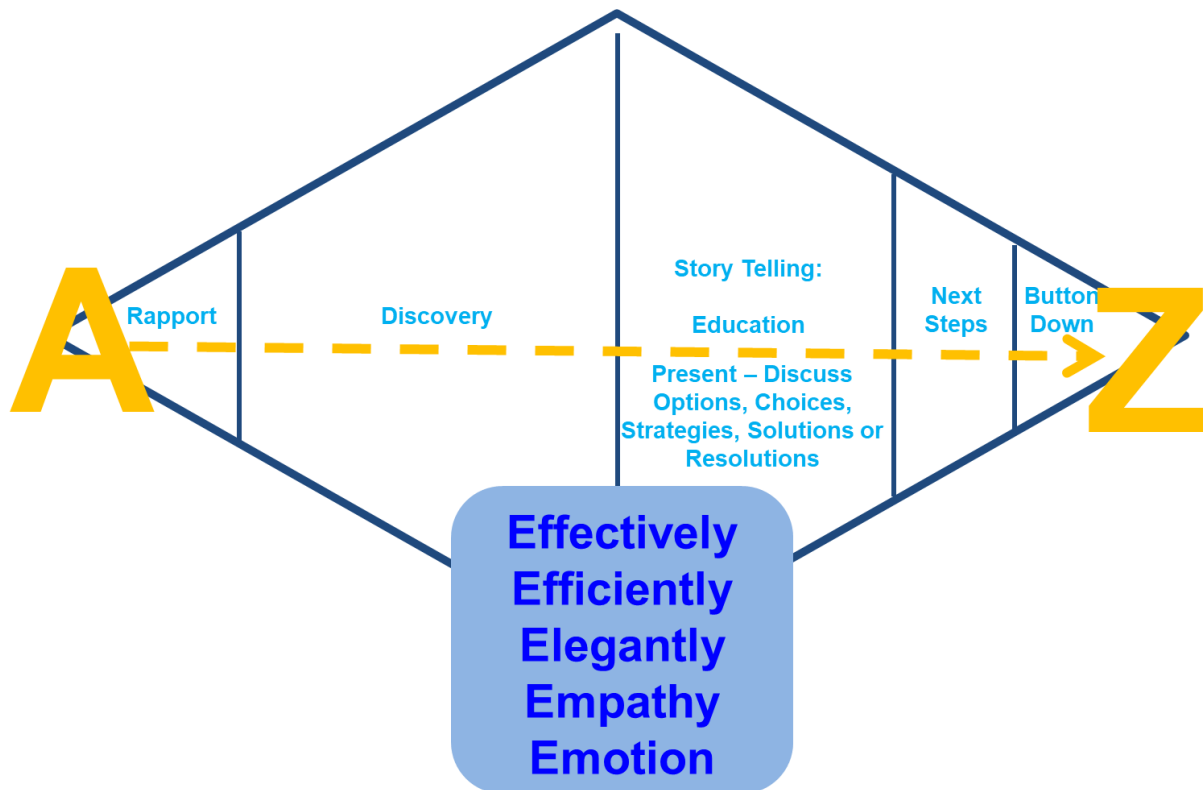


Sales Essentials

The 5 Step Communication Model, Asking for the Sale, Handling Objections and Closing

