

## The Sales Process

At Sales Partners Central Ohio we live by the code that “selling requires energy” and more importantly SELLING = INCOME! If you cannot sell, you cannot attract cash flow. Selling to the end consumer is the obvious connotation of sales, but you must also have the ability to sell your vision to your vendors, bankers, venture capitalists and your team. Sales professionals follow a process and selling is certainly a process. The elite sales professionals take the time to master the process and leave nothing to chance. Massive, passive cash flow requires complete follow through and attention to detail.

The Sales Process as defined by Sales Partners Central Ohio can be defined in six distinct steps. It is imperative that all six steps receive attention, as it is the cumulative effect of the process that generates consistent cash flow and referrals.

### **Step I. Find People with Money**

Have you ever heard the story of the hungry real estate agent who spent sixty days chauffeuring across the city the most unqualified prospect on the planet? Perhaps you know this person intimately? I once heard a top health insurance sales professional say that he wouldn't travel to visit a prospect until he heard a check being torn from their checkbook over the phone. He had clearly learned from experience to not waste his time with people who had no money or were unqualified. Spend more time on the front end of the sales process qualifying and spare yourself unnecessary stress.

### **Step II. Approach and Contact**

Once you have identified a prospect with money, you must make the contact. This step is where many novice salespeople experience “Little Voice Mastery” issues. The phone or the door to the prospect's business can seem to weigh a thousand pounds. The purpose of the phone contact is to merely schedule an appointment; not to present. Selling is definitely a “contact sport” and great agents of sales are never silent agents.

### **Step III. Present**

A compelling presentation that engages the prospect and appeals to their emotion and logic is crucial. You have probably heard that people like to buy, but do not like to be sold. We make buying decisions emotionally and justify with logic. The selling process boils down to identifying a prospect's “wants and needs” and giving it to them. Stories are extremely effective in presenting as they allow you to paint a picture and put the prospect into that picture. Stories reach people at an emotional level where facts and figures help justify emotional decision.

Remember, there is no such thing as a “no sale” call. Either you sell the prospect on why they need your product or service OR they sell you on why they don't. In either case, a sale is always made!

#### **Step IV. Convert “NO” into “YES”!**

How would you like to be able to handle any objection, anytime, anywhere? Well, if you are going to confidently turn no's into yeses, you must have rebuttals to your objections rehearsed and prepared. I learned early on in the game of selling that if a prospect gives you no objections, they will not buy! Objections are really a request for more information and an indication of interest. If you are prepared with your rebuttals, you will actually look forward to receiving objections because you can control the direction of the conversation.

#### **Step V. CLOSE!**

All is in vain if you don't ask for the order. The #1 reason most sales people don't have their desired level of success is fear of asking for the money. Once again, this a “Little Voice” issue that we must manage in the selling process. The best presentation in the world is useless if we don't close the sale. A great closing technique that I have always used is asking the closing question with a smile and a slight nod of the head. This technique is even effective over the phone. Your physiology will come across through your voice with an aura of confidence and conviction.

#### **Step VI. Get Testimonials**

As Blair Singer says, “You've got to live for the testimonial.” The best way to sell is to have other people sell for you. Isn't a testimonial from a satisfied third party the most effective form of word of mouth advertising? Make a habit of getting written and video testimonials. I love the NutriSystem ads that are constantly running on television these days. They show before and after pictures of Dan Marino and other celebrities who have lost significant amounts of weight using the NutriSystem product line.

Effective testimonials should have statistical numbers of how your product or service impacted your prospect's business or life. Ideally, use video and/or before and after pictures to truly communicate the experience. Testimonials facilitate new prospects that have money and begin the entire sales process over again.

Follow through, master the process and always remember to.....

Play Big!

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