

SO, YOU'VE GOT A LEAD! NOW WHAT?



*“Master the Sales Process – Workshop 1 of 15”
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SALES CONCEPTS

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INTRODUCTION – WHY DO CUSTOMERS BUY?

Introduction

Welcome to *Persuasive Sales* by Sales Concepts. We're happy you are attending the program today. Please jump in and participate in the discussion as much as you feel comfortable. Our goal is to help you become as successful as possible. With that in mind, let's have some fun.

The Sales Process

SALES CONCEPTS SALES PROCESS

9: Follow-Up | Get Referrals
Confirm your customers are happy after the sale by following up on a continuing basis. Pleased customers are happy to provide you with qualified referrals.

8: Reflection and Growth
Reflect on every encounter you have. Did you meet your objective? Did the customer meet theirs? Why or why not. What can you do better? What did you do well that you can leverage? What is your growth plan?

7: Closing
Closing should not be an awkward question asked at the end of the process. Closing starts at the beginning of the process and takes place throughout the entire sales process. Closing should be a natural part of the process.

6: Presenting
Objections are a buying signal and mean that the customer is serious! Objections are a sign of interest. Avoid being defensive. Objections are an opportunity to learn. Ask questions. Learn what prospects truly value, then reassure them by demonstrating value.

5: Handle Objections
Differentiate yourself, your solutions, and your company based on your unique value propositions and what they do for the customer and your customer's customer.

4: Listening
Hearing is passive. Listen is a verb. Listening takes proactive work. Seek to understand what the customer values and why. You must understand why the customer needs your solution.

3: Questioning
Are you the best fit? How do you know? Stop telling and start asking questions to discover what the customer ultimately values. Customers buy what something does, not what it is. Salespeople typically focus on what something is. There's usually a disconnect.

2: Qualifying
Is the prospect MAD? Do they have money, authority, and desire? What is their timeframe? How will the decision be made? Who will make it?

1: Prospecting
Find a lead and win an appointment using our eight-touch prospecting system. Connect with prospects according to their behavioral styles. Position your offerings with unique value propositions. Negotiating begins here. Represent yourself accordingly.

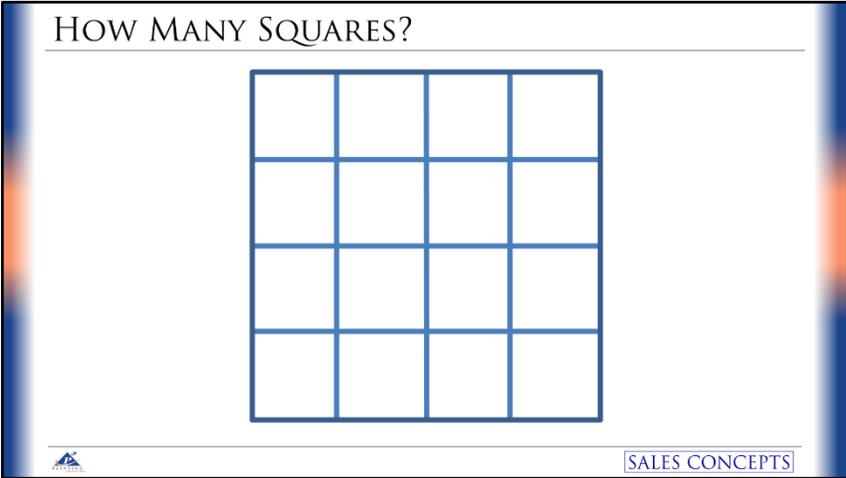
Treat prospects according to their behavioral style to maximize opportunities.

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Notes:

INTRODUCTION – WHY DO CUSTOMERS BUY?



How many squares are there in the diagram above?

What is selling?

Notes:

Questions to Ponder

Why do people buy?

What are the top three questions you like to ask prospects or customers?

- 1.

