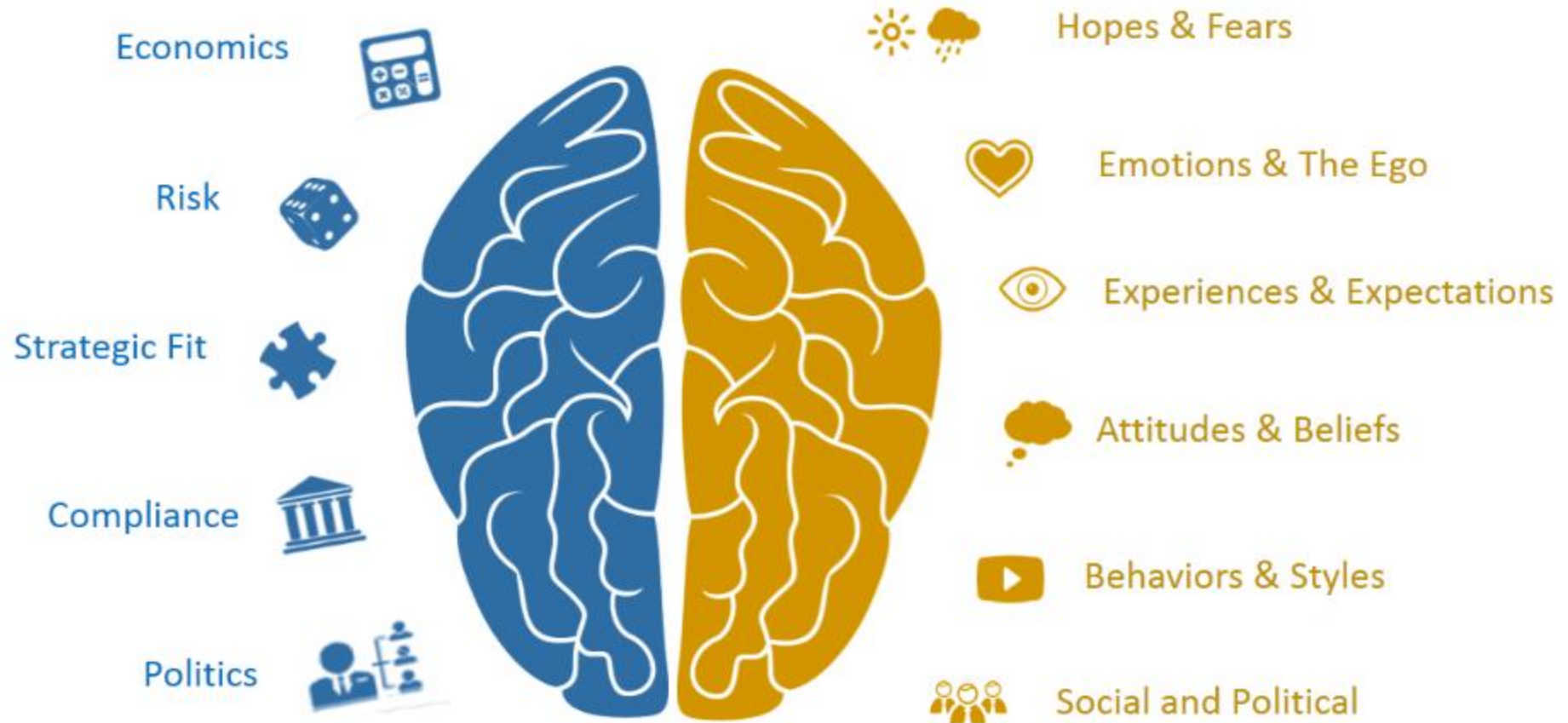
Left Brian vs. Right Brain Dominance – Disproven!

