

Stephen Craine

Presents

# Need to Close Chains

The Sales Training Exercise  
that improves your sales  
skills and puts you in a  
buzzing motivational state  
for selling

<http://www.sales-training-sales-tips.com/chains>

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# Need to Close Chains



Hi I'm Stephen Craine, and this is the Need to Close Chain Sales Training that I've used with my sales teams.

You can now use this proven technique for yourself, or for your sales people. Like all effective sales training it's easy to learn and quick to get great results.

Wait until you see the many different ways you can put it into practice. It has practical applications for new product training, improving sales skills, and great motivation control to get you into selling state.

Don't be fooled by its simplicity. Too much sales training is overcomplicated just so it can be marketed as something new. Everything you find here, and on the <http://www.sales-training-sales-tips.com/chains1> website, has been tested and proven in real sales situations by the sales teams I manage for a major company. I use sales training that quickly clicks into place and gets results. Our jobs and our income depend upon the results we achieve from using the sales training offered to you.

You have already taken a step further than the average sales person. You have taken a personal action to improve your sales and motivation skills. Taking actions to invest in yourself will increase your income and move your career skywards. Investing in learning is something I look for in the sales people I employ.

Take what you find here, use it, adapt it, and feel free to pass it on to colleagues and friends.

Best wishes for a successful sales career

Stephen Craine

## How it started with a simple change

It started out as a simple exercise to fill in some time on a sales course I was presenting. Some of the delegates were held up getting to the second day and I wanted something to put people in a motivated selling state while we waited.

I took an exercise from the previous day, that we had spent a lot of time looking into, and used it in a different time frame. Instead of looking into the theories and why it works, I had the group do it as a quick fire reflex exercise.

The results were amazing. A simple change to a sales training exercise, that I had presented many times before, gave me a great sales tool for many different situations and with numerous uses.

## What Need to Close Chains will do for you

You have in front of you a sales and motivation exercise that will have a fantastic effect on sales results for those salespeople with an open mind.

If you are the type of person that:

*Knows there is a direct link between motivation and sales results*

*Looks for ways to improve what you do*

*Invest in your own skills*

Then you will see the great potential in the Needs to Close Chain Sales Training.

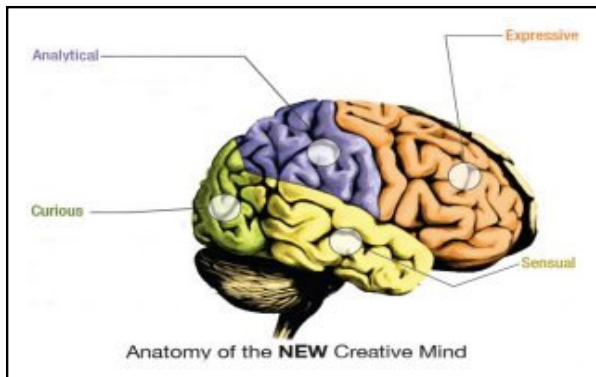
You can use the sales training to build new mental pathways that will help you think on your feet naturally when you're with a customer.

When you have a new product or service to sell you will learn how to put your sales presentation together from a completely new perspective.

Improve your sales skills by linking key features of the product, to what the buyer wants, and smoothly closing the sale.

**All from this one quick to learn exercise!**

## The quickest way to get results from this sales training



Read through the following exercise as it builds into the complete Need to Close Chain. Take it slow at first and try to use your creative mind rather than your logical processes.

After you've practiced the exercise, and got the hang of it, read through the many ways you can use it to boost your sales results.

Then apply the Needs to Close Chain to your current sales situation. Consider what would have the biggest impact on your sales results, and your earnings, right now. Be selfish, you're making an investment of your time and resources to improve your sales skills. You want the best return you can get for that commitment to your own learning.

### What will get you the result you want?

A great way to sell a new product or service  
Increase your current sales results  
Sell more of a certain product

Perhaps it's motivation or a lift to your confidence that you need.

Gain confidence as you install new pathways of thinking about your products. Present positively as you talk to customers in benefits not boring old features. Know your products from a sales viewpoint not a technical one.

Before you start learning the sales training, decide on your goal. If this sales training exercise could do one life changing thing for you, what would it be?

Right, you're ready, you know what you want, let's see how the Need to Close Chain can help you get it.

# The Need to Close Sales Training

## 1. What do your customers want

Let's do something different. We'll start with the customer, not the product. This might feel uncomfortable but stick with me. Even if your personal goal for this training is to learn a great way to sell a particular product, start with the customer, not the product.

Choose a big common need that your customers want. It doesn't have to be directly related to the product. For example, many business customers want more money. That is not directly related to your product as say a colour or a size would be.

You're looking for the benefit the buyer wants from you. Think of it as the end result, what the buyer is left with afterwards. Imagine your customer knows nothing about your product, they just know what the benefit is that they want.

## 2. What does your product have that meets that need

What does your product have that could supply that need to the buyer? This is where your real sales skills come into play, and the more you practice the more effective they become.

You identified what the customer wants. So what has your product got that can give it to them? Get creative and think around and between the usual and straightforward lines of selling. If the buyer wants more money what have you got to offer that will do that for them.

More money for your customer can come from: More customers, Saving time, Less cost, Bigger profit, Add on sales, Discounts on large orders, Low installation cost, After sales service, Repeat business, Less storage space,

.....And many other ways that the customer could make more, or save more, by buying your product.

