

## Video: Selling

Subject	Notes
Selling	Air of the company Enjoy it Be an expert Want to do it No product sells itself
Do you have the ability and desire	You must have the ability and desire to sell. If not, your customers will not buy from you. Critical that you know how and want to sell.
What if you don't have the ability or desire?	Harder to hire a salesperson when you are a new business: High cost for seasoned salesperson Different passion level Cost to hire and support sales efforts Did you plan for these higher costs? Can you be profitable with these costs? How do you entice the person to join your team?
Sales Plan	You must have an established sales plan before you start your business.
Learn as you go	Bad idea- Sales is a proven skill that you can't just figure out when you start your business.
Sales attempt statistics	48% of sales people don't follow up 25% stop at two contacts 12% stop at three contacts 10% make 4+ contacts
Contacting Customers	It takes many contacts You must have a different message each time Be a welcomed guest not a pest Bring something of value to the buyer each time you contact them
Sale success statistics	2% of sales are made on 1 <sup>st</sup> contact 3% of sales are made on 2 <sup>nd</sup> contact 5% of sales are made on the 3 <sup>rd</sup> contact 10% of sales are made on the 4 <sup>th</sup> contact 80% of sales are made on the 5 <sup>th</sup> -12 <sup>th</sup> contact New business will be 7 <sup>th</sup> -12 <sup>th</sup> contact
Resilient	90% of salespeople give up too early
Contact progression	1 <sup>st</sup> contact – Get them intrigued 2 <sup>nd</sup> contact – Release new information 3 <sup>rd</sup> contact – Release additional valuable information Continue to provide valuable information or insight with each contact. Make them look forward to the information you provide.

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Persistence	<p>Rejection is nothing and expect it.</p> <p>You must continually contact the customer to get a sale.</p> <p>Don't get down when you are rejected.</p> <p>It is part of the process to a sale.</p>
Many decision makers	<p>Buyer</p> <p>Assistant buyer</p> <p>Sales team</p> <p>Accounting</p> <p>Marketing</p>
Rope Theory	<p>Each contact is a string</p> <p>Try to make as many different contacts as possible</p> <p>When you add the strings together the relationship becomes a rope</p> <p>It's harder to cut a rope than to cut a string</p>
Igor	<p>If Frankenstein is the buy and you aren't having luck, don't get stuck on him. Go find Igor, find someone else that can help get you the sale.</p>
Be creative	<p>Find a way to introduce yourself and your company in a creative way.</p> <p>You must approach it differently than everybody else.</p> <p>You must find a way to get an appointment,</p>
How do you find an established salesperson	<p>You need a plan</p> <p>It may cost you more to find the right person.</p> <p>Must offer a great value proposition.</p>
Brand	<p>What is your promise or commitment to your customers. Unique Selling Point (USP): Identify the unique selling point of your company, product or service. Clearly communicate the USP to your customers to ensure they know why to choose your product and its unique values.</p>
Trust	<p>People buy based on trust</p> <p>New businesses are hard for customers to trust.</p> <p>Takes time and money to build trust.</p>
Know your customer	<p>Know who your customers are and what they want. All customers have different wants and needs. Research your customers in advance of contacting and make sure to listen when you meet them.</p>
Unique item to sell	<p>You are the expert on your product and its unique values. You must believe in the unique values of your company and product to sell them.</p>
Start off small	<p>Practice your sales approach and skills on small customers first.</p> <p>Make sure you are bullet proof before you go after the big fish.</p>
Don't give up and don't be redundant	<p>Find different targets to sell to.</p> <p>Bring different ideas and information.</p> <p>Be creative with every contact.</p>

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	Keep contacting your customers and don't give up. 80% of sales are made on the fifth through twelfth contact.
Hunt your customers	The phone will not ring on its own. Don't only rely on marketing and advertising to drive customers to you. Hunt for the customers that are most likely to buy your product or service.
Early adopters	If you are a new company or product you need to find the customers that are early adopters. These are the customers that are willing to take a chance on a new company or a new product/service. Use them as references.
What is sales	Not a sales pitch Very strategic Research customers hot button Understand the view of the customer
How to handle price break requests	Don't just give a flat price break. Provide a window of time for the price break. Entices the customer to action. Limits how long the price reduction is in effect.
Reduce the customer Risk	Warranty Remove all risk obstacles for them
Avoid Machine gun approach	Find out what the customer needs instead of trying to sell them your product. Ask questions about their targets, goals, expansions, reductions, etc.... Tailor your sales approach to fit their needs instead of just trying to sell your product.
Special Opportunities	Do whatever it takes to get in. Consider it a cost of marketing. Special prices or free products will help get your product in their hands. If your product is good your will get return on your product.
Users Additional Notes:	