

Your Blueprint to...

Stress-Free Selling®

The 7 Steps

Many salespeople create anxiety by talking about themselves too early in the sales process. They think this speeds things up. Unfortunately it puts the sale off, fails to create interest or loses the sale altogether.

You wouldn't build a house without following a plan. The walls go up after installing electric and plumbing. By skipping steps, you end up trying to install electrical wires after decorating your house. It's messy, time consuming, cumbersome and expensive. To make objections disappear, to make sales easy and stress-free, follow a simple blueprint, and make **sales happen easily, be larger and last longer**.

To make the close the natural conclusion of the sale, to have the prospect *already desire your product or service* by the time they ask about (or you talk about) price, don't skip steps... or you'll miss sales and be left wondering, "What can I do now?"

Step 1: Site Selection

Create a strong foundation you can build on. Before building a house, you first select your neighborhood, the land and investigate details (like schools, taxes, etc.) In sales, your first two steps are Prospecting and Pre-Call Planning.

Location, Location, Location

Identify best **Prospects**, those most likely to work with you. Calling those predisposed to buy shortens the sales cycle. In addition to the obvious (or not so obvious sources) finding leads you can turn into sales *nearly 100% of the time* (referrals) is a tool most salespeople do not capitalize on. You are in control. Start with the right prospects and save yourself a *lot* of time.

Pre-Construction Planning

"To me, selling begins with investing time in preparation and **[Pre-Call] Planning**," Donald Trump (Selling Power, 11/04). Determining and gathering the information you need prior to contact facilitates *Getting In* and helps make first calls successful.

Step 2: Permits

After the blueprint is complete, you need approval before breaking ground. In sales, you need help from Gatekeepers and stimulating openings to get in the door. Your goal is to eliminate "I'm not interested" as an opening response.

Approval

Your first words are critical in creating a desire to speak with you. You cannot sell if prospects don't give you the time of day. Create an introduction that includes the most appropriate benefit based on your Pre-Call Planning assessment or knowledge of Prospect's industry needs. Lead with this introduction. Skip this step and **Getting In** is a nightmare.

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Curb Appeal

Some Associations won't grant a Permit if your curb appeal is inappropriate to the neighborhood. To get past gatekeepers, voice mail and email, you need to be as appealing as possible. One of today's biggest challenges is the electronic obstacle. Getting voice and email returned and getting past gatekeepers is a vital skill. Obviously you cannot sell to someone who will not speak with you! Identify the key phrases and techniques that make prospects respond *and use those* to make **Getting In** easy. For more ideas on **Getting In**, check out "Non-Traditional Stress-Free Selling®" (available as Mp3 and CD) and "Avoid Getting In Obstacles" (manual) all available on my website: www.SalesPowerhouse.com.

Step 3: Building Structure: It's about their needs... not your product!

Prospects don't care about you until they see what you can do for them. Ignore this reality and you might as well be on the other side of a brick wall. Prospects set up barriers to protect themselves. To avoid obstacles from even being put up, follow these steps precisely.

Lay a Solid Foundation

If the foundation of your house is not solid, innumerable and costly problems will plague your life. To avert problems, set a stable foundation. In sales this is the **Discovery** or **Fact Finding** phase. Many salespeople *think* they do a good job; yet they ask few questions and do not have a plan as to which questions to ask before they begin the process. *The entire* first 30 - 60 minutes (maybe more depending on what you're selling) needs to be discovering their goals, challenges and priorities. Find out what they expect from working with you, how they will judge results, and how decisions will be made. Skip this step and 1) it will be excruciatingly difficult to find it out later, 2) you will not have information you need *when you need it* to help overcome obstacles, and 3) you will not know their hot buttons to show them how your product or service helps them achieve their goals. *Skip this step, and you have a shaky foundation.* This step is thoroughly covered in the first manual of the Stress-Free Selling® system, which is available on my website.

