

the  
**Selling**

D I F F E R E N C E

**TRUST** is the difference

W O R K B O O K



Ziglar Training Systems

it's about being Better

# Introduction

**T**he evolution of the sales profession has caused great changes in the world of selling. The focus, strategy, and in some cases techniques, have changed to reflect the varying demands of our prospects and customers. In many cases the sales cycle is longer and there are more people and departments involved in decision making. Customers want a “solution,” not a product, and a long-term relationship with the salesperson. Our customers, economy and responsibilities are changing. How are we responding to these changes? Are we going to arrive in the future before our customers do?

*The Selling Difference* is designed to prepare you to move to the next level of success in this evolving profession. You must identify what you sell and what your customers truly want. Your understanding of the selling cycle is vital to sales achievement. You must firmly believe in your solutions, your company, your pricing, and your sales support staff.

Technological changes in the workplace and new demands for cross-cultural negotiation abilities have created a need for new skill sets in the world of selling. As you journey through your sales career, you must take time to sharpen your skills and knowledge so you can have a decided edge on your competition. Successful sales professionals realize that education is a life-long process.

*The Selling Difference* will provide you with a vehicle for this journey. This system will give you information to build a better you, teach you how to enjoy your career and how you can develop the confidence and belief in yourself necessary to be a sales success in these changing times.

**M O D U L E**

Psychology Of Selling

**I**

# The Psychology Of Selling

## THE FOUR GROWTH STAGES

**UI** – Unconscious Incompetence is when you don't know \_\_\_\_\_  
\_\_\_\_\_.

By upsetting the homeostatic balance of your customers,  
you make them more \_\_\_\_\_ to your business offer.

**CI** – Conscious Incompetence is when you know \_\_\_\_\_  
\_\_\_\_\_.

Sales professionals get bogged down when they know they  
don't know. Every sales professional needs to stop being a  
critic and give himself or herself permission to succeed.

The Consciously Incompetent stage of growth is when motivation  
leaves and the sales professional's self-talk becomes negative.

**CC** – When you know \_\_\_\_\_, you become Consciously Competent.

**UC** – Unconscious Competence is when you don't know that you know.

Plan your sales process so that your greatest victories are ahead  
of you. This is success. This is growth.

### ***The objectives for this course/program are:***

- I. To sell more effectively, and more often.
- II. To implement a client-centered sales process.
- III. To interpret the value of your solution to the customer.
- IV. To develop greater confidence as a professional and as a person.

# The Psychology Of Selling

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In his best-selling book "See You at the Top" (Pelican Publishers 1974), Zig Ziglar outlines the fifteen steps to a healthy self-image. Step number ten in that list states, "You cannot consistently perform in a manner inconsistent with the way you see yourself."

As a sales professional, if you walk into the arena of selling with confidence, competence and comfort, you will have a chance to execute in the same way. The image you have of yourself is vitally important to your success in the field of selling.

For information on purchasing your own copy of "See You at the Top," please log onto [www.zigziglar.com](http://www.zigziglar.com).

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Make sure you invest more in yourself than you do in your \_\_\_\_\_.

Success in a sales career comes only when you learn the art of interpreting the \_\_\_\_\_ of your \_\_\_\_\_ to your customers.

The number one law in sales states that timid \_\_\_\_\_ have \_\_\_\_\_.

The negative connotations associated with the practice of selling have given the profession of selling a bad reputation.

*“You cannot consistently perform in a manner that is inconsistent with the way you see yourself.”*

**Dr. Joyce Brothers**

# The Psychology Of Selling

## FIRST UNDERSTAND, THEN BE UNDERSTOOD

In a customer-centered approach to effective selling, you must understand the wants, needs and concerns from the customer's perspective.

### FEATURES T\_\_\_\_\_

List three products/services you provide:

- 1.
- 2.
- 3.

### BENEFITS S\_\_\_\_\_

List three things your customers want:

- 1.
- 2.
- 3.

# The Psychology Of Selling

## VALUES – ADVANTAGES – BENEFITS

If you want to succeed in selling you have to sell what \_\_\_\_\_.

The Selling Difference is getting out of your comfort zone into your customer's comfort zone.

You grow from the telling mode into the selling mode in the profession of selling by \_\_\_\_\_ then \_\_\_\_\_.

A vital step in the selling process is to get to your customer's Dominant Buying Motive.

Selling is a \_\_\_\_\_.

By having a process, the pressure is relieved from the sales professional.

## OUTCOMES THAT WILL ASSIST EVERY SALES PROFESSIONAL TO BE SUCCESSFUL:

- Put your customers in a vehicle that will allow them to reach their goals.
- Focus on solving the problems that will assist your customers in reaching their goals.
- Do not focus on what your product will do, but focus on what your product will do for your customer.
- By getting to the Dominant Buying Motive of your customers you are closer to finding their real need and solving it.
- Through effective questioning techniques (covered on pages 34-39) you can take your customers from where they are to where they need to be.
- In the pursuit of customer satisfaction, lead with need not with product.
- Don't make a sales presentation before the customer is ready to receive your presentation. Look at the TRUST process on the next page.

# The Psychology Of Selling

The process used by Ziglar Training Systems is the **TRUST** process.

<b>STEP</b>	<b>PURPOSE</b>	<b>HOW</b>
<b>T</b> hink	Establish call objective	Gather information, analyze the situation, prepare for the sales opportunities
<b>R</b> elate	Build trust and rapport	Focus on the prospect
<b>U</b> ncover the Needs	Identify needs, issues and concerns	Ask appropriate questions
<b>S</b> ell the Solution	Present your recommendation	Interpret the benefits of your solution
<b>T</b> ake Action	Close the sale	Ask for the order

- Trust your process.
- The only way to succeed is to adjust to the process. The only way you can adjust to a process is if you have the skills. Your skills as sales professionals and the processes you adapt are vital to your success.
- Your process relieves pressure on you, the person.
- Salespeople who are growing are most likely to succeed.
- A full-grown salesperson is an oxymoron.
- You never graduate in the profession of selling.
- If you ask for the order and close the sale, you win. If you ask for the order and don't close the sale, you break even because you are doing your job.
- Selling is not what you do *to* someone, it's what you do *for* someone.





*“You can change where you are by  
changing what goes into your mind.  
Feed the positive and you will  
be positive.”*

*Zig Ziglar*

**M O D U L E**

Selling, the Proud Profession

2

## Selling, the Proud Profession

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Salesmen are a power in society and in the public economy. In many ways they are a tribute unto themselves. They draw and spend more money with less effort and with less return than in any other business. They come at the most inopportune time, under the slightest pretext, stay longer under more opposition, ask more personal questions, make more comments, put up with more inconveniences, and take more for granted under greater resistance than any other group or body, including the U.S. Army. They introduce more goods, dispose of more old goods, load or move more freight cars, unload more ships, build more credits in our ledgers than all other people in America. With all their faults, they keep the wheels of commerce turning and the currents of human emotions running. More cannot be said of any man. Be careful whom you call a SALESMAN, LEST YOU FLATTER HIM.

*Excerpted from Ziglar on Selling. Published by Oliver Nelson 1991*

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### **The objectives of this module are:**

- I. To understand the HEART of the sales process.
- II. To utilize a sales-skill inventory to better equip you in the sales process.
- III. To learn the difference between empathy and sympathy in the selling process.
- IV. To acknowledge the importance of the profession of selling in the world today.