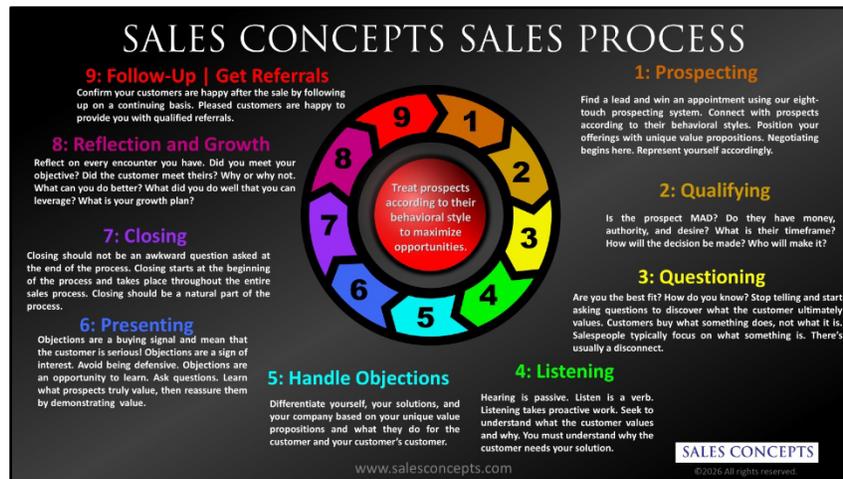
- 2.

- 3.

Notes:

WHAT IS SELLING, WHY DO PEOPLE BUY?

The sales process:



So, you've got a lead! Now what?

A lead is simply an open door, not a guarantee of business. What you do immediately after receiving a lead determines whether it becomes a meaningful opportunity or fades away. The key lies in balancing speed with strategy, moving quickly enough to stay relevant while approaching thoughtfully to earn trust.

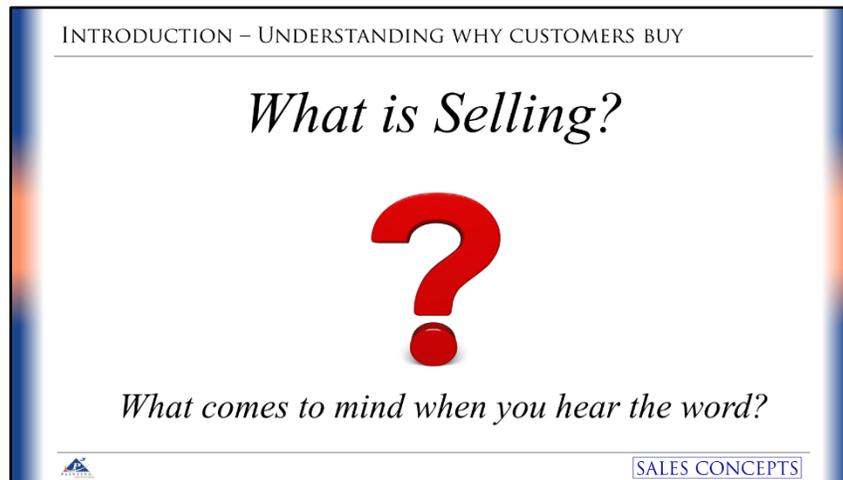
The first step is to clarify what the lead represents. Is it an inquiry, a referral, or a qualified prospect? Each requires a slightly different approach. By understanding context, you can avoid wasting effort or making premature assumptions about the customer's readiness to buy.

Most importantly, treat every lead as an opportunity to build a relationship, rather than just pursuing a transaction. When you focus on creating value for the other person, your likelihood of converting that lead into business dramatically increases.

Reflection Questions

- How do you currently handle new leads, and what could you improve in your first response?
- What assumptions do you sometimes make about leads that could hurt your chances?
- What specific steps could you take to build trust earlier in the relationship?

WHAT IS SELLING, WHY DO PEOPLE BUY?



What is Selling?

Selling is often misunderstood as convincing someone to buy what they don't need. In reality, genuine selling is the process of helping people make decisions that improve their lives or businesses. It's about uncovering problems, providing clarity, and delivering solutions that matter.

The definition of selling includes persuasion, but not manipulation. Persuasion rooted in empathy enables you to guide prospects in recognizing the potential benefits of change. Manipulation, however, is selfish, breaks trust, and usually prevents long-term relationships.

The best salespeople view themselves as consultants or resources for their customers and prospects, not peddlers. They focus less on *pushing* and more on *guiding*, making the buying decision easier and less risky for their customers.

Reflection Questions

- How does your definition of selling compare to the one described here?
- Have you ever felt like you were 'pushing' rather than 'guiding'? What happened?
- What can you do to ensure your selling approach is rooted in empathy?