No 1 Side is Dominant, but *each* have different functions



Buying Rationale

Buying Psychology



Step 1: Focus on Impending Events

- Change in economic conditions?
 - ✓ Remote workforce? WFH? *Logical*
 - ✓ Adaptation? *Emotional*
- Merging Companies?
 - ✓ Acquisition physical change *Logical*
 - ✓ Who controls change *Emotional*
- Technology Refresh?
 - ✓ Measuring Productivity *Logical*
 - ✓ Preserving Culture *Emotional*
- Capital budgets
 - ✓ Ending...New? *Logical*
 - ✓ Investing in the Future *Emotional*



These force a prospect to make future decisions

Focus on the Impending Event

- No impending event?
 - ✓ The likelihood of the prospect making a decision in a timely manner is *slim* to *nil*
- Find the impending event - before you start
 - ✓ Focus on only these prospects in your day to day selling activities
 - ✓ Your chances of success goes way up



Qualifying Questions

- *“What other products have you seen”*
- *“What interests you the most so far”?*
- *“What is your relationship with your existing vendor?”*
- *“What is your opinion of their support?”*
- *“Is there anything else I need to know that would factor in making this decision?”*
- *“Can you describe the decision-making from the last time you made a similar purchase? “*



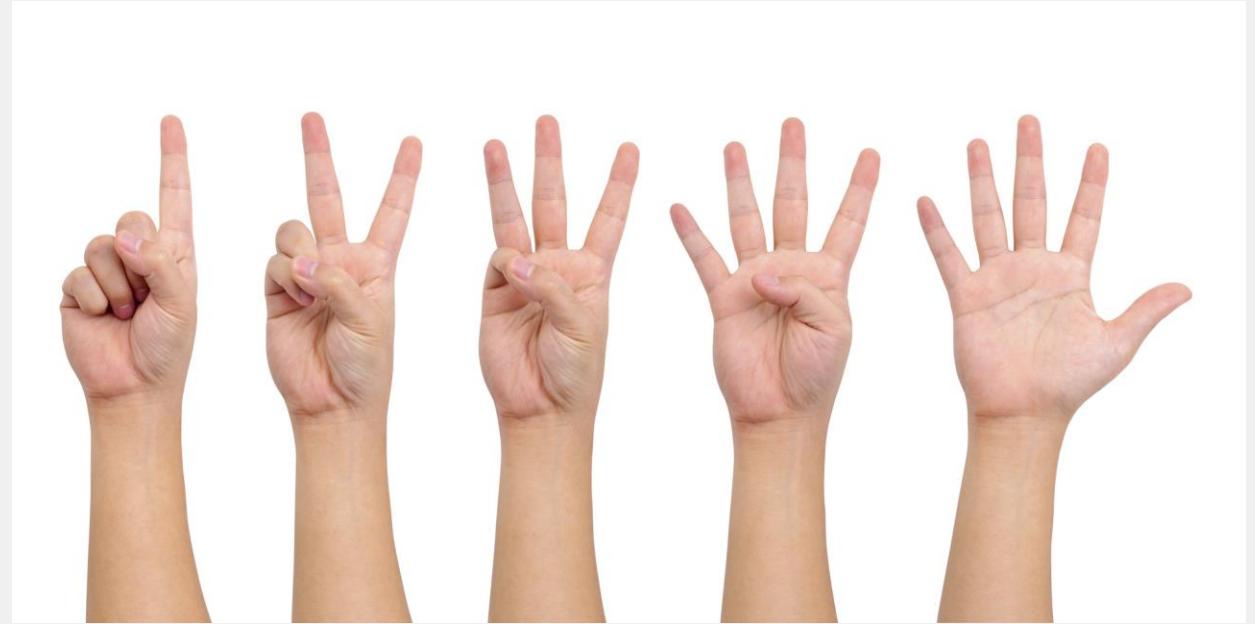
Qualify the Prospect

The SINGLE MOST IMPORTANT QUESTION

“Who else is involved in making this decision?”

