



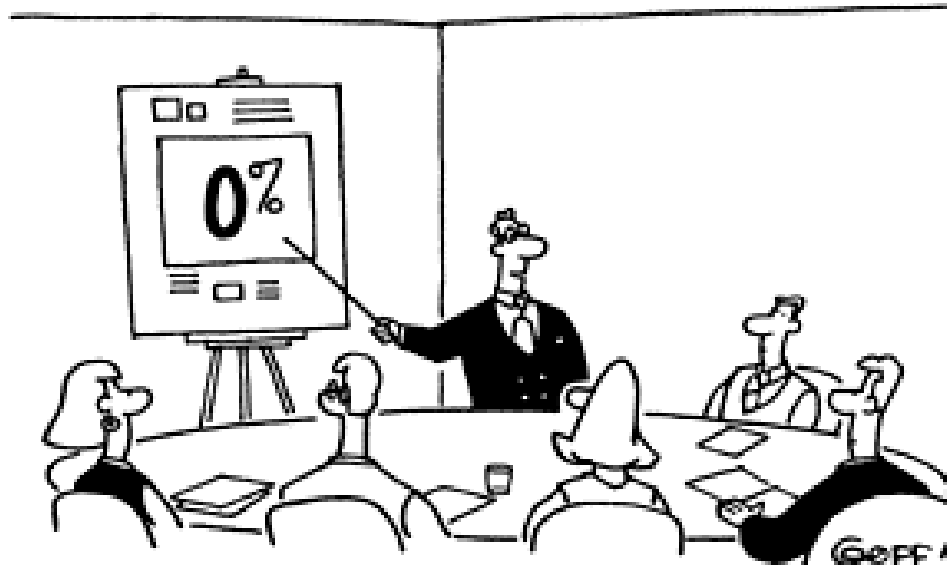
OMAFRA

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Sales

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"Our study concludes that this is the percentage of our customers who will buy from us without any effort whatsoever on our part."

“ What is a Sale?





Sales



The exchange of goods,
services and ideas between 2 or
more people for mutual profit+



Sales

Universal customer needs:

- Make or save money
- Save time
- Solve a problem

Personal customer needs:

- Recognition
- Achievement
- Acceptance
- Security



Sales



A feature is:

- 1) The name or description of something
- 2) A distinct or significant part of quality
- 3) Makes a product unique



A benefit is:

The advantage or the help that a particular feature provides for this particular person/customer.





Features, advantages & benefits



FEATURE STATEMENT - *“A folded piece of absorbent material that is placed between a baby’s legs and fastened at the waist to contain excretions.”*

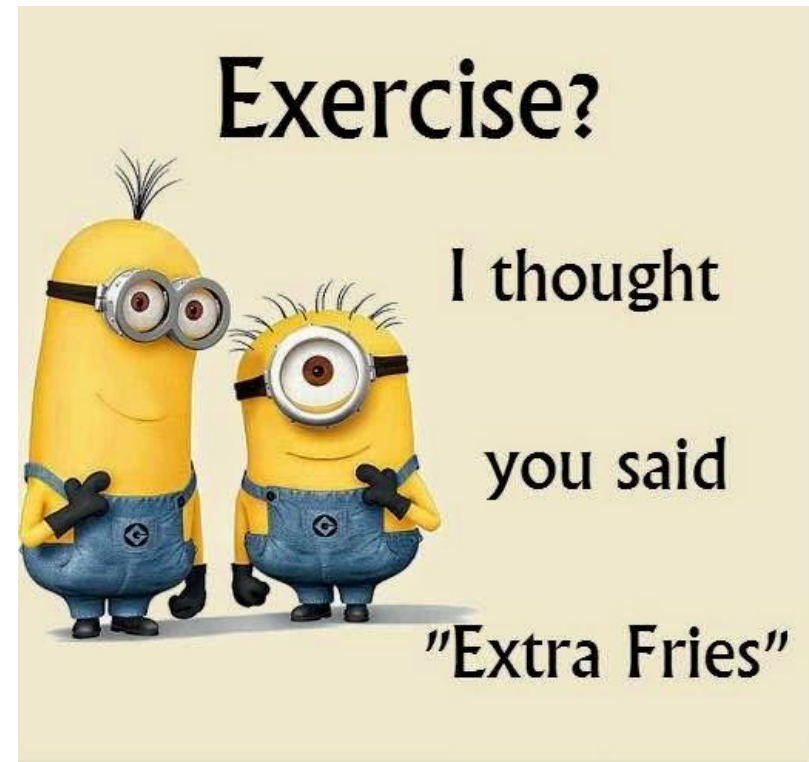
ADVANTAGE STATEMENT - *“The baby will remain dry all night.”*

BENEFIT STATEMENT - *“The baby will be happier, which is the mother’s main concern.”*

Never assume your potential customer knows the benefit!

