

Basic Sales Training

Basic sales training for people new to sales, and self employed and small business owners that sell products and services.

This free sales training program from www.sales-training-sales-tips.com shows those new to sales how to build a sales process to sell their products and services to customers and prospects. If you like it, feel free to pass it on and share with others.

There are many people that have to sell as part of their role but have not received formal sales training. When people move into a sales role, start their own business, or sell a service that they provide, where do they start with basic sales training. This short, to the point sales training course can help them with the basics of selling.

The objective of this free training course is to show you:

- An effective sales process to structure your sales around
- How to sell using a sales process that's quick to learn
- What to say and where to go next at each stage of the sale
- A way to sell that will make the best use of your time and increase your sales

Follow this brief sales training course and you will be selling like an experienced professional. You will also be able to go into any sales situation with confidence, and this will show through to your customers.

When you are new to sales you can find selling difficult. Not knowing what to say or where to head next in your sales pitch. Many sales training companies, and authors, make it all sound technical and complicated to learn.

It isn't. The basics of selling are simple. Some of the people that make it sound difficult have ulterior motives. Experienced sales professionals don't want you thinking their job is easy. Sales training companies don't want you knowing you can learn as much from a good workbook training course as you can from one of their expensive 3 day courses with overnight accommodation.

Selling is easy

Selling is a simple action that was being done long before sales trainers and writers got involved. When our cave dwelling ancestors collected too much of one type of food they traded it with others. Trading is selling. If you have something, a product, service, or too much fresh mammoth to fit in your cave, you can trade or sell it.

You first find a prospective buyer. Then you introduce yourself and give a general idea about what you have to offer. Then you ask questions to find out what your prospect may want that you can provide.

For example, 'Do you like fresh mammoth meat?'

When you have enough information to establish that you may have something of interest to them, you present your sales proposal and then ask them if they want to buy from you. They may have some objections, questions, or try and negotiate a better deal. You try and overcome these objections to the sale and look for agreement to the deal.

And that is basic selling. It's been done for thousands of years in just the same way, because it works. What has changed is the context, and environment, in which we sell. We moved from sabre tooth tiger skins in exchange for fresh mammoth meat, to gold coins, then bank notes, and now credit, electronic transfers, and 60 days payment terms.

Get the basics right then add more

New ideas based on the original sales process are constantly being added, and a good way to increase your sales is to look for what others are doing and improve and adapt it for your sales role. Free trials, finance deals, flexible packages, the list is endless. Learn and grow confident with this basic sales training course, then you can start looking for more sales techniques to add.

So the basic sales process is:

- Introduce yourself, your product, and business
- Ask some questions to discover the buyer's needs
- Present your offer
- Close the sales by asking if they want to accept your offer
- Deal with any sales objections

There it is, lesson 1. A simple sales process for you to follow. Get comfortable with it, read the rest of this sales training course, and then look for how you can add more sales skills to each stage of the sales process.

...A note of caution when looking for further sales training to add to this basic sales training course. The best sales training is always the easiest to put into action, the simplest to understand, and the one that will make a real difference to your sales results now..

The people that complicate sales training are the ones with the most to gain from adding that complication. I could change all the words in the above process, give it a few new buzzwords in the title, and claim it was the latest breakthrough in psychological sales techniques. And I could charge a lot of money for presenting it as a training course..

The Start of the Basic Sales Process

I manage sales teams for a living and I often take on people with industry knowledge but no sales experience.

What you'll find here is the no nonsense approach I take to building their sales techniques and quickly getting them to be able to sell with confidence.

So let's start with the first stage of the sales process, the introduction. This is where you meet with the prospect, and get into the sale. There may be small talk before this stage of the sale, or you may have talked to the prospect earlier. But this is where the selling begins.