The Five Steps to A Sale

1. Sell Yourself



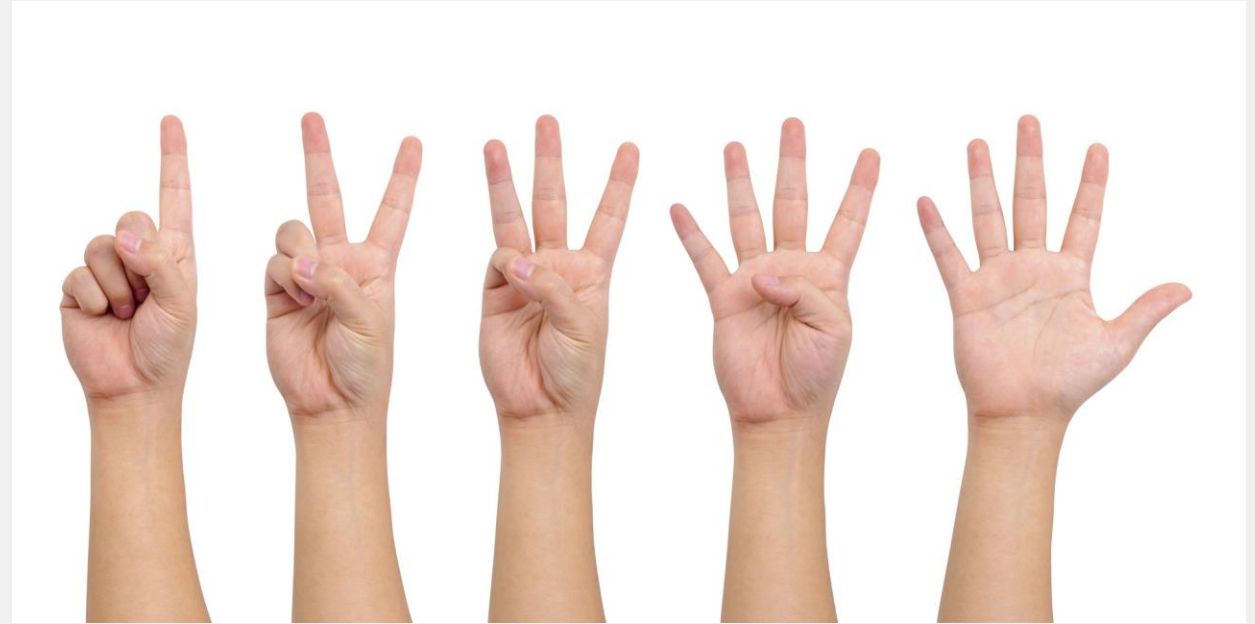
The Five Steps to A Sale

1. Sell Yourself
2. Sell the Company



The Five Steps to A Sale

1. Sell Yourself
2. Sell the Company
3. Sell the Product



The Five Steps to A Sale

1. Sell Yourself
2. Sell the Company
3. Sell the Product
4. Ask for the Order



The Five Steps to A Sale

1. Sell Yourself
2. Sell the Company
3. Sell the Product
4. Ask for the Order
5. Overcome Objections



The Five Steps to A Sale

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If you are not successful it will be because you missed one of these steps

The Five Steps to A Sale

Sell Yourself: The Hardest Thing

Why would somebody buy from you?

- Are you truly interested in helping them?
- Is your sincerity genuine - or fake?
- Are you friendly, easily approachable?
- Do you smile when you meet people for the first time?

The Elevator Pitch

- A short 50 word or less introduction of you and the services you offer- ending with asking for an appointment

The Five Steps to A Sale

Sell Yourself



I SHOULD JUST CHANGE
MY VOICEMAIL GREETING
TO: "PLEASE HANG UP
AND TEXT ME."

Phone? Voicemail? Email? Text? *Logical* vs. *Emotional*

- *Logical*
 - ✓ Detail savings, improved efficiency, productivity reporting
- *Emotional*
 - ✓ Pique their curiosity, help them and their direct reports be better employees
- *Follow up*
 - ✓ You won't know which appeal works..so use them all
 - ✓ People prefer one over the other, but are not absolute
 - ✓ No response does not mean the aren't interested
 - It is all timing
 - Stay in touch

The Five Steps to A Sale

The Gatekeeper - *Ask for their help*

- If you are *relaxed* and *confident*, the gatekeeper will respond - *acknowledge their role*
- Impress them with your knowledge
- *“There may not be an opportunity today - but things could change”*
- Introduce yourself to that person when you finally get to meet the decision maker - and *thank them!*
- Ask questions they alone can't answer
- The Sales Queue is a preferred route
 - ✓ They actually answer their phones!

