

Sales Training for SupraComputer and Homeschool

Goals:

1. To become a trusted source of information and advice and not perceived to be a “salesman”.
2. To persuade the Prospect to take a specific action that will further the sales process. I call this an “Action Close” and try to achieve it in any call.
3. To understand and be sure that the Prospect will receive the benefits the Prospect desires from whatever the Prospect buys from us.
4. Be sure the Prospect has no false expectations from his/her purchase.
5. Ultimately, Make the Sale IF it is in the Prospect's best interests.

Rules and Principles

Rule #1. Tell the Prospect the Whole Truth, Never Lie or Deceive or Omit relevant information.

This is the way you are an Educator and Advisor and Confidant, and not a typical “salesman”. This is a critical “secret” to success.

This also insures you will not have unhappy or dissatisfied customers. All you really want are customers who are thrilled and happy. Of course, this implies we must always work very hard to be sure the “product” we are selling the customer is really good and continually improving.

The sales process is just the beginning of the “customer experience”.

Repeat customers who tell others about you is the ultimate goal.

Rule #2. Lead the Prospect through a “learning process” by asking a series of questions interspersed with relevant facts. DO NOT take time for meaningless “jokes” or platitudes. None of “How are you today?” stuff.

This rule is critical. IF you just start giving the prospect a lot of information the prospect will probably not absorb or process the information and will soon just want to “escape” the conversation.

Worse yet, if you are wasting the prospect's time with a bunch of meaningless banter this will annoy the prospect, rightly so.

Remember the Prospect has a lot of other things on his or her mind and probably resents the interruption. So you must ask a meaningful question relevant to the prospect's interest FIRST THING.

When you ask a relevant question this will cause the prospect to concentrate on your conversation and lead the prospect down a fruitful path of discovery.

Furthermore, this will give you the feedback to learn the things you need to know about the prospect to understand just what the Prospect should do.

Indeed, I try to never sell a Prospect something until I am convinced that it will deliver the benefits the Prospect desires and will benefit from.

Rule #3. Eliminate Non-Prospects ASAP. Don't waste your time.

Simply ask a Prospect about a series of Benefits s/he could obtain.

IF the Prospect does not resonate with any of them, you might ask the Prospect if s/he knows anyone who would, but otherwise thank them for their time and quit the conversation. Your time is valuable! It's all you really have.

Rule #4. Establish Rapport with the Prospect.

If the Prospect is friendly you be friendly. If the prospect is belligerent be belligerent back, but with Humor. BTW, this is the most FUN.

Mirror the prospect's speech pattern. Slow if the prospect is slow. Fast if fast. Use language that fits the prospect's language patterns, e.g. if prospect uses slang match it, fancy words if prospect uses it. Just try to match it.

Remember, you are trying to educate the prospect with a series of questions and sharing of relevant facts.

DO NOT talk about yourself, or even your product, until you have identified a Benefit that resonates with the Prospect.

Rule#5. Get the Prospect to take an appropriate action by understanding the benefits of this action. I call this and Action Close. Then Quit the conversation.

Most sales are the result of an "Education Process" whereby the Prospect understands the benefits s/he desires will be achieved.

For example, for the SupraComputer you will probably need to get the Prospect to watch a video or two, or attend a Webinar, or read the message on a Webpage before you can then get back to the Prospect and Close the sale. This will evolve with experimentation and learning as time goes on.

Once a Prospect is educated on the Benefits it is a matter of deciding which product will best serve the Prospects needs. You must be fully aware of the advantages and disadvantages of the various products for a given Prospect and lead the Prospect via a series of questions to make the proper selection.

I always try to understand the Prospect's situation and desires and needs before making a recommendation and closing the sale.

Indeed, I refuse to sell a Prospect a product if I believe it will not be the right thing for the Prospect. A dissatisfied customer is much worse than no customer.

Sometimes I use a Negative Close approach. If I believe the prospect understands the benefits, then I make the prospect convince me the product will benefit the prospect. This can be tricky, but very effective. It also makes the sale “stick”.

Rule #6. It's a Game. Have fun and use humor. If a Prospect is giving you a hard time, push back with some humor.