The sales introduction here can also form part of the sales appointment making call to get you in front of the buyer. If it does, then when you meet the buyer, start your sales introduction with a recap of what you said when making the sales appointment. For more information on how to make sales appointments go to www.sales-training-sales-tips.com/Appointment-Setting.html

The Sales Introduction

There is a lot you can put into a sales introduction. But let's keep it simple, start with the basics, and you will have a firm foundation on which you can build.

Once you are confident using the sales introduction here, click around the www.sales-training-sales-tips.com/sales-techniques.html website and see what you can add to make it even more effective.

The 2 most important parts of a sales introduction are:

- How you introduce yourself and your business
- The reason you are in front of that prospect

Introducing yourself and your business

Your aim is to tell the buyer who you are and what you do. When you first start a conversation both sides are looking for points of reference so they can build quick pictures to help them understand the situation and navigate within it.

When choosing how you introduce you, and your business, use information that helps the buyer to quickly learn some reference points.

For example: I'm Stephen Craine, I've studied NLP, motivation and sales management techniques. These techniques form the basis of the sales training on my website, which is all about sales training that has proven to work in real sales situations. I'm a working sales manager for a major company and now I use that experience to train sales people how to sell and *Are you bored yet?*

How about: I'm Stephen Craine from the website www.sales-training-sales-tips.com I provide practical sales training to small businesses and sales people, at a reasonable price.

Straight to the point. No waffle about me, and the customer knows exactly what I am about. At this stage of the sale do not bore your customer with how good or how experienced you are. Select a key point about you or your business that may be a general benefit to the buyer. I've included practical, and reasonable cost in the example above.

So select 2 pieces of information, about you, and your business, that will tell the buyer who you are and what you do. Practice this first line of your introduction until it sounds right.

The reason you are there

Why are you there, in front of your prospect? The simple answer is, you are trying to sell them something. While that may be true it's not much of an incentive for the prospect to give you their time. So your reason for meeting with the buyer has to be a benefit, or possible benefit, to them.

Have you ever received a sales call and been told, 'We are in your area and would like to make an appointment for one of our representatives to call on you.'

Does that make you think, great, there could be something worthwhile in this for me? Or, do you think, another sales call, and they are only coming to see me because they are in the area.

This is the most important line of your sales process. If you don't grab their attention here, you may never get the chance to sell your product to the buyer. So let's come up with a reason why you are there, and look at it from the buyer's viewpoint

The reason I asked to meet with you is....

It has to be a benefit to the buyer. Not just a feature of your product or service. And it has to be something the buyer could want, so keep it fairly broad.

Look at what you sell. What does the buyer get from buying it? What does your product do for them that makes it different to the others on the market. What's your main selling point?

If you run a small, local computer repair business, why should a company choose you to repair their equipment? Is being local an advantage, are you cheaper, or better value than the big competition. Have you evidence, feedback, referrals, that show your service has something special to offer?

List all the reasons why you would be a benefit to a customer, and select two or three to use in your sales introduction. Look at them from a buyer's perspective, and make sure there is a benefit for the buyer, not just you.

Now put the Introduction together

Now put your introduction of you and your business together with your reason for being there. That's the bases of your sales introduction. Neat, quick, and to the point. Try it out, see how it feels.

Sales Questions

You've introduced yourself, now you want information from the buyer so you know what to sell to them.

Many people new to sales make the mistake of writing a list of questions to ask their customers. The customer feels like they are answering a survey, and they soon become tired of having to think to answer each new question.

The best way to prepare for this stage of the sale is to write a list of the information you need from a customer, not the questions to ask. Then you can have a conversation with a buyer and note the information as you go. You can then use questions to get further detail to fill in the gaps.

So what do you need to know?

You will need information about their needs, wants, and desires. The end result they would like from your product, the benefits to them.

What they have now, and how they feel about what it does for them. When they would be considering buying. How they make a buying a decision. Who else will be involved.

What you are looking for is all the information you need to put together a sales presentation that shows the buyer what you, and your product, can do for them.

Have you got a question about selling?

