

## **Do You Have a Sales System that Includes the Essential 7 Steps?**

Mary Kate Ash once said “Pretend that every single person you meet has a sign around his or her neck that says “make me feel important.” Not only will you succeed in sales you will succeed in life.” This is the basis for building your sales and developing your loyal customer base. Everybody likes to feel special and whether you are a retailer, wholesaler, manufacturer or service provider you need to have an effective sales system which includes these 7 vital steps. Most sales systems and training focus on how to overcome objections and close the sale. Top sales performers understand that it is not about “selling” to the customer, it is about being of service.

### **Build Rapport with Your Prospects**

Take the time to develop the relationship and find out about your clients. People like doing business with people they like. Find the common ground.

### **Find the Customers Need**

Before you dive into giving your customer’s solutions, find out what they *really* need. To do this you must ask lots of questions. What are the 6 questions you should be asking every prospect?

### **Build Value**

Only after establishing the prospects needs should you tell them about your business. Make sure you include some information that will educate them and make them say “wow, I didn’t know that.” Become the expert in your field - everyone wants to buy from the expert.

### **Create Desire**

At this stage you need to ask more “need-building” questions. You want your prospect to realise the extent and pain of their problem. You can then outline the benefits of your products and services and how they are a solution to those problems.

### **Overcome Objections**

If you have properly qualified the prospect by using the first 4 steps you will already have dealt with many of their objections. It is only the hidden objections that come out at the close of the sale. If at this point the prospect reveals an objection ask them “is that the only thing that is preventing you from moving forward?” If they say yes, you have just closed the sale – providing you can find a way to solve their objection.

### **Close the Sale**

Ideally the sale will close itself. However sometimes you will need to ask for the sale. Many people are uncomfortable doing this, as they feel it is “pushy.” Some customers can be quite cautious in making decisions and therefore need to be asked if they want to proceed. Remember, if you genuinely have a solution to their problems, you are being of service to them by asking for the sale.

### **Follow Up**

As a business owner your objective should be to create new customers and to make sure that they keep them coming back. How do you keep in touch with your customers after the sale? There are many cost-effective ways that you can follow-up. A good follow-up system will increase loyalty and profits.

Anthea Moffat

Business Fusion

[anthea@businessfusion.com.au](mailto:anthea@businessfusion.com.au)

(08) 9307 9383

If you would like to develop your Sales and Marketing skills why not attend the Sales and Marketing Mastery workshop taking place on Tuesday 21<sup>st</sup> October 2008. This one-day workshop is being presented by Anthea Moffat. As a client of Women In Business WA you can attend this workshop for just \$350 (normally \$395)  
For more information download the brochure.

[http://www.businessfusion.com.au/Files/BF\\_Flyer\\_SM.pdf](http://www.businessfusion.com.au/Files/BF_Flyer_SM.pdf)

To reserve your seat call Business Fusion on (08) 9307 9383.