## Selling, the Proud Profession

In the sales process if the customer doesn't benefit, you are a \_\_\_\_\_.

America was discovered by a \_\_\_\_\_, populated by a \_\_\_\_\_, and freed by a \_\_\_\_\_.

Today, our whole economy depends on the sales made by sales professionals.

The heart of the sale is \_\_\_\_\_.

Owners are \_\_\_\_\_.

The depth of your sincerity is infinitely more persuasive than the height of your knowledge.

Sympathy costs, Empathy pays.

Values determine behavior. Behavior determines reputation.

Reputation determines advantages.

Search for and grab every possible advantage on your competition.

“Character is the ability to carry out a resolution long after the mood of the moment has passed.” *Cavett Robert*

The attitude you have toward your product and your prospect creates the enthusiasm you need to be successful.

## Selling, the Proud Profession

Gerry Arrowood – What she had inside of her was brought out when she had the opportunity to be challenged.

Most people may not be able to carry a tune, but the reality is there is a song within everyone. Equip yourself on a daily basis to be ready to sing when called upon.

Enroll in \_\_\_\_\_ and you will develop within you that sweet song of success.

“In times of change it is the learners who will inherit the earth while the learned find themselves beautifully equipped for a world that no longer exists.”

- *Eric Hoffer*

Build the physical reserve as well as the mental reserve in order to have the stamina required to ride the good days and survive the bad ones.

In the arena of selling, the toughest component for a sales professional to master is unconditional love. This requires getting the person right before getting the salesperson right. No one can separate personal, family and business life. What happens at home has a definite impact on job performance. A study reported in USA Today dated January 8, 1990, revealed that marital difficulty was the number one reason for productivity decline on the job.

# Selling, the Proud Profession

*In an ongoing assessment of your sales skills, you need to consistently take an inventory of where you are on the growth chart so you can add the skills needed to stay ahead of the competition.*

## The Selling Difference

1.	The reason I like the profession of selling is	
2.	The best part of the profession of selling is	
3.	The things I dislike about the profession of selling are	
4.	The opinions my family have on the profession of selling are	
5.	I chose my present employer because	
6.	My activity level on a daily basis is	<input type="checkbox"/> average <input type="checkbox"/> above average <input type="checkbox"/> below average
7.	The training programs I have access to are	<input type="checkbox"/> adequate <input type="checkbox"/> inadequate <input type="checkbox"/> superior
8.	The most effective way to prospect in my industry is	
9.	The way I handle rejection is	
10.	My financial goals will be met in the next five years because	
11.	My ultimate goal through the profession of selling is	
12.	My ultimate goal in life is	
13.	The technological aids I use in selling are	
14.	Cross-cultural selling is important to learn because	







*“The price of greatness  
is responsibility.”*

Winston Churchill

**M O D U L E**

**3**  
The Prospect

## The Prospect

*Sales professionals have developed distinct behavioral patterns – patterns of responding and reacting. Understanding your behavioral style allows you to understand yourself and your prospect. This module is designed to help you identify your selling style, your strengths, your selling tendencies, and your areas for improvement. You will also learn the differences of your prospects and customers and the environment they require for maximum effectiveness and productivity.*

### **The objectives of this module are:**

To assist you, the sales professional to:

- I. Sell more effectively.
- II. Identify the four behavioral styles.
- III. List the characteristics and traits of the different styles.
- IV. Understand your own personal selling style.
- V. Identify the styles of your prospects and customers.
- VI. Develop selling strategies in order to blend your style to the styles of your prospects.
- VII. Build better relationships.

# The Prospect

## ACTIVITY:

In order to determine your behavioral style, please complete the following:

For each of the ten word groups below, select the word that is MOST like you, LEAST like you, and IN BETWEEN. You are to assign 4 points to the word that is most like you, 3 points to the word that is like you, 2 points to the word that is somewhat like you, and 1 point to the word that is least like you. There should be a 4, 3, 2, and 1 on each line (see example). Once you have completed this, follow the next set of instructions.

**Example: Determined 3 Convincing 4 Predictable 1 Cautious 2**

1.	Determined		Convincing		Predictable		Cautious	
2.	Strong Willed		Persuasive		Easy-going		Orderly	
3.	Direct		Expressive		Kind		Analytical	
4.	Bold		Sociable		Cooperative		Precise	
5.	Outspoken		Animated		Patient		Logical	
6.	Decisive		Talkative		Loyal		Controlled	
7.	Daring		Outgoing		Agreeable		Careful	
8.	Restless		Enthusiastic		Considerate		Thorough	
9.	Competitive		Inspiring		Consistent		Detailed	
10.	Aggressive		Playful		Satisfied		Accurate	

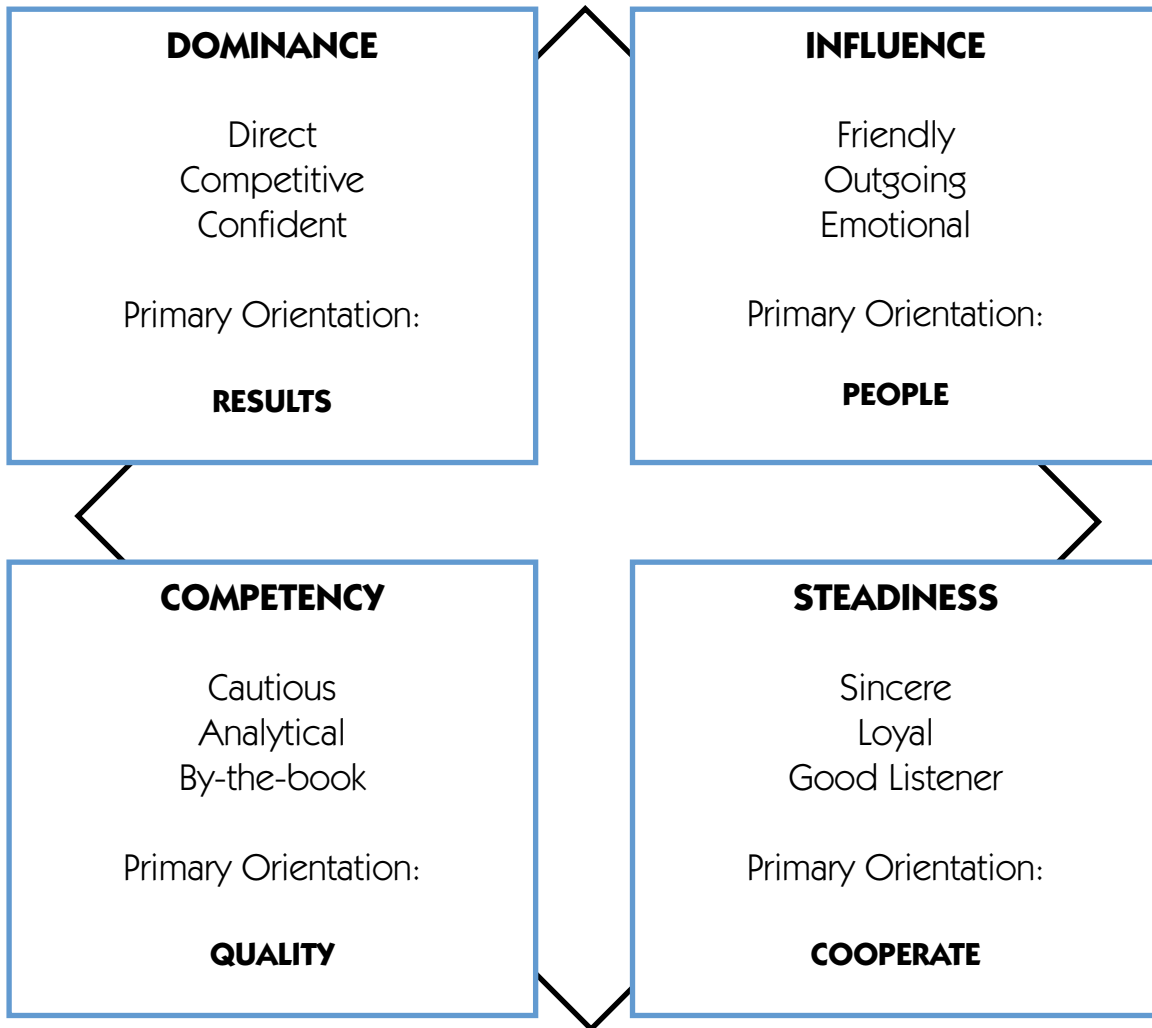
Once you have assigned numbers to all 10 word groups, total the points for each column and write the total in the spaces provided below.

