

PRINCIPLES OF SELLING

I. KNOWLEDGE

A. Product Knowledge

- ✓ 1. You need product knowledge because it is one of the two great builders of enthusiasm.
- 2. You need product knowledge to give courage.
- 3. You need product knowledge for personal satisfaction.
- 4. You need product knowledge to talk confidently with experts.
- 5. You need product knowledge to answer objections effectively.
- 6. You need product knowledge to give more advantage to users.
- 7. You need product knowledge for self assurance - mind free from doubt - misgivings.
- 8. You need product knowledge to gain the confidence of your prospects.

B. Other Knowledge

- 1. Competitors.
- 2. Your company.

C. To Gain Knowledge - Try These Sources

- 1. Magazines
- 2. Books
- 3. Other salesmen
- 4. Prospects and customers
- 5. Own experience.

D. Knowledge of Your Customers

- 1. Prospects' problems that your product can solve.
- 2. Needs - something useful - required.
- 3. Wants - a desire - craving.
- 4. Name, how does he use it.
- 5. Best time to see him.

II. INFORMATION

Man who knows everything about product is an expert.
Man who tells everything a bore.

A. Importance of Information Step

- 1. Saves you from making mistakes.
- 2. Helps you qualify account.
- 3. Helps you find out how to talk effectively.
- 4. Gives courage.
- 5. Advantage over competitor.

B. How to get Information

- 1. Interview friends and associates.
- 2. Use your eyes.
- 3. Ask questions.

III. GET ALONG FROM BEGINNING

Be courteous - smiling - considerate - appreciative.
Don't lie. Don't be turned down too easily. Use ingenuity.

✓

- ATTENTION - Rule #1 - Get prospect's attention by talking to him briefly about something in which he is interested.

DO

- INTEREST - Rule #2 - Arouse your prospect's interest by telling him what your goods or services will do to benefit or serve him.

- a. When you open - think about your prospect.
- b. Talk in terms of the prospect's interest - his business - his home.
- c. Ask questions to arouse interest.
- d. Be sure your interest step is really interesting.
- e. Show and demonstrate - let the prospect use or feel product
- f. Avoid exaggeration claims.
- g. Avoid interest step where prospect can say "I'm not inter-
- h. Be sincere. ested.
- i. Bring out prospect loss or disadvantage in not having pro-
- j. Gain interest by giving example how product duct.
benefited someone else.
- k. Become genuinely interested in other people.

CONVICTION - Rule #3 - Give prospect enough facts, no more, about product and how it will benefit him, to convince him he is justified in buying.

- a. Know 100 times as much about product as used in sales talk.
- b. Ask questions and listen to answers.
- c. Control the interview.
- d. Be brief.
- e. Locate key issue and confine your talk to that.
- f. Repeat again and again, in different words and angles.
- g. Sometimes you skip this step entirely.
- h. Nail down important steps as you make them .
- i. Be definite and explicit. Be concrete.
- j. Speak good English.

2. Forms of Evidence -

- | | |
|-------------------------------|-----------------------------|
| a. Testimonial letters. | e. Articles from magazines. |
| b. Testimonial phone calls. | f. Demonstrations. |
| c. Guarantees. | g. Facts. |
| d. Photo - charts - diagrams. | h. Bulletins. |

3. How to make your examples effective -

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|-----------------------------|-----------------------------------|
| a. Tell the truth. | d. Your example must be relevant. |
| b. Be specific. | e. Avoid exaggeration. |
| c. Make your examples move. | |

Fact - Appeal to both eyes and ears - 8 times effective as appealing to the ear only.

4. How to make your demonstration effective -

- Write out words you use in your demonstration.
- Rehearse.
- Remember buyer's benefits.
- As you demonstrate - fit product into prospect's business.
- Let your prospect handle your product.
- Nail down each benefit as you demonstrate.
- Put action in demonstration.

DESIRE

- Rule #4 -
- Remind your prospect that his product lacks the benefits your product will give him and get his agreement.
 - Remind him that your product will supply that lack.
 - Paint a word picture of your prospect using your product, enjoying it, and benefiting from it.

CLOSING

1. Buying signals to look for

- Shows agreement.
- Steps back to admire product.
- Re-examine sample.
- Picks up and reads literature.
- Gives indication that in his mind he has already bought.

2. Buying questions -

- Is it in stock?
- Will they deliver today?
- Does it get out of order easily?
- Can I buy it on time?
- Do you deliver?
- Can I turn in my old machine?

Trial Closes - Are questions asked (or suggested) by salesman at various times in sales talk to determine whether or not prospect is ready to close.

3. Trial closes -

- What Horse Power do you like best?
- Which mower discharge do you prefer?
- Do you prefer the front or mid-mount mower?
- Would Thursday be soon enough?
- Would you buy this on time payment?

Rule #5 - get a decision in your favor by weighing the ideas opposed to buying against those in favor of buying. Then ask for the order.

4. Summarize points for and against -

- a. Your prospect is thinking of reasons not to buy.
- b. An idea **opposed** to buying left to roam is fuzzy, vague and important to prospect.
- d. Stating reason opposed to buying makes salesman face his fears.
- e. By stating negative reasons, salesman becomes advisor.

5. When weighing advantages and disadvantages -

- a. Make ideas against buying trivial.
- b. Make ideas for buying important.
- c. Show more ideas for buying.
- d. Ideas for buying should be attractive.
- e. Don't hurry in summing up advantages.

6. General rules in closing -

- a. Ask for the order.
- b. Always expect the prospect will buy from you.
- c. Keep one strong point in case your prospect balks.
- d. Don't be too tense.
- e. Never agree to call back until you've tried every known way of closing.

7. Types of objectives -

- a. The trivial objection.
- b. Half Baked objection.
- c. Genuine objection.
- d. Objections which are indications of indecision.

8. Ways to answer objections -

- a. Turn the objection around into a reason for buying.
- b. Let the prospect answer his own objection.
- c. Explain them away.
- d. Admit it.
- e. Deny the objection.

9. Rules for answering objections -

- a. Smoke out important objections.
- b. Get in the right mental attitude.
- c. Never argue.
- d. Restore your prospect's objections.
- e. Find some point of agreement before answering objections.
- f. **Never** treat objections with contempt.
- g. Answer briefly.
- h. In answering objections, don't wrangle.
- i. In answering objections, never appear to doubt you have answered the objection completely.
- j. Don't become sorry for your prospect.
- k. Don't guess.
- l. Answer objection with why.
- m. Develop standard answers for standard objections.