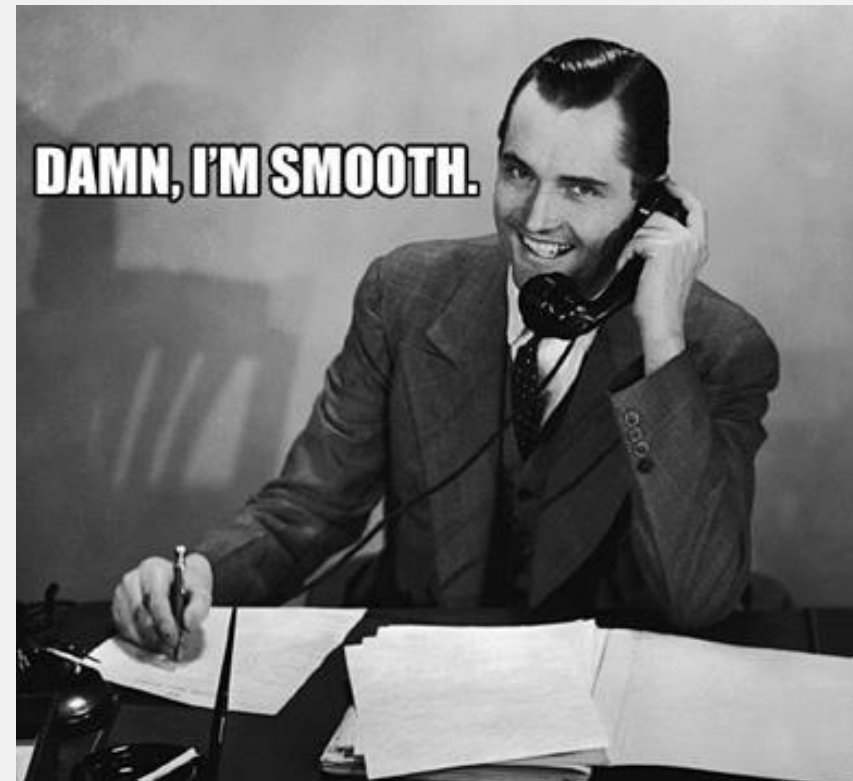


The Five Steps to A Sale

Step 1 - Sell Yourself

Develop Conversational Skills

- *Conviction* in your voice
- Use *genuine* enthusiasm
- *Self-Deprecation* removes tension
- Be *knowledgeable*
- DUA - Don't Use Acronyms



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Active Listening

Ask a question...*Then Listen*

1. Is what you heard what the prospect said?
2. Were you too busy thinking of the next question to listen to their answer?
3. Restate the answer
 - ✓ *"If I heard you correctly, you said..."*
4. Offer feedback to clarify
 - 1. *"That's a great question. Just so I am perfectly clear..."*