Totals: \_\_\_\_\_

Style: \_\_\_\_\_ Style: \_\_\_\_\_ Style: \_\_\_\_\_ Style: \_\_\_\_\_

# The Prospect

## READING PEOPLE DIFFERENTLY



### ACTIVITY:

Think of prospects you've encountered in the last couple of days. How could you have responded to those prospects better using the communication information you learned in the section titled Reading People Differently?

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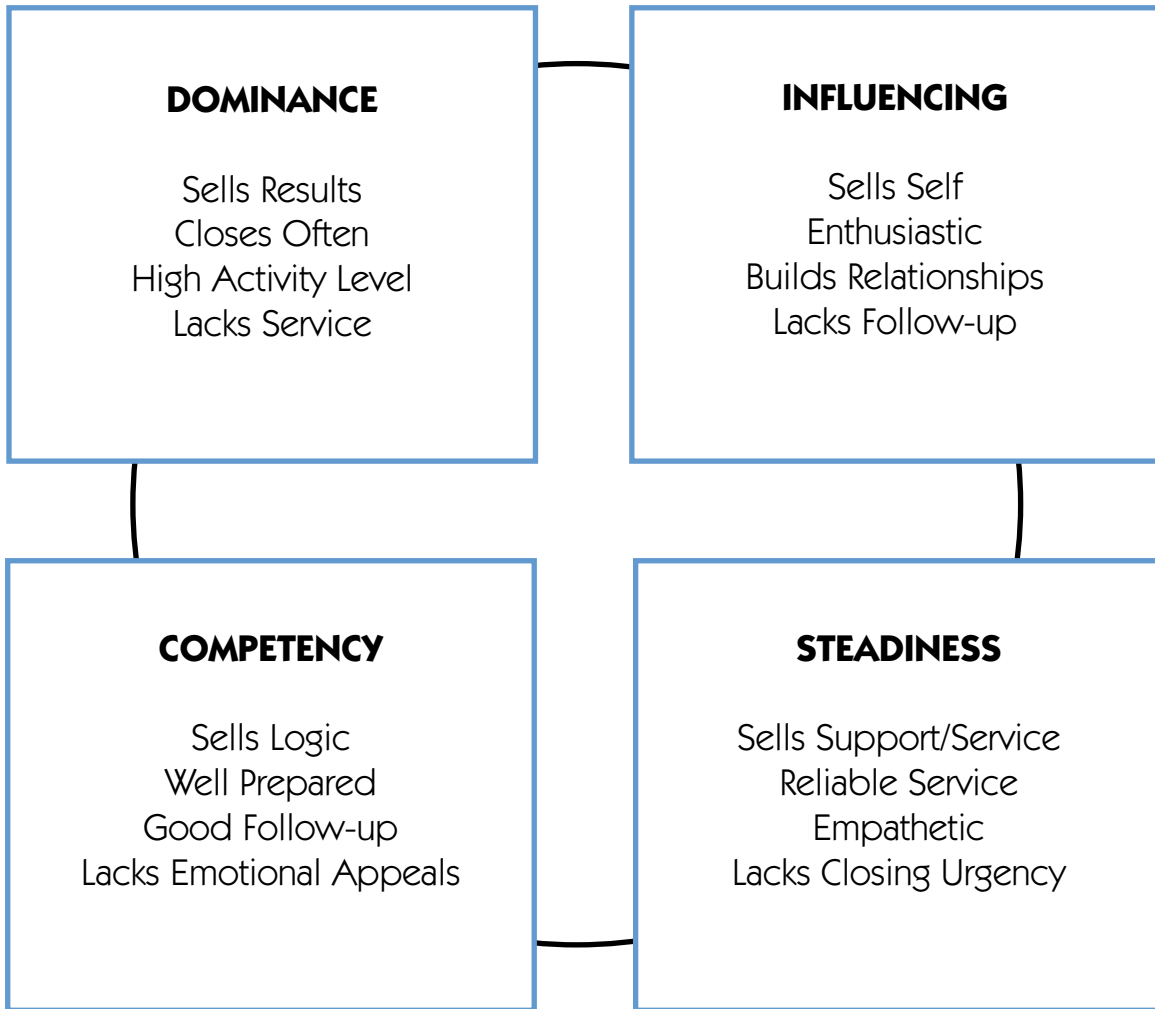
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# The Prospect

## SELLING TENDENCIES OF EACH STYLE



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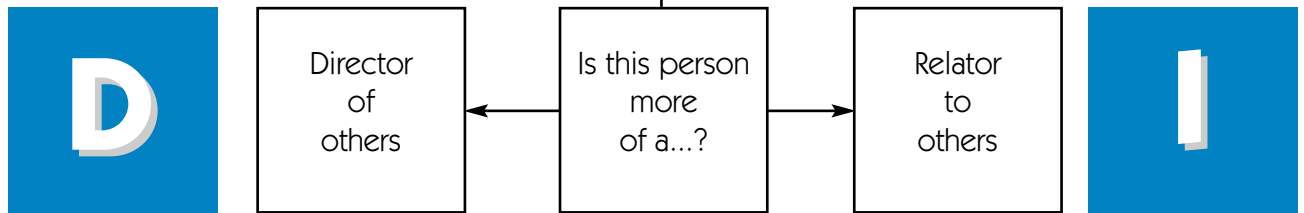
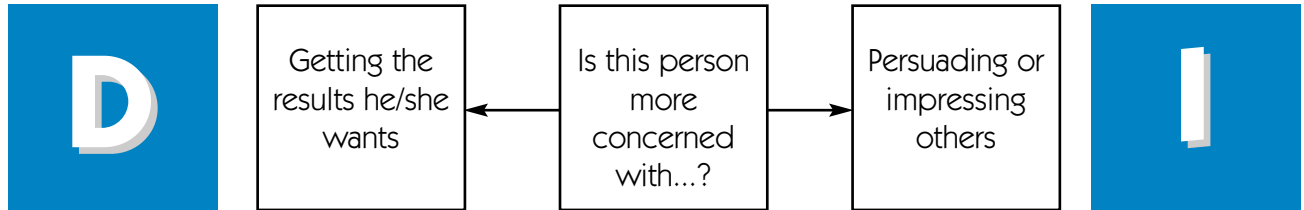
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# The Prospect

