

# Unit 2a: Salesmanship

## Introduction:

As a call center representative the most important skill you can possess is salesmanship. Throughout this unit we will provide you with the basic principals to a good sales call.

### Grasp the theory and rationale behind High Probability Prospecting.

- Differentiate between 'Interested' prospects (that are not likely buy any time soon) and prospects who want and need what you're selling now
- Understand how High Probability Prospects are created
- Identify your Best Target Market
- Identify Your High Probability Prospects
- Learn to identify Low Probability Prospects and how to disqualify them – for now
- Eliminate sales resistance and prospects' distrust
- Understand how High Probability Prospecting applies to your industry

### Develop the skills to prospect effectively – without pain or anxiety:

- Lose your fear of cold calling
- Design effective High Probability Prospecting offers
- Make appointments with prospects that need, want, can afford and will do business with you now
- How to handle gatekeepers
- Strategies for coping with voice mail
- How to use email and when not to use it
- Use your natural voice on the telephone
- Develop a targeted prospect list
- Where to find qualified prospects
- How to approach major or national accounts
- How to maximize telephone prospecting time
- How to track and rotate your prospecting offers
- How to track and measure the results of your prospecting activity
- How often to call prospects
- Eliminate 'poison' sales words from your vocabulary

One of the most critical points in a sales situation is when you actually show your product or describe your service to your prospect. The way that you pass through the actual application stage of a sales situation can either make or break your sale. Today, the best advice in terms of this point of the sale is to trade the word “demonstrate” for the word “apply.” Here is the best way to apply your product or service to the wants, needs or problems of your prospects.

The next tip involving the application step of the sale is to tailor your presentation to your prospect's needs and wants. Your presentation must focus on the prospect and not on yourself, your company or your product. Your prospect will give you valuable information about what he or she truly wants. All you have to do is listen. If you are too busy pointing out the benefits of doing business with a great person such as yourself, or with a company as wealthy as yours, you will fail to listen to what your prospect needs and wants. By focusing your presentation on the prospect and his or her needs and wants, you will make that prospect feel important, as well as learn which of your products or services will best serve that prospect.

Another excellent tip that you can use during the apply stage of the sale is to become intimately familiar with every product or service that you have to offer. If you stumble when your prospect asks you a question, you will definitely look unprofessional as well as ill versed about your product or service. Any prospect who assumes that you as a salesperson posses inadequate knowledge about your product or service will not buy from you. I can promise you that!

Another reason that you need to know everything about your products or services is that you will be better able to present your prospect with the product or service that best fulfills his or her needs and wants. Again, if you show the incorrect product or service to your prospect, you will lose your credibility as well as any chance you have of making the sale.

When presenting your product or service to your prospect, you need to remember to involve that prospect from the very beginning. If you fail to make the Apply step a give and take process, involving obtaining candid feedback from your prospect, then your prospect will feel left out and insignificant. You need to ask your prospect for reactions as you present your product or service in order to ensure both yourself and your prospect that what you are presenting is appropriate and correct. Deal with any objections in an appropriate manner, without losing your cool. Simply remember to involve your prospect from the very beginning.

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If you keep all of these tips in mind and focus on the prospect's wants and needs, then you will surely do a fine job of selling the prospect exactly what he or she wants. And if you give your prospect exactly what he or she wants, then you will get exactly what you want...the sale!

An inquiry is *not* a sales lead - it is simply a request for information. The inquiry may or may not turn out to be a prospect. The principal reason that salespeople fail to follow-up inquiries (and research shows that from 70% to 80% of all inquires are *never* followed up) is that they have found follow-up to be a waste of time, because much of the time they are chasing inquiries, not qualified leads.

Yet the failure to follow-up is an even more serious waste. It seems like a Catch 22 but the answer is simple... Salespeople should not screen and qualify inquiries. Most do not have the tools nor the time. The SmartLead process efficiently sorts out those inquirers who are at a point in the buying cycle to be worth a salesperson's immediate attention. The remaining inquiries are entered into a sales lead nurturing program that is designed to build them into qualified prospects.

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When you are to the application point of your sales presentation, you need to choose the most appropriate product or service that will fulfill exactly what your prospect needs or wants. Many salespeople become too eager and sometimes fail to fully understand what their prospect truly needs or wants. You, as a salesperson, need to take full stock of what your prospect is looking for because if you show the prospect the incorrect product or service, you are going to lose the sale. A prospect that is shown the incorrect product or service knows that the salesperson has failed to pay full attention to what he or she has said, and that prospect will walk away. Typically, you will get only one shot at a sale, and if you blow it, your chances of getting in front of that prospect again are slim to none.

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