Persuasive Sales Course Review

Customer Buying Styles

Assertive:	Be concise, professional, summarize, provide options, quantify benefits
Analytical:	Provide facts and data, have details, be precise, be patient
Amiable:	Be friendly, take your time, be helpful, offer assurance
Animated:	Be fun and inspiring, support their aspirations, relax, loosen up
CAUTION!	Amiables and Assertives may have challenges working together
	Analyticals and Animateds may have challenges working together

Buying Influences

Economic Buyer – makes the decision
Technical – evaluates your product or service
Coach – shares information with you
User – person who uses what you sell

Work with each one. Reduce their risk.

Asking Questions

Ask insightful questions.
Remember the "W" Questions: Who, What, When, Where, Why, (W)how, Which
Tell me more.
How would that affect . . .

Remember FUD – Fear, Uncertainty, And Doubt

Killer of most sales! Focus on these with the different buying influences.
You must discover and address the perceived risk of all stakeholders.
Customers did not go to customer school. They may not think or know how to tell you what they perceive as risks. You must find out by asking questions.

Handling Objections

Listen – Empathize – Ask Questions
Avoid defending, until you have done those three things. Confirm understanding of the true objection.
I don't understand? If price were the same, whose would you buy? Why?

Selling Benefits

Sales People typically sell what something is. Customers buy what something does.
Answer the question all customers have: So what? "What's in it for me?"
Ask what that means to them? If this saves you X amount of time, what does that mean to you? How would that affect you? How much money does this save?

Closing

Always have a goal for each customer encounter. Always be closing… for something.
Earn the right to close. Watch for buying signals
Solicit feedback. Be genuine.

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