## DETERMINING ANOTHER'S STYLE

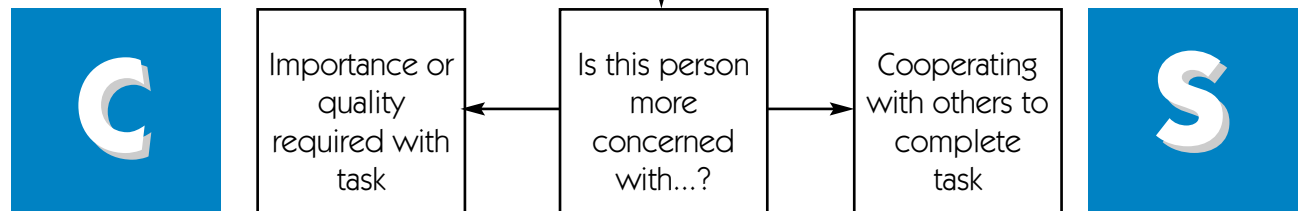
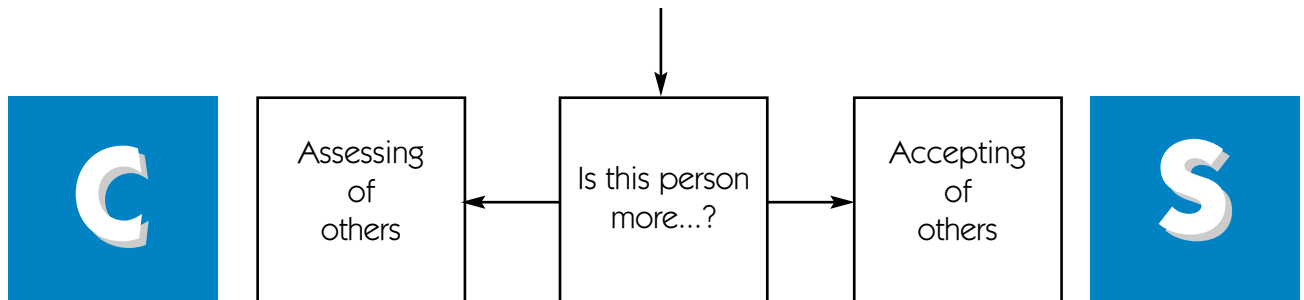
### OUTGOING



### TASK

### OBSERVED

### PEOPLE



### RESERVED

The Selling Difference



# The Prospect

## TYPES OF QUESTIONS AND STATEMENTS OF THE STYLES

**D**

- Can you prove your claims?
- How much does it cost?
- I want it now or not at all!
- When can I get it? When is it available?
- Have you ever sold anything before?

**I**

- What will my partners think?
- Your product is on sale?
- Sorry I'm late, I had another luncheon appointment.
- Let's discuss this over coffee. Where would you like to go?
- Would buying qualify me for a trip?

**S**

- Why did you change my salesperson?  
I was just getting used to her.
- Can I think about this and get back to you later?
- We like the way we are doing things now.
- I always buy from another supplier.
- What is your current price?
- How can I make sure I'm making the right decision?

**C**

- What is the warranty? Do you have it in writing?
- Will you be able to meet my exact requirements and specifications?
- We must follow the guidelines for this transaction.
- Do you have any literature you can leave so I can read/study it?
- How did you arrive at that decision?



*“Whether you think that  
you can, or that you can’t,  
you are usually right.”*

Henry Ford

**M O D U L E**

**4**  
The Sales Process

## The Sales Process

*Selling is a process, not an event! Sales people oftentimes experience frustration because they expect the end of the process while in the middle of the process. Guess what? Your prospects feel the same frustration as you. The reason is because prospects are also involved in the selling process. You must know where you are in the process as well as where the prospect is.*

### THE ZIGLAR SELLING SYSTEM PRINCIPLES:

1. Selling is a \_\_\_\_\_ not an \_\_\_\_\_.
2. You make more money \_\_\_\_\_ than you do by \_\_\_\_\_.
3. People do things for \_\_\_\_\_ not yours.
4. Know more about your \_\_\_\_\_ than you do about your \_\_\_\_\_!

### ***The objectives of this module are:***

- I.** To incorporate a systematic sales process to sell by design and not by chance.
- II.** To understand the need to develop yourself in all areas of the sales continuum.
- III.** To practice questioning techniques that assist in the closing process.
- IV.** To teach how to take action only after the client's real needs have been identified.
- V.** To identify the right system that will assist you in uncovering the needs of your clients.

# The Sales Process

## The Sales Continuum

<b>PROSPECTING</b>	Identifying the people and organizations who have the need for your products and/or services
<b>PREPARATION</b>	Gathering information to assist you in contacting and calling on the prospect; includes research, personal contact, and third party information
<b>PROCESS</b>	Identifying the real needs, issues and concerns of the prospect
<b>PRODUCT</b>	Understanding how your product and services benefit your prospect and interpreting the value to the prospect
<b>PROSPECT</b>	Building trust and rapport with the prospect
<b>PERSON</b>	Possessing the confidence in yourself and understanding your role as a problem solver

More sales are made in your car than are made in your customer's office.

More sales are made prior to your call than during your call because many sales professionals talk themselves out of a sale before administering a sound process that will give them a chance to succeed.

Preparation compensates for \_\_\_\_\_.

How much easier would selling be if our objectives were identified before every call? You would be responsive in your planning instead of reactive in your recovery.

# The Sales Process

## ACTIVITY:

What have you been feeding your mind? Take a moment and think about how you've fed your mind in the last 48 hours. If you watched television, think about the kind of programming you viewed. What messages came out of the different things you did? Look at the books you read, the people you spoke to, and the conversations you had for answers on what your input has been.

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# The Selling Difference

## THE SALES PROCESS

STEP	PURPOSE	HOW
<b>T</b> hink	Establish call objective	Gather information, analyze the situation, prepare for the sales opportunities
<b>R</b> elate	Build trust and rapport	Focus on the prospect
<b>U</b> ncover the Needs	Identify needs, issues and concerns	Ask appropriate questions
<b>S</b> ell the Solution	Present your recommendation	Interpret the benefits of your solution
<b>T</b> ake Action	Close the sale	Ask for the order

# The Sales Process

## I. THINK

*PURPOSE:* To establish call objectives

In the open spaces below, list the possible objectives for your sales calls:

1. Situation: This is the initial contact on this prospect. What are you trying to accomplish?

- 
- 
- 

2. Situation: This customer has ordered from your company, yet has not purchased in the past six months. This is the first time you have contacted him/her. What are you trying to accomplish?

- 
- 
- 

3. Situation: You are phoning your prospect with the intent of scheduling an appointment. What are you trying to accomplish?

- 
- 
- 

## II. RELATE

*PURPOSE:* To build trust and rapport

This step is a continuous process. You should relate to the prospect through the entire process. You are continually establishing, building and maintaining trust and rapport.

