



# Making The Sale: Know Your ABCs

# Agenda

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- ❧ **Address The Sales Process**
- ❧ **Build Goals & Be Informed**
- ❧ **Create Right Mindset**
- ❧ **Deliver Your Introduction**
- ❧ **Engage Client**
- ❧ **Follow Up**

# Introduction

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- ∞ Graduated from Douglass College and the Harvard Business School  
Owner/President  
Management Program
- ∞ Founded PPI in 1987
- ∞ PPI is a promotional marketing agency that acts as a creative consultant for Fortune 500 companies



# Address The Sales Process

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**SET GOAL.**  
**MAKE PLAN.**  
**GET TO WORK.**  
**STICK TO IT.**  
**REACH GOAL.**

# Set SMART Goals

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- ☞ **Take the time to identify what you are trying to accomplish from your client meeting/call/email**
- ☞ **Take into consideration the stage of the sales process that you are in with each client**



# Know Your Product

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- ☞ **Whether it is a service or an actual product, the sales team must always know what it is actually selling**
- ☞ **THEN relate that knowledge to your client's needs.  
KNOW YOUR CLIENT TOO**

**“IF YOU CAN'T  
EXPLAIN IT TO A SIX  
YEAR OLD, YOU  
DON'T UNDERSTAND  
IT YOURSELF.” —  
ALBERT EINSTEIN**



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# Create Right Mindset

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# Deliver Your Introduction – Who Are You

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- ∞ **Delivery and execution are key to selling**
- ∞ **When introducing yourself, it is important that you:**
  - **Have a firm handshake**
  - **Maintain eye contact**
  - **Speak concisely**
  - **Communicate with confidence**
  - **Be aware of your audience**



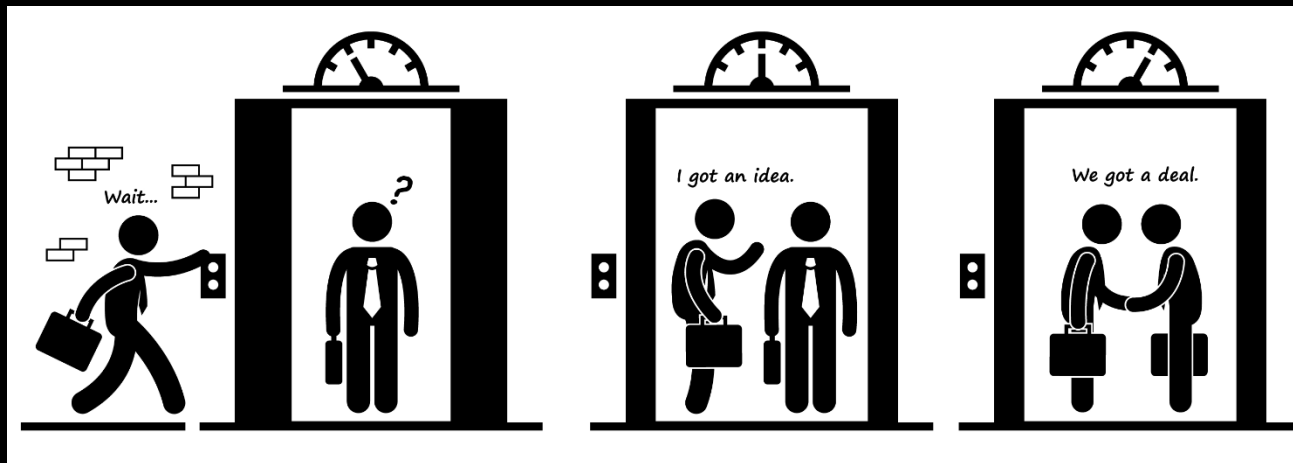


# Deliver Your Introduction – What Is Ask

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∞ Perfect your elevator pitch – **The 3 Ds:**

- **Draft** - write down everything you want to say
- **Devil's Advocate** - find a friend who will revise and remove anything detrimental to your end goal
- **Deliver** – practice, practice, practice until ready



# Engage Client

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- ⌘ **Although you will have a specific goal for your meeting, always remember that there is ALSO more to uncover beyond your scope and the only way to find that out is through dialogue**
- ⌘ **Ask qualifying questions to:  
Connect, Collaborate, and Create!**



# Engage Client – Communicate Value

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☞ **Value can be separated into seven components:**

- **Service**
- **Response**
- **Variety**
- **Knowledge**
- **Quality**
- **Guarantee**
- **Price**



# Engage Client – Communicate Value

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## 9 tools to communicate value



# Engage Client

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☞ **And remember to:**



# Follow Up

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- ☞ **Selling requires touch points; the more you connect with your client, the higher the probability of a sale**
- ☞ **But it cannot just be about asking for things from your clients- you need to also provide value**
- ☞ **Evaluate progress to know how to best follow up**



# Finally...

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## SALES STATISTICS

48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT

25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP

12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP

ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS

2% OF SALES ARE MADE ON THE FIRST CONTACT

3% OF SALES ARE MADE ON THE SECOND CONTACT

5% OF SALES ARE MADE ON THE THIRD CONTACT

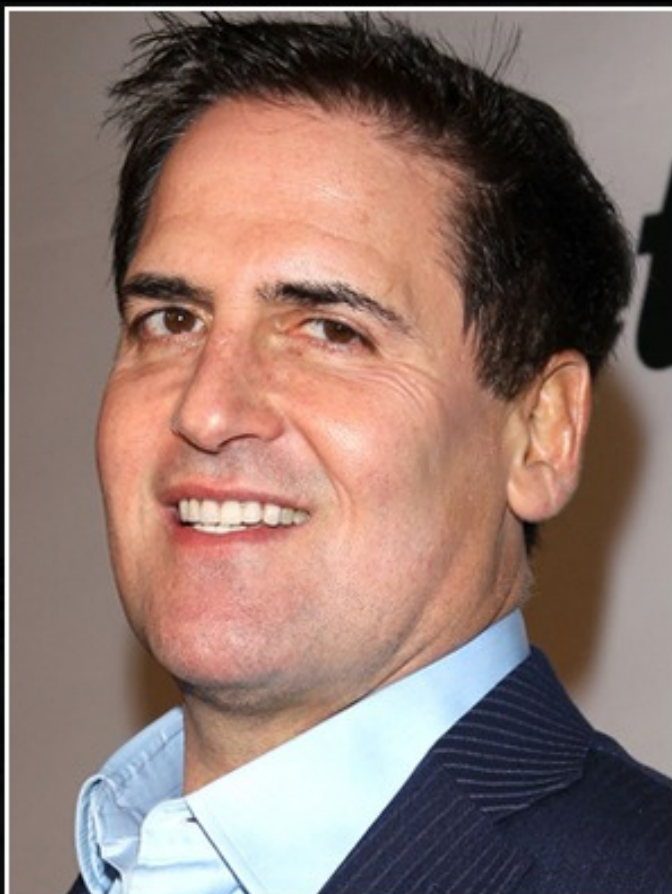
10% OF SALES ARE MADE ON THE FORTH CONTACT

80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT

Source: National Sales Executive Association

# Finally...

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Learn to sell. In business you're always selling: to your prospects, investors and employees. To be the best salesperson put yourself in the shoes of the person to whom you're selling. Don't sell your product. Solve their problems.

— *Mark Cuban* —

**AZ QUOTES**



# Finally...

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"Always be closing..."

That doesn't mean you're always closing the deal, but it does mean that you need to be always closing on **the next step** in the process."

**SHANE GIBSON**

Thank you!

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