Exercise:

List 3 features and the corresponding benefit of one of your products



Sales

- “ Knowledge of competitors is a must
- “ Knowledge of their products and price points
- “ Knowledge of fads vs. trends
- “ Service, Service, Service
- “ Set you apart



Sales

- Full product line
- Produced in the region- freshness
- Product line customers like
- Great level of service
- Nutritional program tie in and education
- Good price points
- Available year round

ADVANTAGES



“ How do we determine what benefits are important to our customer that can be fulfilled by our product?

“ ASK!

THE
ART^{of} ASKING

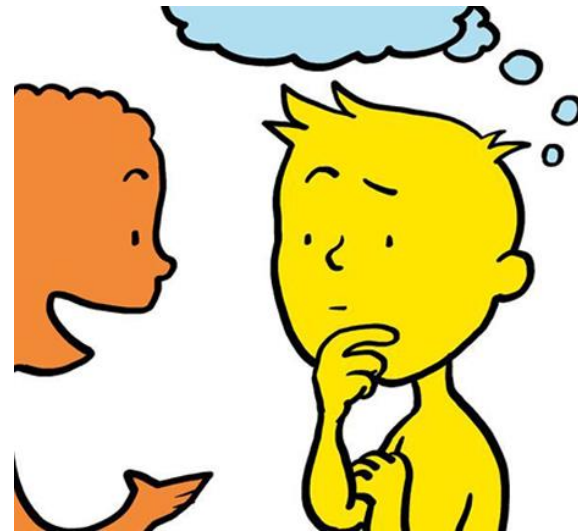
- “ Open and closed questions
- “ OPEN- encourages a customer to speak at length
- “ CLOSED- zeroes in on a specific topic that can be answered quickly in a couple words



Exercise:

With your partner, taking turns, list 3 key open questions that will encourage conversation about your product

Record the features and benefits and product that will fill that need...



- ” **Customer Attitudes**
- ” **Acceptance**- agrees with benefits
- ” **Sceptic**-needs a particular benefit but doubts your product will provide it
- ” **Objection** and **Indifference**:
Opposition to your product, lack of interest, unimportant to them

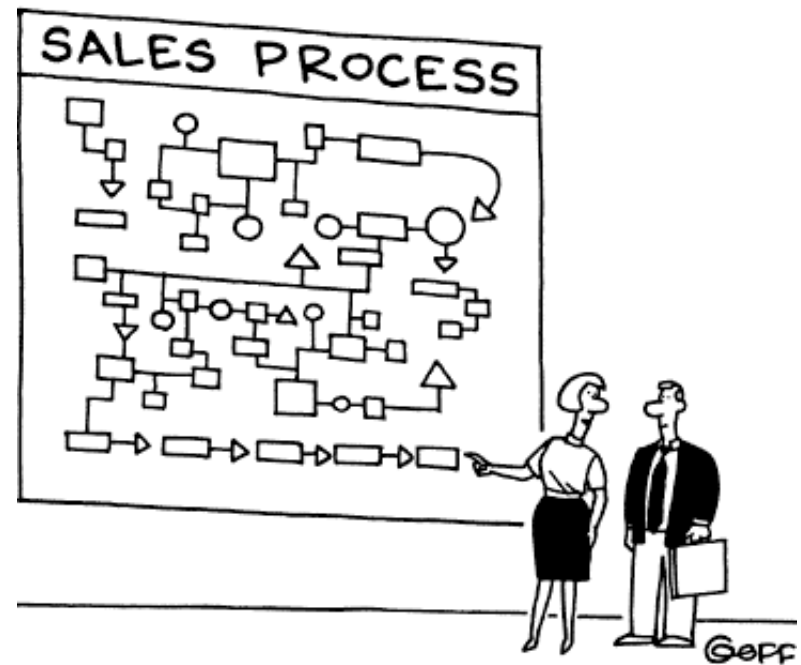
Because of Customer Attitudes

- A customer's attitude toward your product or service generally falls into one of four categories.....
 - Objection
 - Indifference
 - Skepticism
 - Acceptance



Sales

When you encounter acceptance you close... ask for the order



"And then you'll close the sale."