1. How has your company established trust in the marketplace?

- 
- 
- 

2. How do you establish trust and rapport?

- 
- 
-



# The Sales Process

## THE P.O.G.O. PROFILE

- P**erson                      Ask questions about the prospect.
- O**rganization              Ask questions about the organization, the department, and/or the family.
- G**oals                      Ask questions about the goals and objectives of the person and the organization.
- O**bstacles                      Ask questions about what must be overcome to reach the goals.

### Advantages of the P.O.G.O. Profile:

- Will assist you in the development of trust and rapport with the prospect.
- Will encourage the prospect to do most of the talking.
- You discover needs, issues, and concerns.
- You establish yourself as an interested professional.

### ACTIVITY:

What are some questions you can think of in each of the areas of the **P.O.G.O.** Profile for your customers?

- P**
- 
- 
- O**
- 
- 
- G**
- 
- 
- O**
- 
-

# The Sales Process

## Examples of questions you can ask your customer using the P.O.G.O. profile.

### PERSON:

1. How long have you been in this position?
2. What were you doing prior to this?
3. How long have you been with \_\_\_\_\_?
4. What do you enjoy most about your position? Least?

### ORGANIZATION:

1. How many people are employed here?
2. How much volume do you do from this location?
3. What type of product lines do you carry?
4. What do you like most about this present supplier? Least?
5. If you could change one thing about your present service, what would it be?

### GOALS:

1. What goals have you established for the coming year?
2. What steps are in place to attain those goals?

### OBSTACLES:

1. What stands in the way of achieving those goals?
2. What challenges are you facing?

# The Sales Process

## III . UNCOVER THE NEEDS

*PURPOSE:* To identify the real needs, issues and concerns

By focusing on the needs of the prospect (and doing this from the prospect's point of view), you discover the real problem(s). By gathering information, you become aware of the real needs. By verifying this information to the prospect, he/she becomes aware of the real needs.

Some of the ways to become aware of the real needs are:

- Product Knowledge
- Industry Knowledge
- Competitors Knowledge
- Application Knowledge
- Pricing Knowledge
- POGO Knowledge
- Prospect Knowledge
- Buying Criteria

### ACTIVITY:

What questions can you ask to confirm your awareness of the real needs?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

# The Sales Process

**When conveying feelings and attitudes, your effectiveness in communication is as follows:**

7% by your Words  
38% by your Tone of Voice  
55% with your Non-verbal Skills

“You make no commission on the sale you almost closed.”

- C** – Closed-ended questions: These should not be used. These are “mis-stated” open-ended questions.
- O** – Open-ended questions: These are the most valuable types of questions as they allow the prospect to express him/herself and give you the most information.

## **Examples: “What, Why, Who, Where, When.”**

- R** – Reflective questions: These give the salesperson a chance to “reflect” on a previous comment. They give the prospect a chance to expand or expound on a previous answer, i.e., “What do you mean by \_\_\_\_\_?” “How is that impacting your business?”
- D** – Direct agreement questions: These questions are asked in order to get direct agreement from the prospect. These are “yes/no” answer-type questions, but you know the answer before you ask them, i.e., “This is the type of service you want, isn’t it?”

# The Sales Process

## ACTIVITY:

In the space provided below, write questions that will assist you in uncovering the needs, issues and concerns of your prospect.

Looking at your own product and/or service, list the different questions you could ask your prospect in each of the following types of questions:

Open-ended questions:

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Reflective questions:

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Direct agreement questions:

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## The Sales Process

*The “light bulb” must become fully illuminated in the mind of the prospect for him/her to willingly change. In order for that to happen, the person must be upset with the current situation. Then, and only then, will that person take action. The natural law of “homeostasis” states that an organism stays in perfect balance until and unless acted upon by an outside force. The outside force causes the status quo to be disrupted, and forces the organism to get out of balance. The same is true for our prospects. Prospects rarely take action until and unless they are out of balance.*

### **The prospect becomes aware of the real needs when you :**

Ask the difficult questions:

- “How satisfied are you with your present situation?”
- “Are you dissatisfied enough to take action today?”

Verify the needs and concerns:

- “How beneficial would it be if you could correct the present situation?”

Agree that there is an interest in changing or improving their present situation:

- “You are interested in improving that aspect of your business, aren’t you?”

Ask the most important question there is:

- “If you could increase your coverage and decrease your costs, what would be the benefit to you?”

## The Sales Process

### IV: SELL THE SOLUTION

*PURPOSE:* To solve the prospect's problems

Once you have identified the real needs, issues, and concerns, you must present your solution. This solution, and the presentation of this solution, must be done from the prospect's point of view.

The way to introduce a solution is:

- Lead with \_\_\_\_\_, not with \_\_\_\_\_/\_\_\_\_\_
- Present the \_\_\_\_\_
- Personalize the \_\_\_\_\_
- State the benefits of your \_\_\_\_\_/\_\_\_\_\_

The value of your solution comes in the form of its

#### **FEATURES, FUNCTIONS AND BENEFITS:**

- **FEATURE:** A trait or characteristic of your product
- **FUNCTION:** The act the feature performs for the user
- **BENEFIT:** The advantage in using the feature and function

### V: TAKE ACTION - Close the Sale

*PURPOSE:* To ask for the order

Closing techniques are covered in Module 5.







*“Run your day by the clock  
and your life with  
a vision.”*

*Zig Ziglar*

**M O D U L E**

Closes, Closes, Closes

5

## Closes, Closes, Closes

*Some “wit” once said that we miss 100 percent of the sales we don’t ask for. Remember, as a persuader, whether you are a doctor, dentist or computer sales professional, in most cases the prospect really does want to say yes, particularly if you are pleasant, professional, and at least reasonably friendly.*

In an interview of salespeople by Dr. Herb True of Notre Dame the following was revealed:

46% of sales people ask for the order once and then quit

24% ask for the order twice before giving up

14% ask for the order three times before quitting, and

12% ask for the order four times before throwing in the towel.

This means that 96% of all salespeople quit after asking for the order four times.

Research also shows that 60% of all sales are made after the fifth attempt. Since we know that 96% of the sales people ask for the order only four times, it means that 4% of the salespeople are making 60% of the sales and corresponding commissions.

*From Ziglar on Selling. Oliver Nelson 1991*

### ***The objectives of this module are:***

- I. To understand the closing process.
- II. To learn persuasion techniques that work.
- III. To utilize proven closing techniques and adapt them to your own selling style.
- IV. To understand objection handling by breaking the objection down into something manageable.
- V. To incorporate a closing methodology into your sales cycle.

# Closes, Closes, Closes

## THE JOHN NEVIN STORY

*John Nevin was an encyclopedia salesperson in Australia. Zig Ziglar narrates the call he made on an elderly couple to sell them encyclopedias in the audio portion of this program. Some of the closing techniques used by John Nevin have been highlighted here as learning points:*

- He was patient with the couple in spite of their accent; he did not get frustrated.
- He explained everything in the form of benefits to their child, who was the real prospect.
- He built trust and confidence in his sales process by spending the time required to make a relationship that would produce a sale.
- John Nevin believed in the product he was selling and was confident of the benefits his product would deliver to his prospects.

The better word for persistence is \_\_\_\_\_.

In closing the sale you must never pre-judge a \_\_\_\_\_.