Framing

When you *do* finally talk about yourself (and it's not in the **Fact Finding** or **Discovery** stage *at all*), talk about what you have *in terms of how it achieves your prospect's goals and overcomes their obstacles.* By the time you talk about price, price will no longer be an issue. This conversation goes way beyond feature-benefit statements, which, if you think about it, are really just all about you and your product. You want to make statements about the challenges, goals and objectives you discovered are of key importance to them. When you make your conversations about these items instead of your circulation, distribution, editorial, etc, desire elevates significantly... and the stresses of sales fade away.

Inspections

The government requires inspection before builders are permitted to proceed to the next step. This precaution circumvents catastrophes. Likewise, in sales, before proceeding from one point to another, you want to make sure Prospects agree with what you've shared so far. Undiscovered concerns become objections difficult to unearth. **Checking In** uncovers obstacles. In fact, most objections ("Your price is too high," "I'll think about it," "I have to talk to") are just ways of getting rid of you **Checking In** lets you find out where the problem is, so you can fix it. Skip this step, miss the sale, and wonder what to do. Don't skip this step; fortunately, it's the easiest sales tactic to employ!

Step 4: Details

Instead of “objections,” questions will arise, and you can have discussions about them rather than confrontations where you desperately try to change their minds. Following the previous steps reduces the number of objections you get. This way, you do not have to overcome anything. If you do, you want to be prepared.

Walls: Turn Objections into Sales

Prepare answers to all the objections you might get... that you don't have answers to now. Being unprepared for objections you know you are going to get is like walking into a dark alley expecting to be mugged and having no defense. Reduce stress: be prepared. “*Turn Objections Into Sales*” is a CD or Mp3 that can help you with these challenges, and it is available on www.SalesPowerhouse.com. It is also covered in detail in the Stress-Free Selling® manuals.

Step 5: Getting the CO, Certificate of Occupancy

If closing is the natural conclusion of the sale, then why is it so difficult? When you ask and what you say makes this step easy or frightening.

Closing

Know your prospect wants to do business with you before you ask for the sale! This eliminates wondering if your prospect will cancel their order, not renew or avoid you following a strained decision. Assume the sale, be aware of the buying signals, and the close will be effortless. Prepared the stress-free closing questions you will ask *when the time is right* and know when the time is right. This step is covered in detail in the third manual of the Stress-Free Selling® system.

Step 6: Moving In

Now it's time to personalize your home. In sales, you want to keep your customers for a long time and develop friendships with your neighbors. In sales, we don't have enough time to personally visit and call everyone as often as we wish. Use non-traditional tactics to be there when you can't be physically.

Inexpensive and free salesperson-originated marketing efforts overcome objections like: “Who are you?” “Why should I talk to you?” “Why would I want to do business with you?” “Why *did* I do business with you?” Touch your customers and prospects frequently to remind them why they chose you and to reinforce your relationship.

Furnishing: Non-Traditional Stress-Free Selling®

There are hundreds of ways to reach customers and prospects that cost little or no money and result in decreased attrition, increased and easier sales. Implement *as many* as possible *simultaneously*. These efforts do not take away from sales time... and they make sales easier, last longer, and create great relationships. A little effort will pave the way for stress-free selling and easier sales. These ideas are available as a CD, Mp3 and as a manual on my website: www.SalesPowerhouse.com.

Step 7: Upkeep & Maintenance

If you don't paint your house, mold and other elements attack your foundation causing problems that cost you time, money and aggravation. In sales, we get into routines too. Just like top athletes and superstar actors who have coaches and practice to improve their skills, so do successful sales people. Plan your future success strategy.

Improve Value: Nurture Yourself

Read and listen to tapes *repeatedly*. Turn drive time into growth time. Go to sales seminars, hire a coach, talk to *highly* successful salespeople... *constantly*. Become an expert on everything tangential to your business. Know marketing! Practice your introduction until it's natural. Listen to yourself on tape to hear how others hear you. Make yourself the superstar salesperson inside of you. Grow yourself to grow your business.

When you skip steps, you miss sales. You are left wondering, "What do I need to do?" Now you know how to make objections disappear and how to stop wondering what to do to make sales happen... easily and stress-free.

For help in growing your business and overcoming your sales challenges, contact me today.

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