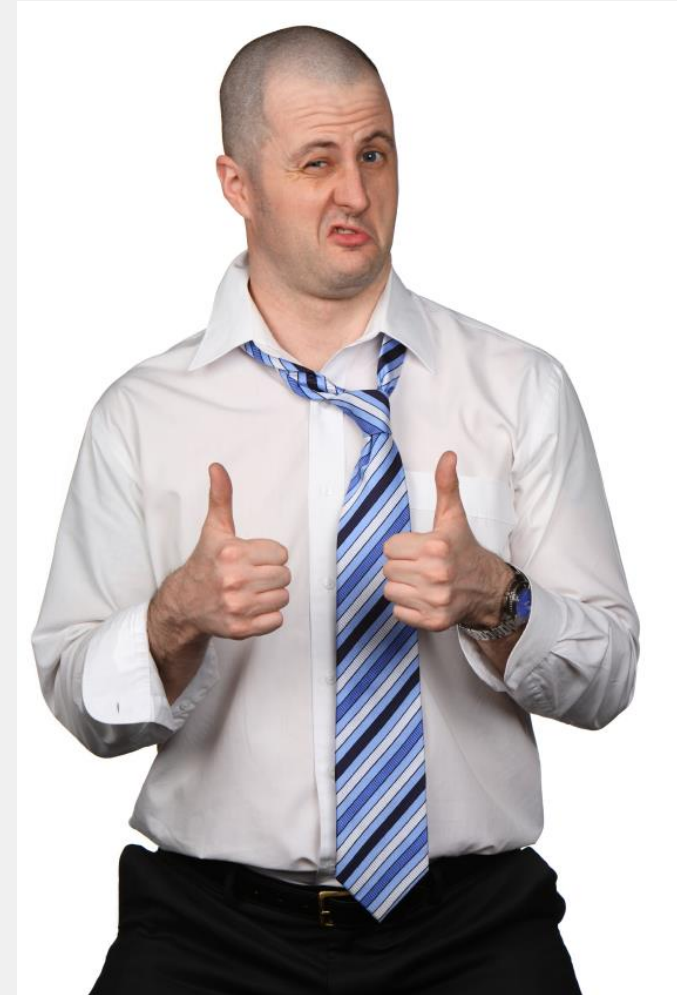


The Five Steps to A Sale

Step 1- Sell Yourself

Appearance Counts!

- If he can't bother to take care of himself, can I trust he will take care of my employees needs?
- Always be "one better" than everyone you meet



The Five Steps to A Sale

Step 1 - Sell Yourself

Mirroring

- Rule #1 A prospect buys from people they *genuinely* like
- Key personality types
 - Aggressive
 - User-friendly
 - Passionate

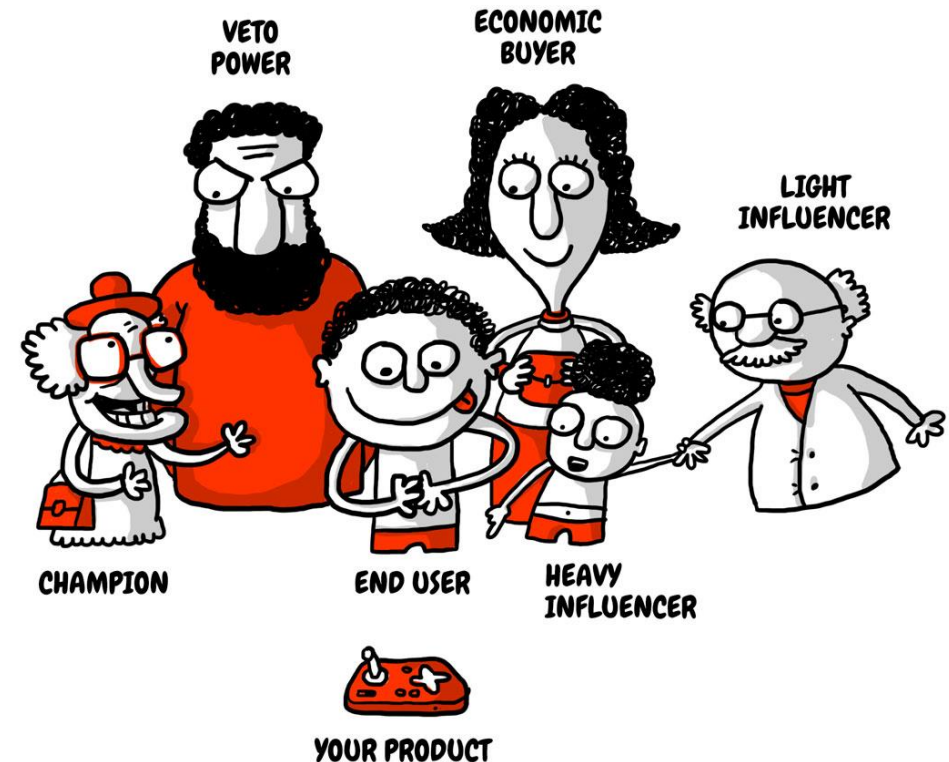


The Five Steps to A Sale

Step 1 - Sell Yourself

Find the Real Decision Maker

- “I am only gathering quotes” means they are not the decision maker
- *Ask “Is there anyone else involved in making this decision?”*
- Involve the decision maker as part of the discovery phase
- At a minimum for the presentation



The Five Steps to A Sale

Step 2 - Sell the Company



- Develop Your Elevator Pitch
- Expect your competitor to fill your prospects mind with fear, uncertainty and doubt (FUD) so preempt it
 - *“My competitor gets upset because we do much more business, so he is likely to say some unsavory things about me and my company. That is not how I do business”*
- Don't be that guy...