We need to use the reason why people \_\_\_\_\_ buy as the reason why they \_\_\_\_\_ buy.

Whatever the \_\_\_\_\_, in most cases you can find a reason within that objection for the prospect to \_\_\_\_\_.

## ACTIVITY:

If you haven't already done so, stock your automobile with positive, instructional and inspirational audio tapes/CD's. Determine that you want to learn to become a better closer (Sales, Marketing, Management, Cross-Cultural Awareness, Financial Strategies). Whatever your goal, it's probably on audio tape/CD. Invest in them and enroll in Automobile University. By doing so you'll re-enforce the techniques that will take you to the next level of your sales success.

# Closes, Closes, Closes

## JEAN ZIGLAR BUYS A HOUSE

- In describing your product make sure all the \_\_\_\_\_ of your product are \_\_\_\_\_ to your prospect.
- Don't \_\_\_\_\_ what your prospect has already agreed in principle to buy.
- Your best prospects will always be difficult to get to because they are afraid you are going to \_\_\_\_\_ them to buy something they already know they want. Work with these people the hardest and your rewards will be plentiful.
- THE 1902 CLOSE – Frederick Sheldon. Take the price and reduce it down to the \_\_\_\_\_.
- Stack all your benefits into the difference between what is already agreed on and what the real price is.

Use voice inflections to your advantage in the closing stage of the sales process. The best way to overcome an objection using voice inflection is by restating the objection in a lower voice. (Play this part over and observe how Zig Ziglar uses his voice inflection techniques to address the price objection.)

Price is a one-time thing where cost is ongoing. Ensure that your prospects understand the difference between price and cost when addressing the price objection.

# Closes, Closes, Closes

## THE SEVEN PRINCIPLES OF CLOSING

### 1. Expectation

Before you make a sale, you have to expect to make the sale. An attitude of belief in your heart that you are qualified and capable to make the sale will go a long way in actually closing the sale.

### 2. Reception

The way you greet your prospect is an integral part of the closing process. This reception stage requires you to be prepared with the background knowledge of your prospect.

### 3. Information

Knowledge about your prospect's past buying habits and future wants and needs will assist this phase. Here you need to gather the information required to assist you in the closing process. Utilizing the POGO formula (shown on pages 34 and 35 of this manual) will give you the step-by-step assistance you need to have the information in place that will make your prospect appreciate your efforts to know him/her better.

### 4. Education

The sales process starts when the prospect has a need. It gets to the drawing board when you understand what the real need is and begin to formulate the solution. The closing process begins when you educate your prospects on the benefits your solution will provide. This education is vital to the success of the closing process.

### 5. Inducement

A person who cannot ask for the order is referred to as a "professional visitor." Various questioning techniques are usually utilized to determine the true need. Hidden objections are uncovered in this stage and real objections are unmasked. In the inducement stage of selling, the prospect is made aware of the salesperson's intention to sell him/her something.

### 6. Assurance

A long-term relationship with a prospect is made when the salesperson assures the prospect that the right decision has been made. This assurance eliminates buyer's remorse and paves the way for a good and lasting relationship.

### 7. Relationship

In the 21st Century a sale is not deemed a success unless the prospect is so satisfied with his/her decision that they tell their business acquaintances and those acquaintances in turn become prospects and eventually customers. This makes building a relationship with a prospect the lifeline for future business.

## Closes, Closes, Closes

### ACTIVITY:

Look up the definition of the word “professional.” Based on the definition, would you describe yourself as a “sales professional”? As a “sales professional,” how successful are you in the closing process? What is your ratio of effectiveness between presentations made and sales closed? Take some time now to reflect on the answers to these questions.

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*“You cannot escape the  
responsibility of tomorrow  
by evading it today.”*

Abraham Lincoln

**M O D U L E**

Overcoming Objections

6

## Overcoming Objections

- 1) Selling is something you do *for* customers, not something you do *to* them.
- 2) Objections may occur AT ANY POINT in the Selling Process.
- 3) You should ANTICIPATE objections and PREPARE for them.  
“The Law of Six” states you will receive approximately six objections with every presentation. Your challenge is to prepare for them.
- 4) A prospect will make a new decision when he/she is presented with NEW INFORMATION.
- 5) You must QUESTION the objection so you can clearly UNDERSTAND the reason and IDENTIFY what the prospect is really saying.
- 6) Once you have clearly understood and identified the objection, you must EMPATHIZE with the prospect.
- 7) You only want to deal with the TRUE objection. Therefore, you must TEST the objection in order to determine if it is valid or invalid.
- 8) You must provide EVIDENCE in overcoming objections.
- 9) Once you overcome the objection, you should gain agreement that the objection has been satisfactorily answered and continue with the sales process.

### ***The objectives of this module are:***

- I. To understand the nature of objections.
- II. To incorporate an objection handling process into your sales methodology.
- III. To learn the art of listening for the real objection and testing the objections before trying to close.
- IV. To understand the difference between empathy and sympathy in the closing process.
- V. To acknowledge that objections are a sales professional’s best friend.

# Overcoming Objections

## THE L.Q.E.T. FORMULA

<b>L</b>	Listen for Intent and Content
<b>Q</b>	Question the Stated Objection
<b>E</b>	Empathize with the Prospect
<b>T</b>	Test the Validity of the Objection

### Use the “Suppose Test” to test the objection:

- “Suppose that condition did not exist, would we have a basis for doing business?”

If the answer is ‘no’ –maybe there are additional objections. Keep questioning to get all objections on the table.

### True objections are either:

- Misunderstandings...you must clarify.
- Disadvantages...you must admit them and outweigh with benefits.

## Overcoming Objections

### Overcome Objections with Evidence.

- The first step in the objection handling process is to **Listen** and listen. Listen for intent and content of the stated objection.
- The next step is to **Question** the objection.
  - Identify and understand the real concern.
  - Ask questions to establish validity of the real concern.
  - Do not address invalid concerns.
  - This process might take a single question or more than another question in some cases.

For example, the customer may say, *“It is more than we intended to pay.”* Your question may be: *“How much did you intend to pay?”* His answer gives you valuable information.

Other questions you can ask include:

*“So, what you are saying is you don’t see the benefits of this model?”*  
or *“What’s your concern with the color/size/payment plan?”*

Once you understand the objection, you should **Empathize** with the customer.

- The purpose of this step is to show that you are genuinely concerned for the customer.
  - Empathy simply means you care about the other person and you understand how he/she feels.
  - You don’t have to agree with a person to be concerned with his/her point of view.
  - If a customer says your price is too high, you should not agree with him/her, but be concerned enough to demonstrate the value of your product.

# Overcoming Objections

**Sample empathy statements may be as follows:**

*“Oh, I understand how you feel.”*

*“Yes, I hear what you are saying.”*

*“I appreciate your point of view.”*

*“I see what you’re talking about.”*

You can use the Feel, Felt, and Found formula here if you wish.

*“Mr. Prospect, I know how you feel. Others have felt the same way. Here’s what they found by using our product.”*

Once you have empathized with the prospect it is time to **Test** the objection.

**Determine if it is a true or false objection by testing the objection.**

- Ask additional questions to make sure the customer’s objection is valid.
- If the objection is determined to be true, answer it.
- If the objection is false, ask more questions in order to identify the valid objection.