So select that one feature now that will provide the need you chose in No1 above.

There are no right or wrong answers. Some answers will be better than others, and you will improve as you use this exercise.

### 3. How does the feature supply that need to the buyer

How does the feature you selected in No2 supply the need from No1?

This is the benefit to the customer. The way you can fulfil their need, want, or desire, that will work towards you getting the sale.

Think of it this way, no one buys a car.

They buy: Transport, Security, Fashion accessory, Status symbol, Sex appeal, Tool, Family taxi, ....And a whole stack of other things they could want from a car.

If a car salesperson tries to sell just a car they will fail. Great car sales people sell what the customer wants the car to do for them.

In No1 you chose a need a typical buyer may want.

In No2 you selected the feature that would supply the benefit that would fulfil the need.

Now in No3, say out loud how you will supply that benefit. Say it as you would when presenting to a customer. For sales training tips on how to present benefits to customers, take a look at [www.sales-training-sales-tips.com/sales-presentation-tips.html](http://www.sales-training-sales-tips.com/sales-presentation-tips.html)

How exactly does your product do it for the buyer. It may be obvious, eg increased output cuts costs so it saves money. It may be more subtle and need a more detailed explanation. Present your story in a simple way that communicates just this one benefit.

### Start building those new neural pathways

Go back to No1. State a typical need your buyer wants.

Now No2. What feature supplies that need.

No3. How does it do it for the customer.

After 2 or 3 times this will stick in your memory. You will relate the need to the feature, and how it delivers the benefit to the buyer. You are also installing a new mental process. You've clicked 3 links of the chain into place in your sales skills.

Take hold of the process and use right now to get the results you want.

## Practice and grow your new sales skill

Choose another typical need, want, or desire a customer could have.

Which feature can supply that need?

How does the feature deliver the benefit to the buyer?

That's great, now repeat for the same need. If a better feature comes to your creative mind, use it. Each time you present how the benefit will be delivered, make it sound even more desirable to the buyer. Put more feeling into your voice. Use more emotional words. Get the buyer to see internal pictures and talk themselves into buying.

Start to get motivated about the changes you're making.  
If you can, stand up, and use powerful body language.  
Take hold of the training offered to you, it works.  
Put some feeling into it.

## One more time!

Start again, from the top, No1. Pick something the buyer desires. Flow through the chain. And again, faster, less thinking, let it sink down and in to your competence. You're becoming unconsciously competent at using Need to Close Chains. Linking buyer's needs to features to benefits.

As you practice for each potential buyer need you become more confident. Be aware of what happens the first time you meet with a buyer that has that particular need. You will blossom with confidence as you elegantly present to them using the Need to Close Chain.

## When to use the Need to Close Chain

In the car travelling to sales appointments  
Between customers in a retail showroom  
When you get a new product to sell  
It's a fantastic training investment for all sales people

I know one very successful saleswoman that is not at her best in the mornings. On the way to work she picks one of the many products she sells and goes through the Need to Close Chain. Starting slow she picks up speed. Needs, wants, desires, one after the other as her mind gets into the groove.

Ten minutes into the journey and she's buzzing with sales enthusiasm. Her mind is tuned to Needs – Features – Benefits – Close – Sale - Commission. Thinking on her feet clicks in naturally in the very first sales presentation of the day.

## Test yourself or your sales team

I start sales meetings and training sessions with a quick round of Chains. One person selects a need, the next a feature to provide that need, the next presents on how the feature delivers the benefit. It grabs the team's attention, sparks them into selling state, and reinforces past training.

## The unfortunate truth

The unfortunate truth is:  
In my experience the best sales people just keep on getting better. That's because they invest in improving their skills and find ways to boost their motivation when required. They look for and take hold of great sales training.

That's great, because they click on all the sales training they can and increase their earnings, rocket their careers, and live a successful lifestyle.

Unfortunately, many sales people at the middle or the bottom of the league table, don't invest in themselves. These people need to gain sales skills and be able to put them into practice. If you have ever gone through a tough time in sales, you'll know that you need to grow your motivation, and build confidence, so you can put the skills you do have into practice.

## Sales Training and motivation building all in one

Use the Need to Close Chain and start to achieve our sales goals. Whether you're at the top and want more, or low down and need to improve, this simple sales technique will give you both sales training and get you into selling state.

Combine it with the other sales training ideas on the <http://www.sales-training-sales-tips.com/chains3> website and you will feel the power of investing in yourself and gain the rewards from a successful sales career.

## But wait!!!!

### What about the Close?

It's called a Need to Close Chain right?  
So where's the close?

Closing at the end of a Need to Close Chain is easy when you know how. It can be made even easier if you know how to close a sale effectively. Working with my team we have developed closing techniques that work throughout the sale, and can be simply clicked on to the Need to Close Chain to win you the sale.

If you want to add effective closing techniques, that my sales team use, to what you have already invested in learning in this ebook, you want How to Close a Sale.

A sales training ebook that will give you: More sales, easy to use ways to close a sale, great confidence when asking for the order, and is a superb way to add the final link to the Need to Close Chains. Click the link to see more details on what you can have and start using right now at <http://www.sales-training-sales-tips.com/closing>

If you think you want to go further, you can see how to sell with chains, benefits, and sales techniques used everyday by professional sales people in real sales situations. Take hold of a simple effective way to sell with the complete sales training course that quickly clicks into place at <http://www.sales-training-sales-tips.com/sales-training> Get hold of it now and start using it within a day.