Many times a Prospect who doesn't know you will give you a difficult time. Just give them a difficult time back, WITH HUMOR. This is a good way to get a Rapport going with a prospect.

For example, today Jorge asked a principal if he would like to help any of his graduates who were going to study STEM subjects at university this fall. The principal's response was, “No, we have already screwed them”

How could you respond to this?

I suggested you might say with humor in your voice something like, “Great, an honest educator. Would you like for us to help you unscrew a few of them?”

Now you never know what his response would be, but probably negative.

Then I might say, with humor in my voice, “Is your Superintendent and School Board proud of your screwing your students?” or “Do the student's and their parents know you have successfully screwed them?”

or “Has anyone written a story in your local newspaper praising your screwing of your students?”

Etc. You get the idea. Humor. Meet objections with questions and humor.

Rule #7. Remember it's a “Numbers Game”. You should measure your ultimate success by (Sales Dollars)/Hour. Monitor this Ratio monthly. As you get better this Ratio will improve.

At any point in time only a small percentage of Prospects are ready to buy. So you will have to have sales conversations with many prospects to get one customer at any point in time.

Fortunately, email and telephone are very inexpensive today. So your time is the “expensive” factor.

Unfortunately, people resent unsolicited emails and telephone calls. We all do. That is why you must use stimulating relevant questions immediately.

Do not spend much time introducing yourself. And, don't talk about your product at the beginning of a cold call. What to do?

Ask a relevant question. That answer will lead to other relevant questions.

If you get push back, use Humor. Treat this as a Game.

Think of Poker for example. You will lose many hands for each hand you win. And, you will only rarely win a big hand.

Suppose you send out 100 emails and then follow them all up with a phone call.

90 calls might just be good voice messages reminding them you have sent them an email they might find very valuable for their recent graduates who might study STEM subjects at university. And, you are ready to discuss this with them. Invite them to call you for more info and to save time. Give them something to be curious about in your voice mail and next time they'll take your call.

10 calls might result in a conversation. 3 calls might result in a successful Action Close, e.g. agreeing to tell some students about your News Release.

This might ultimately result in two sales. Success!

So far, I have been discussing the call to the school. This is just designed to get a message to student prospects who might buy one of our products.

The goal is an Action Close whereby the school person will pass on information to recent graduates who might study STEM subjects.

I would ask them to send their students to

<https://stemmathmadeeasy.org/ai/> or <https://stemmathmadeeasy.org/newsroom/>

You need to create a set of questions you will ask your Prospects.

You will need to create a set of responses and questions to various responses you get from your Prospects. You need to do this to make them your own and to fully remember and understand them. Then they will flow automatically to you as you make calls. Of course, you can ask your Coach or someone else how s/he might respond to a specific response you get and then you'll be ready next time.

You need to do this, and then refine and add to them as time goes on.

Every time you have a call that doesn't go well, just think about it and ask yourself how you could have responded better.

IF you do this than after 100 calls you will begin to get pretty good.

Measure your success in now many calls you are making and conversations you are having.

Count all of your "No's" or "Failures" as accomplishments. You are learning from them. And, you are getting to your Yes's and Successes.

It's a Numbers Game. In the beginning you will probably struggle to bat .100. As time goes on you will improve to .200. Maybe eventually you will reach superstar status and bat .300.

Even at .300 you are "failing" 70% of the time.

You can earn a living at .100 and a great living at .200.

Most new salesmen give up at .030 and never even reach .100. It will probably take you a few hundred calls to reach .100.

As Chet Holmes says, "Success requires Pigheaded Determination and Discipline".

IF you have identified a good Prospect, you may have to call and email him or her ten times before you have success. BUT, it is your responsibility to do so for the Benefit of the Prospect.

You can even tell the Prospect that. Good answer if the Prospect asks you why you are so persistent and keep "bugging him (or her)"

"The reason I am so persistent is I am confident you will thank me someday for the great Benefits you will enjoy and appreciate."

You can say that confidently IF you have asked the right questions and know the Prospect will Benefit from one of our products.