**To test an objection you may want to ask:**

*“So your only concern is whether it will fit in the location you have in mind?”*

*“If we can get past that, can we write up the order?”*

*“If I can answer that to your satisfaction, can we place it on order for you today?”*

Don’t be afraid to ask questions. If the questioning technique is genuine, the customer will give you the true objections. You only want to deal with true objections. You don’t want to waste your time or your customer’s time on invalid concerns. It is essential that you test the objection.



## Overcoming Objections

### EXAMPLE OF THE L.Q.E.T. FORMULA APPLIED

**Customer:** “It’s not in our budget.”

**Sales Rep:** “So, Mr. Johnson, you agree to the value of our service, but this type of advertising is not in your current budget. Is that what you are saying?”

**Customer:** “Yeah, that’s it.”

**Sales Rep:** “I understand. Let me ask you this. Suppose you realized that our offering was more valuable to you than what you were currently using? Could you find the money?”

**Customer:** “Well, I suppose I could. But you would have to prove it to me.”

**Sales Rep:** “Good. Mr. Johnson, I sincerely believe our product can out-perform what you are currently using. I just need to show you the evidence so you can convince yourself. What type of evidence do you need to see?”

*(Remember, in this case the customer believes in spending money on advertising. He just hasn’t been convinced that you are the best product to meet his needs. You must prove that you are!!! The sales representative now has to prove his claims by presenting evidence that will satisfy the customer. This may be in the form of client testimonial letters, it could be your demographics, or any other support you can provide.)*

# Overcoming Objections

## ACTIVITY:

Sales success is dependent on an individual excelling in all areas of the sales continuum. You might be strong in some areas and weak in others. Identify those areas where you are weak and then put a plan in place to become strong in those areas. Zig Ziglar says that success is the maximum utilization of the ability you have.

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*“Money will buy all kinds of things for my family, but it won't buy their love.”*

*Zig Ziglar*

**M O D U L E**

**7**

Technology and Cross-Cultural Selling

## Technology and Cross-Cultural Selling

*Technological advances in the last decade have changed the sales landscape forever. Today, devices that increase productivity are found everywhere. Most sales professionals use one or more of these efficiency-enhancing devices, from Palm Pilots that allow you to record valuable contact information and important events and dates, to mobile laptops and cell phones that keep you on the go. The life of today's sales professional is forever different.*

The key element is to learn about the devices before obtaining one. Make sure the technology fits your needs.

### **The objectives of this module are:**

- I. To gain a broader understanding of the changing technologies and their impact on selling.
- II. To identify the automation resources that would benefit your sales team.
- III. To define the nature of your technology needs and find the gadgets and devices that would best serve you.
- IV. To learn more about the cultural changes in the world and how to deal with them more effectively.
- V. To learn cultural awareness in an increasingly global marketplace.

# Technology and Cross-Cultural Selling

## Sales Force Automation

Sales force automation is becoming more and more essential in conducting your sales activities. There are plenty of choices available to you and to your company. In this area you, as a sales professional, and the rest of your sales team, need to give more input to management when determining the best products to fit your needs.

Once the system is installed, the key is to get to know your system. Make friends with your technology. Ensure that you and your colleagues receive adequate training on the system when it is installed. The value---the benefit---the advantage to you is you will become more productive, your customers will receive better service, and you will make more money.

## The Internet

The Internet has become a vast resource of information and knowledge, but surfing aimlessly to find usable information has become almost counter-productive. Be specific in searching for information.

Some search engines are better than others in the information retrieval process. Find the one that best suits you and personalize it as your start page. The opportunity to have customized updates with changes in your industry limits the need to do comprehensive searches all the time. Narrowing down your fields of operation can make the Internet a vital part of your sales success.

## Voice Mail

When leaving voice mails, be succinct in your message. The length and content of your message should be based on the style of your prospect. If your prospect is a highly dominant individual, your messages should be short and concise. Use the communication strategies for each style as a refresher in determining the course of action for each specific style. Refer to page 23 of this workbook to get more information on style-flexibility communication.

## Technology and Cross-Cultural Selling

- ❑ **Mobile phones** - Considered road hazards, mobile phones are extremely useful when used properly. Problems like finding the location of a prospect when an address seems confusing, or informing your next appointment that you are stuck in traffic, are easily overcome with a mobile communication device. Technology has made mobile communication very affordable.
- ❑ **Palm Pilots** - With sophisticated software and inter-connectivity options, the new wave of Palm Pilots allow you to be functional and productive anywhere you want to be. The ability to finish an expense report on the road using a hand-held device and the option of printing it as soon as you arrive in the office now give you extra productivity.
- ❑ **Messages** - Whenever possible, use a voice other than your own as the message on your answering devices. Use this option to give a feeling of professionalism to your prospects and customers. If you like the way you sound and are comfortable with your own messaging capability, by all means use it to your advantage. Don't leave funny and ridiculous messages in an attempt to sound cute. This could be a turn-off for some prospects.

### ACTIVITY:

What technology solutions have you put in place to enhance your sales productivity?

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# Technology and Cross-Cultural Selling

## E-MAIL ETIQUETTE

1. State Your Topic	<ul style="list-style-type: none"><li>• Fill the topic line</li><li>• Flag it with a title that describes the topic you're addressing</li><li>• Write "Urgent" for quicker response</li></ul>
2. Be Brief	<ul style="list-style-type: none"><li>• Remember the 'KISS Principle' – Keep It Simple Salesperson</li></ul>
3. Style Counts	<ul style="list-style-type: none"><li>• Use bulleted phrases</li><li>• Use numbered lists</li><li>• Use separated paragraphs</li></ul>
4. Identify Yourself	<ul style="list-style-type: none"><li>• Create a standard signature</li><li>• Include your full name, title, phone number and any other pertinent information</li><li>• Include tag line or motto, if applicable</li></ul>
5. Answer Promptly	<ul style="list-style-type: none"><li>• Be consistent with your responses so recipients will know what to expect</li></ul>
6. Be Careful What You Say	<ul style="list-style-type: none"><li>• Remember what you write is permanent</li><li>• It can be read to/by others</li><li>• Never write anything in an e-mail that you would not want in your local paper</li></ul>
7. Delete Frequently	<ul style="list-style-type: none"><li>• Keep a clean mailbox</li><li>• Create folders to organize your e-mails</li></ul>
8. Manage Your CC's	<ul style="list-style-type: none"><li>• Only request CC's when absolutely necessary</li><li>• If you receive CC's, read them and file or delete immediately</li></ul>
9. Don't Send Chain Letters	<ul style="list-style-type: none"><li>• But you already know that</li></ul>
10. Don't Use E-Mail	<ul style="list-style-type: none"><li>• E-mail is quick and easy but cannot replace the personal touch</li></ul>

# Technology and Cross-Cultural Selling

## CROSS-CULTURAL SELLING

Most sales professionals in the 21st Century have heard the term “global marketplace.” The term means more than just the opportunity to sell your products and services in more than one country. It means that for the very first time we truly live in a world that has no borders.

Concepts of time and distance have been erased because of technology that allows \_\_\_\_\_ and \_\_\_\_\_ to world markets.

For the very first time, sales professionals all over the world have the opportunity to sell in a \_\_\_\_\_ hour cycle because somewhere in the world a market is open to do business with you. This opens up the need to study and understand how to do business globally.