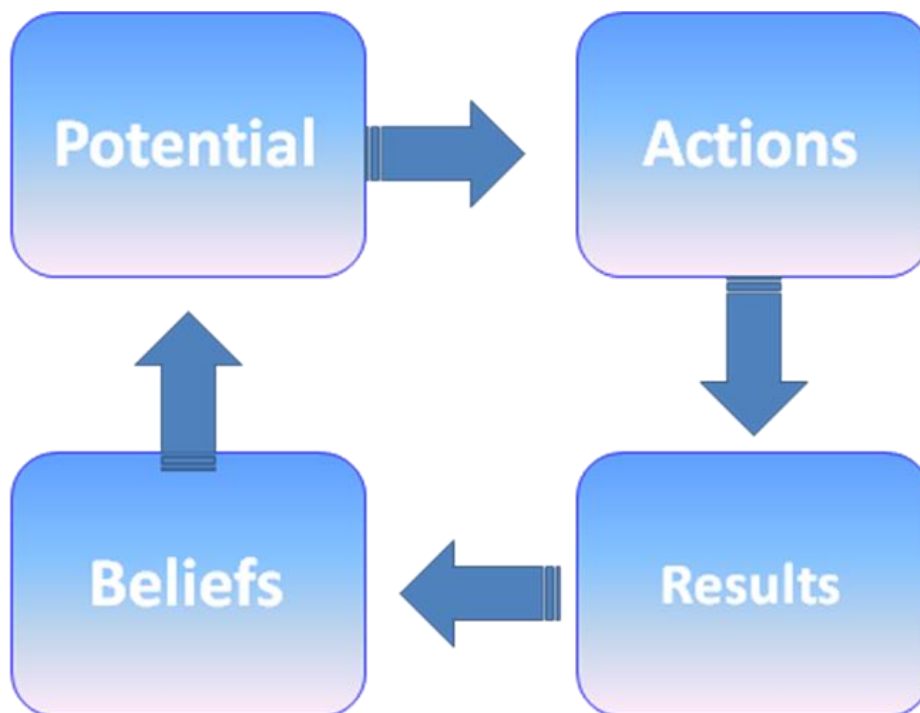


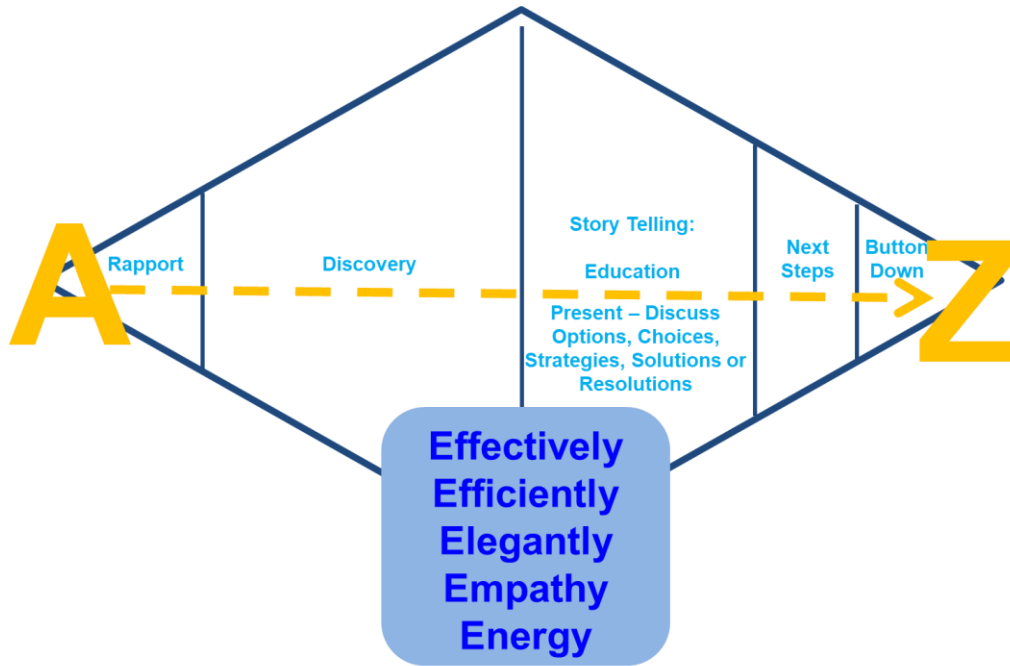
By Joseph Hastreiter

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PARB





Rapport

Discovery:

Story Telling:

Next Steps:

Button Down:

Steps to Asking for their Business

1. Introduce yourself
2. State your business
3. WIIFT – What’s in it for them: Offer – Opportunity – How you can help?
4. Call to Action - Ask, Check in and Time Bound Next steps

Initial Introduction to Prospective Customer (you were introduced to and are now following up with)

- Hello, my name is _____ and I am calling from _____ Bank
- I am calling today because I wanted to follow up on the conversation, we had the other day when we first met to explore some opportunities of how we might be able to (benefit your business)
 - Improve your cash flow
 - Get a better term/rate
 - Consolidate
 - How we can support you with some of the other services we offer
- I would be glad to set up a time we can get together to have that conversation
 - Would this be something you would be interested in taking a look at?
 - Would you be interested in doing that?
 - What days’ work best for you?
 - Do mornings or afternoons work better for you?

