

PROFESSIONAL SELLING SKILLS



developed by Dr Lawrence Walter Ng



...street smart approach

THE **7 STEP** SALES STRATEGY

Step 1 the **CONNECTION**

Step 2 the **INTERVIEW**

Step 3 **AGREEMENT** on **NEED**

Step 4 promote the **COMPANY**

Step 5 promote the **SOLUTION** to fill **NEED**

Step 6A **ACTION + COMMITMENT**
Step 6B **CLOSING** strategy

Step 7 pour **CEMENT**



STEP 1 THE CONNECTION

- establishing rapport with the customer

*“Hello Mr Investor, I’m Siti Nurhaliza from Public Mutual.
May I have a seat ?*

*“As I mentioned over the phone the other
day, my investor / friend / etc from ABC Co.
spoke very highly of you & recommended
me to see you regarding our exciting /
interesting product / services.*

**NO rapport
NO right to sell**



STEP 2 THE INTERVIEW

- qualifying the prospect investor.
- finding the right person to sell to.
- question on “want / need” – create ENVIRONMENT on “want / need”.



“...for me to do an excellent presentation, I need to ask you a few question. Is that ok ?”

- if prospects said “NO” at step 2 – go back to step 1
eg. “no time”, “not interested”.
- FACT finding Q ?
- FEELING finding Q ?

**People buy on EMOTION
and
LOGIC makes them stay
as Customer / investor**

6 Motivation BUYING BUTTONS

- Pride Ownership
- Desire of Gain
- Fear of Loss
- Comfort & Convenience
- Security & Protection
- Satisfaction of Emotions

STEP 3 AGREEMENT ON NEED

- summary of information received.
- ensure you and prospect (investors) are THINKING ALIKE.

If I do this RIGHT

75% of the
Sale is done

*“...as I **understand it**, you are looking for an investment that will(% return)
Is that correct ?”*

“understand it”
summarize
at least 3 needs

listen & understand



summarize



Can HELP

STEP 4 PROMOTE THE COMPANY

- to satisfy the buying decision (buttons) in the mind of prospect investor before he hears my solution.

Do not

ASS_U_ME

I need to update him
on latest information

Use my interesting

VISUAL AIDS

“...Thank you. Let me show you some exciting/interesting aspects of my company”



- Focus on things that PMB is different or better than the competitor.
eg.
AWARDS – as shown in RED pamphlet
BEST fund manager in Asia – blue pamphlet (Failaka)
NAV size (largest) - billboards
INVESTORS more than 1,000,000 accounts
CONSISTENT strong performance - QFR

STEP 5 PROMOTE THE SOLUTION TO FILL THE NEED

- to describe benefits not only features & link to 6 motivation buying buttons.
- Remember to explain the **Intangibles** in the tangibles.

“...Good ! There are several important benefits (eg. diversification, mutual gold, insurance) that I would like to show you about our fund (product).....”

*“Do you have any questions ?”
(check for uncertainties, fears, doubts or possible rejection feelings)*

Use
**VISUAL AIDS
& VISUAL WORDS**

STEP 6A ACTION + COMMITMENT

- to test the readiness of the prospect investor to invest.

“If I could (actions you will take to complete documentation)....”

Prepare forms and documents to invest.

**CLOSE
CLOSE
CLOSE**

Ask for the ORDER

**Standard responds / challenge.
How do you respond to :**

“Let me think about it”

“I need to discuss with my wife / husband first”

“We are happy with our current investment / agent”

“I don’t have the \$\$\$ to invest”

“I don’t believe in UT”

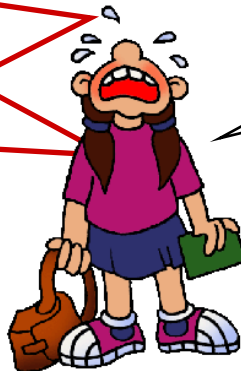


STEP 6B 2ND CLOSING

- to acknowledge any objection and go the final close.

Good close...but
I love to say "NO"
& see what happens
Convince him AGAIN!

Is this
a REAL objection
or just a statement ?
...RELAX



"I understand..."

"I see your point of view..."

"I appreciate..."

Neutralizing statement to maintain rapport –
do the VERBAL TAI CHI

Close again ...

*"If we could ,
can you think of any reasons why
we shouldn't"*

STEP 6C 3RD CLOSING



- to uncover a hidden fear, answer it and close again.
- Second objection – must uncover REAL OBJECTION & provide solution.

Be CREATIVE...
Use HUMOUR...
do something different...
BREAK the pattern
Close again !

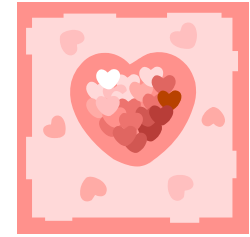
“We talked about a lot of things you liked, including..... , , &

There must be something you don't like. Would you mind telling me what it is ?

**ASK me...Give me
a STRONGER solution !**



STEP 7 POUR CEMENT



- show investor that I want a long-term relationship.
- give investor assurance of company backup, names of other people he can call for service.

THANK him 2x / 3x
NOW and a
TQ card (sms) later...

“Mr Investor, I assure you of”
“I appreciate you for taking the time to”
“When I get back to office, I will”
CONGRATULATE him on his wise decision.

Don't forget
ASK for REFERRALS !!!



HANDLING OBJECTIONS

- instead of becoming frustrated with clients' negative feedbacks and objections, LEARN from them to increase your sales.
- AVOID head-to-head attack



Objection is an
OPORTUNITY

VERBAL TAI-CHI

- Gentle way & powerful
- Protecting relationship, building trust & confidence before suggesting ideas in persuasive manner.

THE VERBAL TAICHI

ALIGN

REDIRECT

- Once client show sign of being confuse, uninterested and gives negative feedback....Start to ALIGN with their statement.

“I understand why you felt that way...”

“I agree...and...”

“I appreciate your view...”

“That’s interesting...and if...”

“Perhaps what you’re feeling is right...”

“If I were you, I would feel the same...”

Use the right words

- By repeating their objection statement.
- Speak with your heart to earn trust and influence them with “fact” and testimonials of your satisfied clients.

THANK YOU



Happy selling !