The country you live in probably has a \_\_\_\_\_ and \_\_\_\_\_ ethnic mix today than it did twenty-five years ago.

Learning specifics that will allow you to sell more effectively to people of all cultures is essential to your success in these changing times.

The first lesson in speaking over the telephone is to remember that speaking slowly and loudly does not change anything. If you use English as the primary means of communication, then regardless of your \_\_\_\_\_ and \_\_\_\_\_, you are still speaking English. If your prospect does not understand the language, the pace and volume will not make it any easier - just annoying.

## Technology and Cross-Cultural Selling

We have heard Zig say that people \_\_\_\_\_ for their reasons, not yours, and that selling is a \_\_\_\_\_ . Using those two principles, retain your focus on \_\_\_\_\_ . Regardless of where people \_\_\_\_\_, they will \_\_\_\_\_ for \_\_\_\_\_ and not yours.

Currency conversion rates are a huge part of cross-cultural selling. The US dollar is superior to all currencies in the world except the British pound and is on par with the Euro. This means that something on sale in the US might still be more than the per-capita monthly income of half the population in the country where you are selling. Be sensitive to these situations.

Different cultures stack \_\_\_\_\_ and \_\_\_\_\_ differently. In Taiwan, money spent on products and services like self-help materials and personal-growth materials is compared to how much clothing could have been purchased with the same amount. In Hungary the comparison could be to shoes. In Russia, food. In India, rent for a dwelling. The important thing to understand is that each culture has its own foundation, and selling cross-culturally needs to focus on the root of the culture you are entering and not mainly on the fruit of owning the product or service you are selling.

Cross-cultural awareness requires tolerance of norms and customs of other cultures. Some cultures are trained not to make eye contact. In Western thinking, this signifies lack of \_\_\_\_\_. In Eastern protocol, this behavior is a sign of \_\_\_\_\_. If making eye contact with you is a vital part of your sales success, then learning more about Eastern tradition is in order so you can find other ways to gain trust.

## Technology and Cross-Cultural Selling

\_\_\_\_\_ is a vital ingredient in many of the cultures of this world. Your effectiveness in proving your \_\_\_\_\_ to one prospect now allows you to offer your products and services to everyone that prospect trusts. This \_\_\_\_\_ will make you more wanted and needed amongst some of the communities that seem closed-minded and blockaded to traditional salespeople.

Studying about other cultures and ethnic groups is a key to success in the sales process of the 21st Century. This is more than polite conversation that includes one or more stereotypes that offend people more than they should. Telling a person from India that you really admire Gandhi is a futile attempt at making conversation unless you have studied the history of India and Gandhi's role from his birth until his assassination. The same goes with people from any culture. Taking a \_\_\_\_\_ of their culture and making it an \_\_\_\_\_ in most cases does more harm than good. The key in such conversation is asking yourself if you would appreciate such communication if the roles were reversed.

\_\_\_\_\_ and \_\_\_\_\_ communication methods also change when dealing cross-culturally. Respect for age differences and a person's position within the hierarchy of his/her organization is a vital ingredient to your overall understanding of the Asian markets. The only arena where a first name is used without a title or designation is in the United States. In most other cultures, the title "Sir," "Mr." or "Dr." would certainly precede the using of someone's name. This violation is probably more common than any other cross-cultural transgression.

Most other cultures operating in the United States are overwhelmed with gratitude for the privilege and honor of working here. Cultures that are serious about progress seek out the United States as a trading partner.





*“It is amazing what you can accomplish if you do not care who gets the credit.”*

Harry S. Truman

**M O D U L E**

How To Stay Motivated

A large, stylized blue number '8' is centered on the page, overlapping the text 'How To Stay Motivated'.



# How To Stay Motivated

## **The four questions to ask yourself:**

1. Do you believe there is something you can specifically do in the next three weeks that will make your personal life, family life, and business life worse? *Yes/No*
2. Do you believe there is something you can specifically do in those same three weeks to make your personal life, family life, and business life all better? *Yes/No*
3. Do you believe the choice is yours? *Yes/No*
4. Do you believe every choice has an end result? *Yes/No*

As a result of the above questioning technique, what you just admitted to is that the future can be better or worse and the choice is yours. This is profound, in that as sales professionals you have admitted you are not victims of circumstances.

## **The objectives of this module are:**

- I. To learn the foundation of motivation.
- II. To identify and isolate the qualities needed for you to be successful.
- III. To differentiate between the things money can buy and the things money can't buy.
- IV. To realize that character does count and that everything is not relative as popularly believed.
- V. To learn how to change from a negative thinking person to a positive thinking person by changing your input from negative to positive.

# How To Stay Motivated

## THE QUALITIES OF SUCCESS:

Honest	Gratitude	Passion
Intelligent	Teachable	Convictions
Goals	Manners	Encourager
Organized	Dependable	Vision
Responsible	Pride	Faith
Commitment	Diligent	Wisdom
Punctual	Thrifty	Courage
Self-starter	Resourceful	Confident
Optimistic	Extra-miler	Humble
Enthusiastic	Sober	S/H Worker
Motivated	Loyal	Authoritative
Decisive	Respectful	Self-control
Focused	Caring	Fair
Disciplined	Affectionate	Communicator
Persistent	Supportive	Consistent
P.M.A.	Sincere	Creative
Team Player	Attentive	Knowledgeable
Energetic	Personable	Humor
Competent	Open-minded	Good Listener
Self-image	Good-finder	Teacher
Common Sense	Educated	Integrity
Momentum	Experience	Training
Hope	Love	Passion

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When you decide to change, everything changes.

“Though no one can go back and make a brand new start, anyone can start from now and make a brand new ending.” *Carl Bard*

The key to motivation being a part of your daily arsenal is the understanding that you can make \_\_\_\_\_ changes in \_\_\_\_\_ steps.

\_\_\_\_\_ is the foundational quality of all change.

## How To Stay Motivated

Everybody wants more of the things that \_\_\_\_\_ will buy and all of the things that \_\_\_\_\_ won't buy.

Money will buy you a house, not a \_\_\_\_\_.

Money will buy you a bed, never a \_\_\_\_\_.

Money will buy you a companion, never a \_\_\_\_\_.

Money will buy you a good time, never \_\_\_\_\_.

We can either let our past \_\_\_\_\_ us or we can let our past \_\_\_\_\_ us.

### THE BIRMINGHAM LADY

1. She changed her input from negative to positive
2. Became a good finder in herself and others
3. Changed her self-talk from negative to positive

“In order to be the winner you were born to be, you have to plan to win, prepare to win, and only then can you legitimately expect to win.”

–Zig Ziglar

Balance is the \_\_\_\_\_.

In the profession of selling you will get knocked down, but with stored motivation you can get back up.

The key to success is to keep on pumping.

# How To Stay Motivated

## **ACTIVITY:**

What can you do in the next three weeks to make your personal life, family life, and business life better? Under the headings below, decide what you will do and when you will do it. The winner inside you will be glad you made these choices.

### **PERSONAL LIFE:**

What you will do.

When you will do it.

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### **FAMILY LIFE:**

What you will do.

When you will do it.

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### **BUSINESS LIFE:**

What you will do.

When you will do it.

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# How To Stay Motivated

## Notes

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