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Step 2 – The Elevator Pitch

We have been in business for X years ([credibility](#))

We started out servicing other company's phone systems/networks ([service oriented](#))

After two years, we decided if we could fix other companies problems we were more than capable of creating our own ([self-deprecating humor](#))

Since then, we have installed more than X systems and we specialize in systems for businesses like you ([experts](#))

When you check my references I am sure you will agree that we have not forgotten our roots - namely solving other people's problems ([end with benefit > we solve problems](#))

The Five Steps to A Sale

The Crexendo/NetSapiens story...

“Netsapiens got it’s start over 20 years ago in La Jolla, CA. In addition to great weather, we have a reputation for world class research and development”
(Entrepreneurial and Smart = Believe in Us)

“We were acquired a few years ago by Crexendo to allow these same people to continue to grow, and where their ideas and talents can be their own”
(Stability, Growth, Individual Thinkers, Experts)

“Today, NetSapiens has 235+ customers globally with 5 million users who rely on our platforms daily, making us the fastest growing Unified Communications Platform provider in North America. (Success!)

The Five Steps to A Sale

Step 3 - Sell the Product

Prospects are only interested in solving their problems

- Use **active listening** and **discovery**
- Ask **open-ended questions**:
 - "What is the biggest problem you are having?"*
 - "What is the 2nd biggest problem?"*
 - "What other changes do I need to know about?"*
 - "Tell me what you like..."*
 - "More importantly, tell me what you *don't* like?"*
 - "...Tell me more."***



The Five Steps to A Sale

Step 3 - Sell the Product



Focus on **Top Three...**

“Mr. Smith, if I heard correctly here are the three largest problems you want to address. I heard you say you want to address “A”, and that you would like the ability to improve “B” and increase your productivity by adopting “C.”
(active listening)

“Have I missed anything?” (open ended question)

The Five Steps to A Sale

Step 3 - Sell the Product

Features and Benefits

- If you only talk about how a feature *works* but your prospect *cannot relate it to his problem*, you lose.
- Speak to him about the *benefits* the feature offers - and how it will *solve the problems* he told you about

A Feature is . . .

What
something
IS

A Benefit is . . .

What
something
DOES

The Five Steps to A Sale

Step 3 - Sell the Product Competition

- You never improve your position when you trash your competition
What if you get trashed?
"It's too bad my competitor fears my company and my system. By focusing on me this way, he must feel his system cannot stand on its own merit."
- It's OK to point out areas of concern
Highlight the things the prospect should investigate on their own
Put your proposal in a more favorable light



The Five Steps to A Sale

Step 4 - Ask For the Order

Buying Signs - subtle ways they are accepting what you are saying



- Prospect shifts forward
- Listens more closely
- Pick up the phone, handset
- Asks about installation dates, lead times
- Goes back to something you said earlier
- Down payments, lease options, extended warranty, etc.



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Step 4 – Pre-Qualify - If You Can



“Mr. Smith, when we are done with this process, if my ideas make the most sense to benefit you and your company I am going to ask you to make the decision to buy from me.”

“All I ask is you give me a simple yes or no, is that fair?”