Have you got questions you would like to ask of sales professionals? Questions that are important to you, and could make a difference.

Well now you can. You can ask questions, leave comments, even write a sales page about how you have used sales training.

If you really want to be nice you could leave me some feedback on this free sales training I gave you..

All you have to do is go to www.sales-training-sales-tips.com/learn-sales-skills.html and click in the box at the bottom of the page and type. No need to register, or leave your email address, you can even do it anonymously if you want. Or you can tell us about your business and leave a link to your website.

The Sales Presentation

You've asked them what they want from your product. You know the benefits they are looking for.

Now you present to the buyer how you can give them what they want. It is very important at this stage that you know the difference between Benefits, and Features.

A Benefit is what the product does for the buyer.

A Feature is what the product does or has.

For example:

A feature of this sales training is the way the sale is structured in several stages. A benefit of that feature is that it makes it easy for you to understand and use the training.

Benefits are supplied by features. Benefits are what customers want, and want to hear about when you are selling to them. Features are what some sales people know about and love talking about. You can see how that causes problems for some sales people.

Another common mistake is when sales people assume that the buyer can see the benefits of a feature.

'This sales training shows you a sales process.'

So what? Thinks the buyer.

The benefits of using a sales process are many. They include: Knowing where you are at all times and where the sale should go next. That means you close more sales, appear confident and professional, and you and the buyer enjoy the sales process. As a customer you may not have been aware of those benefits and I could assume you were.

The other common mistake when selling is to include features and benefits, in the sales presentation, that the buyer has not indicated they want. Stick to presenting the features and associated benefits that meet the needs the buyer gave you in the questioning stage. You only have their attention for a limited time. Use it to show them how you can supply the benefits they want.

With those points clear, let's look at building a great sales presentation that will help you to close more sales.

Building a great sales presentation

Take the benefits the buyer has asked for and find the features of your product that will provide those benefits.

If you have taken notes during the questioning stage,

...and that is a great thing to do in all types of sales roles, even some retail or showroom sales..

now go back to your notes and match the features of your product to the needs the buyer has said they want. You are looking for the features that will give them the benefits they have asked for.

The objective of your sales presentation is to sell the benefits of your service or product, not the features. There is a really good sales training tool that you can get completely free, that will show you how to match buyer's needs to features of your product, and then to the benefits the buyer wants. It then goes a step further and shows you how to close the sale by gaining agreement from the buyer.

You can get this great sales training tool when you take our free sales training newsletter at www.sales-training-sales-tips.com/free-newsletter-sales-training.html. Or complete the newsletter box on any page on the website.

You present back to a customer in the following way

Using your own words and phrases, what you are saying to the customer is:

You said you wanted this ...benefit..

The product I can offer has this ...feature..

That means you will get this ...Benefit..

Choose a feature and benefit of your product and practice presenting how it will give the buyer what they want. Make it natural and free flowing. If you can use a demonstration or sample during your sales presentation then great, include it as you practice. No need to write it down. That's the beauty of using a sales process. You know the simple process for this part of the sale.

Take the need they have expressed as a benefit they want. Present the feature and explain how it provides the benefit.

Multiple needs from the buyer

If your buyer states many needs that they want, then you have to decide how you will present them. You can either, select one need and present the features and benefits that meet that need. Then move on to the next need and follow the same process.

Or, you can present a group of features all at once that will meet all the buyer's needs with their benefits. If you do this make sure you follow the same process. Re-state the buyer's needs, present the features and their related benefits that meet those needs.

Closing the Sale

You have introduced you, and your business. Asked questions to discover their needs. Then presented how your product or service can meet those needs.

Now it's the time in the sales process where you close the sale and secure the sale. Forget whatever you have heard about sharp sales closing. If you want to build a reputable business, with repeat sales, and referrals from satisfied customers, then you want a sales close that's customer friendly.