Initial Introduction to Prospective Customer (you have never spoken to)

- Hello, my name is _____ and I am calling from _____ Bank we are a local community bank and
- I am calling today because I was in the area visiting another customer
- And wanted to stop out and introduce myself and see how we might be able to benefit your business/ see if there are some ways, we could...
 - Improve your cash flow
 - Get a better term/rate
 - Consolidate
 - How we can support you with some of the other services we offer
- And I would be glad to set up a time we can get together to have that conversation
 - Would this be something you would be interested in taking a look at?
 - Would you be interested in doing that?
 - What days’ work best for you?
 - Do mornings or afternoons work better for you?

Questions to Extending the Play – The Pitch and Catch of Conversation

(a.k.a. Lead generation handling objections)

If they say NO:

- Have you ever considered getting a second opinion or having your _____ reviewed?
- How's everything working out with your current banking relationship?
 - Could open up opportunities to share more about _____ bank.
 - If so, make sure to have a 30-second elevator pitch/image presentation for the bank
 - (3-4 talking points: See below)
- I understand that now might not be the right time. Is this something you might be interested in for the future?
- How would you like me to handle the follow up?
- When would be the best time for me to follow up?
- Great. I'll look forward to touching base then.
- When you follow up simply start with: Just following up based on your prior conversation to see what your thoughts were and see where things were at?

Example Image Presentation

- We provide accounting, bookkeeping, payroll, consulting and tax planning and preparation
- We have been in business since 1979
- We work specifically with small businesses and have some expertise in the _____ industry.

Initial Introduction to Current Customer

- Hello, my name is _____ and I am calling from _____ Bank. I am calling today because....
- I had been reviewing your portfolio and I believe there are some (additional) opportunities here of how we might be able to help you and your business...
 - Improve cash flow
 - Get a better term/rate
 - Consolidate
 - How we can support you with some of the other services we offer
- What I can do for you is...I actually have all the info I need right here. Looking over your information do you mind if I put something together for you? Can we schedule a time now that I could pop by and review it with you?
- Would that something you'd be interested in?

Questions to Extending the Play – The Pitch and Catch of Conversation:

Turning a no into a future opportunity

(a.k.a. Lead Generation handling objections)

If they say NO:

I understand that now might not be the right time. Is this something you might be interested in the future?

- How would you like me to handle the follow up?
- When would be the best time for me to follow up?
- Great. I look forward to touching base then.

Extending the Play – The Pitch and Catch of Conversation

General ways to extend the play and handle objections once in the actual sales leadership process.

Steps:

- Align - Feel, Felt, Found
- Offer options, choices and additional information – *they don't know what they don't know*
- Check in for agreement – What are your thoughts?
- Time Bound next steps

Feel, Felt, Found

- I can appreciate how you **feel** Mr. Prospect,
- A lot of our clients **felt** that same way before meeting with us.
- After meeting with us they **found** our _____ (services, products) were much more beneficial to their business.

Other general phrases to use – during the pitch and catch of conversation

- Have you ever considered...?
- Do you mind if I share with you a few things you may want to consider?
- May I suggestion/recommendation?
- That is one way that you could go. May I share with you some additional options that you may find valuable when making a final decision?
- We could do it that way...and typically what is done...or there is usually ___ ways to do that...
May I share with you a little bit more about that; to help you figure out which option will be the best fit/solution for you?

If they choose someone else to do business with

- Do you mind if I ask what was most important in your decision? We always appreciate the feedback on how we can do things better. Anything you would be willing to share would be great.

If their response is to think it over: Question sequence response

- How would you like me to handle the follow up?
- When would be the best time for me to follow up?
- Great. I look forward to touching base then.

Things to remember when pitching and Catching (a.k.a handling objections)

- Usually, you will only handle it twice
- It's their way of participating in the process
- Rapport is a state of responsiveness. So, the fact they are sharing their thoughts and feelings with you is great! Don't confuse objections with inquires, or them simply asking a question
- Don't tell them what you can't do! A great lead in to avoid telling them what you can't do is...
 - "That's one way that you could go/do it, may I share with you some additional options that you may find valuable in making your decision? "

Notes

Notes