WHAT IS SELLING, WHY DO PEOPLE BUY?

INTRODUCTION – UNDERSTANDING WHY CUSTOMERS BUY

Why do customers buy?



Hint... It's not always just about needs!

Ever bought a pair of shoes you didn't "need"?

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Why Do Customers Buy?

At the heart of every purchase lies an emotional trigger. Customers buy either to pursue pleasure or avoid pain. This could mean achieving recognition, reducing stress, saving money, or gaining peace of mind. Identifying which force is stronger for your prospect allows you to tailor your approach.

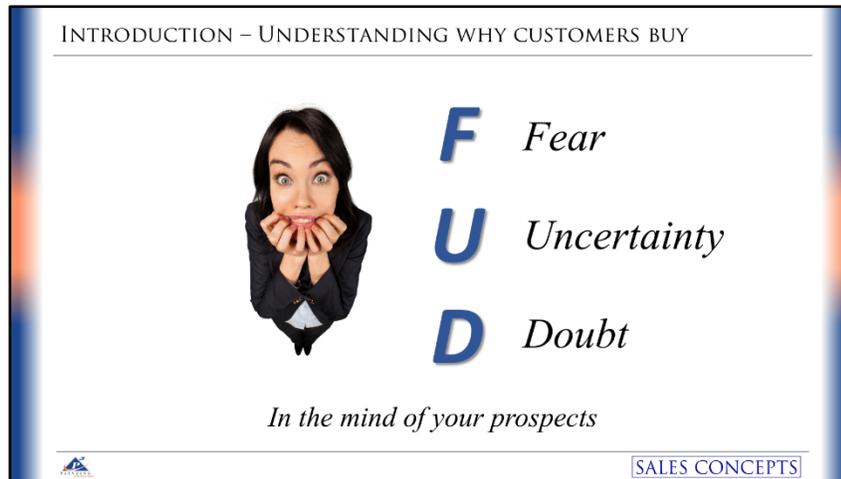
There are both individual and organizational dimensions to buying. An individual may seek career advancement or convenience, while the organization may focus on revenue growth or cost reduction. Successful selling requires speaking to both dimensions at once.

Even though emotions drive decisions, customers rationalize them with logic. They'll justify their choice by citing ROI, quality, or efficiency, even if their initial attraction was emotional. Salespeople must connect the dots between feelings and facts.

Reflection Questions

- Think of a recent purchase you made. Was it driven more by pursuing pleasure or avoiding pain?
- How do you typically uncover emotional drivers in your sales conversations?
- How can you balance addressing both the individual's needs and the organization's needs?

WHAT IS SELLING, WHY DO PEOPLE BUY?



FUD – Fear, Uncertainty, Doubt

Fear, uncertainty, and doubt are natural parts of decision-making. Prospects worry about whether they're making the right choice, what could go wrong, and whether they'll regret their decision later. These emotions stall deals unless salespeople address them head-on.

Effective selling involves identifying the specific source of FUD. Is the fear financial, technical, or personal? Is the uncertainty about implementation, or about whether competitors might offer something better? Naming the concern is the first step in addressing it.

Providing testimonials, case studies, risk-mitigation strategies, and clear next steps are potent ways to reduce FUD. The more confident your customer feels in you and your solution, the faster they'll move forward..

Reflection Questions

- What types of FUD do you encounter most often in your sales process?
- How do you currently address customer uncertainty, and how effective is it?
- What new strategies could you implement to identify and reduce fear and doubt earlier?

WHAT IS SELLING, WHY DO PEOPLE BUY?



WIIFM – What's In It For Me

Every buyer listens through the filter of *What's in it for me?* If your message doesn't clearly address their personal or professional benefit, they will ignore it. Customers care more about outcomes than specifications, and this is why feature-heavy pitches often fail.

Shifting the focus from what your product *is* to what it *does* bridges the gap. For example, instead of saying 'This software has automated reporting,' you could say 'This software will save you three hours a week on reporting.'

The more specifically you can link your solution to the customer's goals, the stronger your case. Always translate features into personal relevance for your audience.

Reflection Questions

- How do you ensure your presentations emphasize benefits rather than features?
- Can you think of an example where you reframed a feature into a clear benefit?
- What are the top three benefits your customers consistently care about?

“Mistakes made at the beginning of the process reveal themselves at the end of the process.”

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