**What to do when
someone is sceptical**

**Offer proof and ask
closed questions for
areas of need**



Handling Objections and Indifference

Categorize your client objections into:

1) Misunderstanding

2) Perceived drawback

HOW TO HANDLE A SALES OBJECTION?

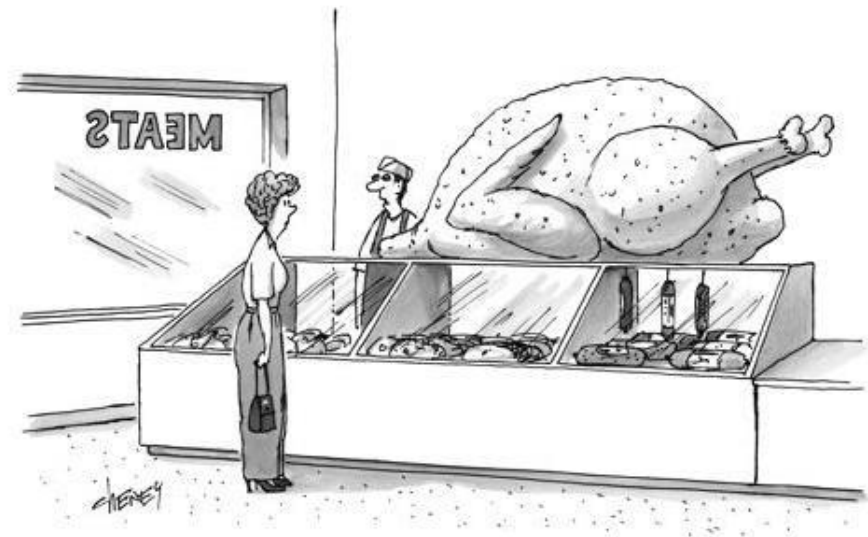
- Listen to the Objection
- Validate the Problem
- Say it Back to the Prospect
- Answer the Objection



How to handle misunderstanding:

Rephrase the objection in the form of a question

Answer the question directly and clearly



"What a misunderstanding!"

Handling a perceived drawback

- 1) Rephrase the objection as a question
- 2) Restate the benefits
- 3) Open questions to find other/new areas of need

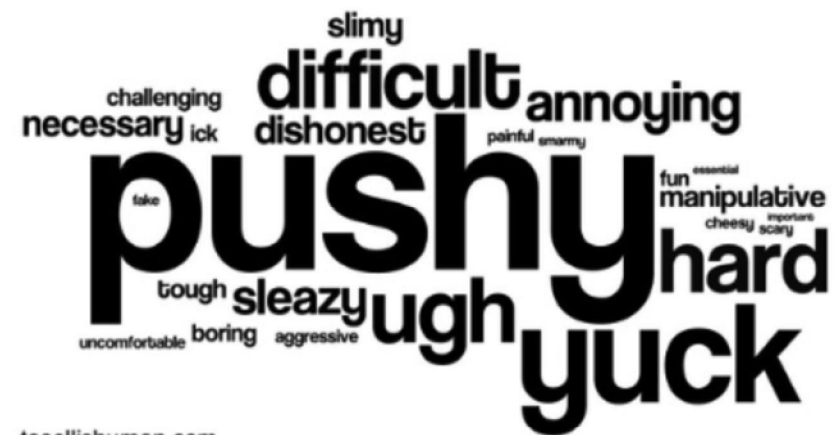
THE WORST DISTANCE
BETWEEN
TWO PEOPLE IS
misunderstanding

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Hang ups about Sales:

- “ Imposing on friends
- “ Fear of rejection
- “ Being misunderstood
- “ Questions you cannot answer
- “ Don't want to be a “pushy” sale person



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Advance levels case studies and practice overcoming resistance

Unfortunately many sales are not closed because you are afraid to ask for the order!

Training and practice will improve your Sales Skills