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Step 4 - Ask For the Order



Rejection is Real

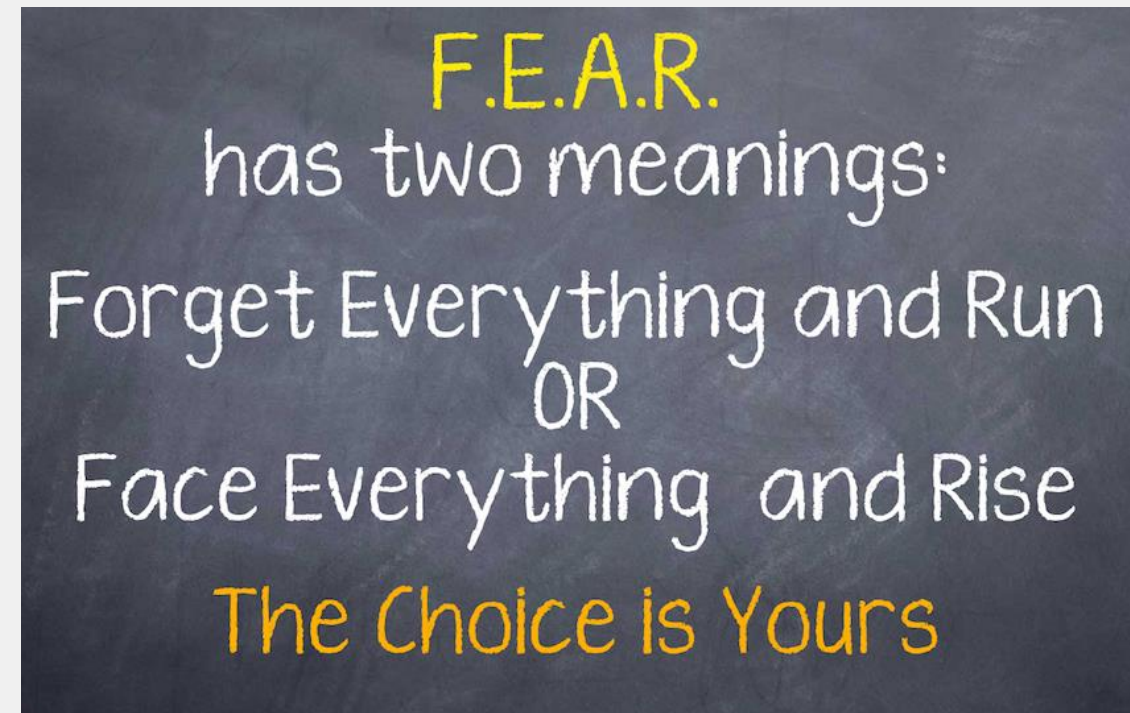
- Facts: Closing ratios are not in your favor.
- A loss is one step closer to a yes
- Strive to get the prospect to make a decision so that you can move to the next prospect

The Five Steps to A Sale

Step 4 - Ask For the Order

Why *don't* we ask? Fear of Loss

- ✓ If we put pressure on someone to make a decision we will offend them
- ✓ The prospect expects you to ask for the order
- ✓ The prospect expects you to put pressure on them to make decision



The Five Steps to A Sale

Step 4 - Ask For the Order

- **Trial Closing**
 - A tie down is where you ask simple questions designed to get agreement from the prospect
 - Use them often
- **Proven Close Techniques**
 - Alternate of Choice
 - Yes, Yes, Yes.
 - Assumptive Close



The Five Steps to A Sale

Step 4 - Ask For the Order

- The *One-Call Close* –
- **Before the meeting**

“This size system is smaller than the average systems I typically sell. As such, there is not a lot of profit. To keep my costs down I will be happy to meet with you, however, after we are done, if you like what you see, I am going to ask you to make a decision to buy.”

“All that I ask in return is that you give me a simple yes or no. Will you be willing to do that for me?”

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Step 4 - Ask For the Order

- The *One-Call Close* – ***at the meeting***

“As I said before I came here, this configuration is smaller than my typical customer, but I was willing to meet with you as long as when we were done you would tell me if you liked what you saw or not.”

“I know your time is valuable, and I hope you can appreciate my situation. Do you like what you have seen? If so, are you ready to make that decision?”

The Five Steps to A Sale



STOP TALKING!

We are usually so excited that we cannot put on the brakes - so we talk right through the moment where we should shut up and listen

The Five Steps to A Sale

Play Hot Potato



“Mr. Jones, as I have shown our system clearly solves the very problems you outlined when we first met, so now it time to ask you to make the decision if you want to install this system early next week or later in the week. Which would you prefer...?” (Alternate of Choice, now SHUT UP!)

The Five Steps to A Sale

Step 5 - Overcoming Objections



- Prospect raise objections that you need to overcome
- Here are the three most common:
 - “How do I know your company is going to be around to support me?”**
 - “I always get two other quotes”**
 - “Your price is too high”**
- Here is how you overcome them...

The Five Steps to A Sale

Step 5 - Overcoming Objections

“How do I know your company is going to be around?”

He may be asking, “How do I know *you* are going to be around?”