You've done all the hard work in the questioning and presentation stages of the sales process. A quick and easy way to close a sale is to ask for the order. But before you do that let's test the water. Ask the customer if there is anything you've missed. Has your sales presentation shown them that you can provide the benefits they want. Is there anything they have thought of since the questioning stage.

If the response is positive then go ahead, ask for the order. No trick closes, manipulation or bullying. Just a straight forward question that says, it looks like this product will give you what you want. Would you like to go ahead?

You can phrase it how you want. Shall we do the paperwork. Would you like to try it. Can I take you would like to use it. Whatever sounds right for you.

The worst mistake you can make at this point is to not ask for the order. I've been out with sales people and heard them pitch and present and the buyer is ready to sign. But instead of asking for the order they keep on pitching and presenting. I don't know if they expected the buyer to stop them and say, 'That's enough, stop. I'm ready to place my order.'

Many of them said afterwards, 'I didn't know how to close.' People are afraid of closing. If you use a simple question to ask for the order, because the buyer has told you the sales presentation matched what they wanted, closing the sales is nice and easy.

Imagine you have just presented to typical customer. Repeat the last few lines of your sales presentation. Now ask the buyer have you met their needs, and add a simple closing question on to the end of your presentation. Try a few out, play with some simple closing questions.

Handling Sales Objections

Handling sales objections is a big subject. If you have read this sales training course all the way through, and worked on building your sales process, you have already completed a lot of work.

To see how to handle sales objections go to the www.sales-training-sales-tips.com website and click on sales objections in the navigation bar.

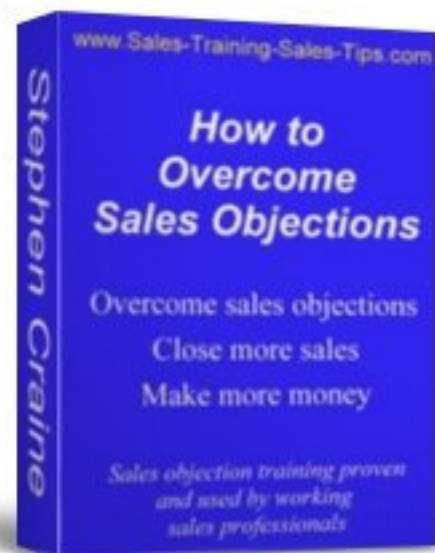
You'll find a full section on overcoming sales objections and if you want to learn more and perfect your objection skills.

If you are serious about increasing your sales, there is a sales training course called How to Overcome Sales Objections at www.sales-training-sales-tips.com/how-to-handle-objections.html.

It's similar to this one in its format, but has a full exercise program that takes you step by step through the objection handling process.

It works, my sales teams have used it to great effect, see what you think.

No method works every time, but the more you learn about objection handling the more you will overcome them.



The Next Step

This sales training course is a basic sale program. I've kept detail and techniques at a minimum as it is aimed at people new to sales.

Once you understand the sales training you have seen here you are ready for the next step. The same sales process but with a lot more detail. More sales techniques that you can add on to what you have learned here.

For example: In the sales introduction stage there is a technique my sales teams use to motivate the buyer to move with you to the questioning stage.

In the questioning stage there is a structure, and a way of asking the questions that leads the buyer from wide open topics to the detailed information that you want.

You may have noticed I have missed price presentation out of this basic sales training. If you want to learn how to present your price to a buyer then take a look at the Selling Success workbook course.

All this and a complete sales training program can be found in the Selling Success sales training workbook.

In this complete sales training course you get:

- The text as I present it in live training sessions
- A full exercise program to build your sales process
- The slides I use when presenting the course.

You can use it as a personal sales training program or a course to present to others.

You can get more information on Selling Success and how you can download it and start using it today at www.sales-training-sales-tips.com/sales-training-course.html

This course has worked for my sales teams and can now work for you. I'm so confident of the results you will achieve with this workbook training course that I offer a full money back guarantee.