- Restate your company story and how are ultimately responsible for serving your customers.
- Sell your customer base and your references
- Reinforce your reputation and service to the community

The Five Steps to A Sale

Step 5 - Overcoming Objections



- “I always get two other quotes”
 - There is no law that says you need to get two other quotes
 - You are **not** dealing with the decision maker
- Be the ***first one in*** and the ***last one in...***
 - Find a reason to adjust your quote
 - Reschedule the delivery and demonstration until after all other quotes have been delivered

The Five Steps to A Sale

Step 5 - Overcoming Objections



“Your price is too high...”

- **Reduce It to the Ridiculous**

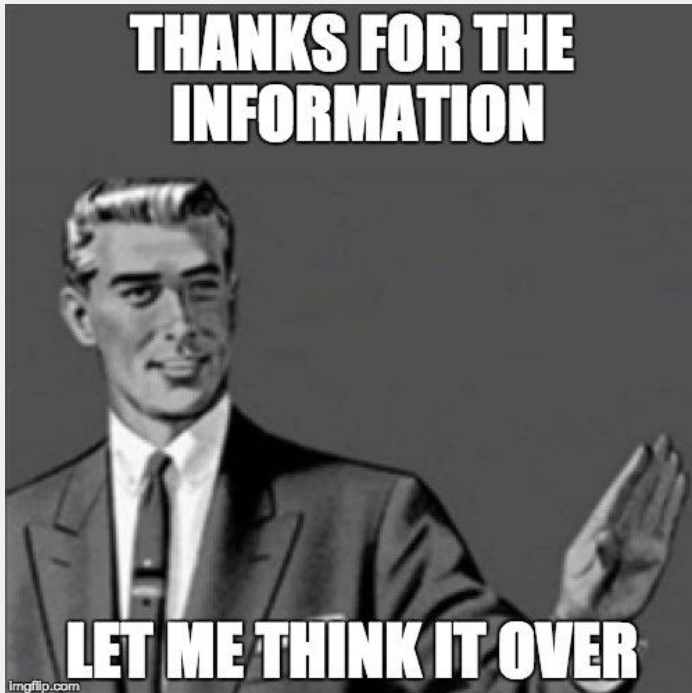
A \$3,000 difference over five years equals \$48 dollars a month – or \$1.50 a day.

- **Feel – Felt – Found**

- I understand exactly how you *feel*
- Other customers of mine *felt* the same way
- Only they *found* ...

The Five Steps to A Sale

Overcoming Objections



“Let me think it over” is not a valid objection

“I understand exactly how you feel. Would you mind ***sharing*** with me exactly what it is that you want to think over?”

The key word is ***“share”***.

“No, I just want to think about it”

Ask it again...

“I understand exactly **how you feel**. Would you mind ***sharing*** with me exactly what it is that you want to think over?”

Feel, felt, found.

The real objection is in there. Find it and address it!

The Five Steps to A Sale

Step 5 - Overcoming Objections



Selling On Price

- “I keep lowering my price and they still aren’t buying”
 - Selling low price is not selling
 - Which of the 5 steps have you missed?

The Formula:

- **All that I receive minus its cost = the value**

Prospects don’t buy the lowest price, they always buy the highest value

- Value erodes over time

The Five Steps to A Sale

Step 5 - Overcoming Objections

Competing On Price

You have every right to ask to see the other quotes

- DO NOT fall for the trap of lowering your quote until you know your quote is “*apples to apples*”. It rarely is...

“I’m sorry, but I cannot secure approval for any price variations from my boss without a copy of their actual quote”

The Five Steps to A Sale

Step 5 - Overcoming Objections

Competing On Price

Look for:

- A proposal with no room for growth
- Low-ball phones when you propose higher end models
- Look at the configurations...do the math
 - It is very possible the lower quote is just wrong or has missing components
- Never accept a configuration a competitor has provided
Trust no one's quote but your own



Understanding the Numbers

- 100 contacts that have expressed interest
 - = 30 working leads
 - = 10 in the late stages of making a decision
- You win 3 out of 10
 - 4 systems will be bought for reasons beyond your control
 - 3 will be sold by someone that is more skilled than you at selling
- Using these, you can **increase your sales closing ratio to 50 or 60%**

Thank you!

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