Winning more customers: Converting leads to sales

With Dr Dayle Childs and Anderson Hirst

Help us help you!

Please answer these 7 simple questions that helps us to make the next hour more valuable for you!

About your hosts…



Anderson Hirst

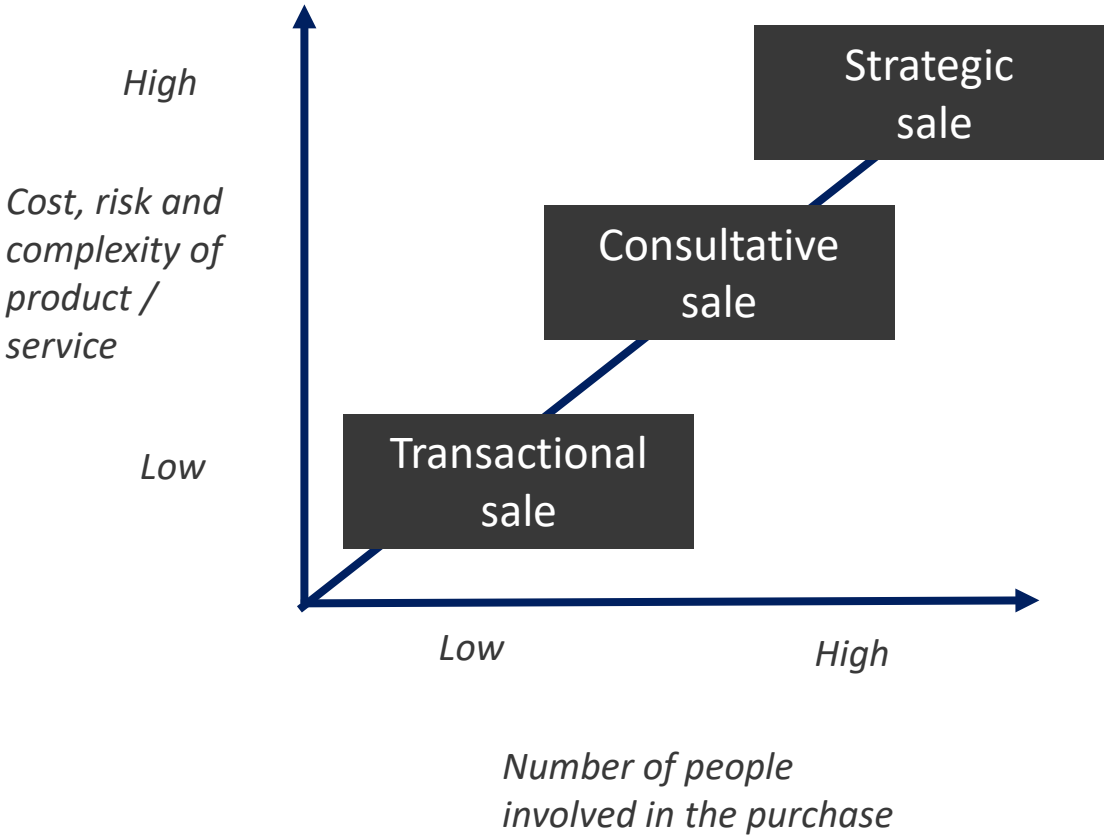
Author of "*Sales Management for Start-ups & SMEs*", Anderson helps organisations develop strong sales capabilities. He has worked with over 300 clients in his consulting career.



Dr Dayle Childs

Senior lecturer in Sales & Marketing with 3 years Sales experience. He is an award-winning sales researcher and the co-director of the Help To Grow programme at Bournemouth University

Different types of sale

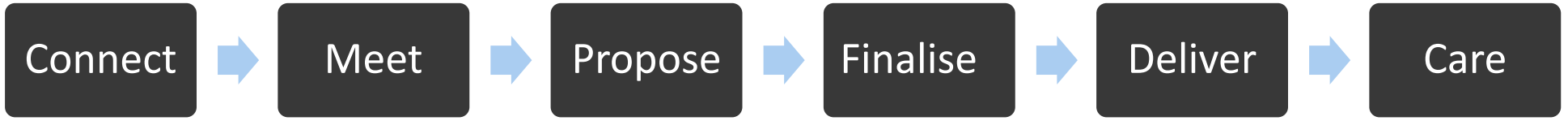


Sales process examples

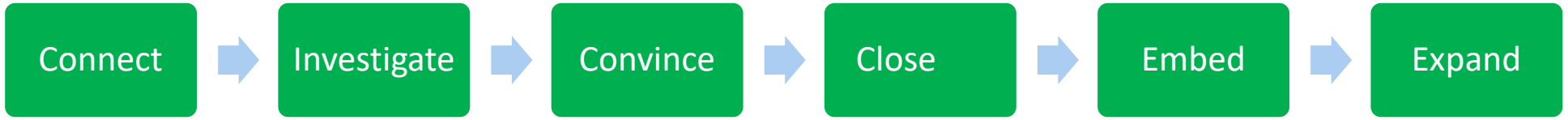
Transactional *(e.g., Gold Bullion)*



Consultive *(e.g., PE services to schools)*



Strategic *(e.g.,* Software Solutions to Car Dealerships*)*



What can we prepare for a sales meeting?

Key facts of your customer
from website, blog, AI
(Strategy, customers, structure, competitors)

Credibility Building Assets
Examples of your work /
Your personal professional experience / USPs

Concerns / Objections
What concerns / obstacles could you reasonably expect? How will you respond?

Questions to ask
What do you want / need to know?
How to lead the meeting?

Commitment
What is the next step you can ask for?
What is valuable for a customer?

We Always Influence!
What details do you need to manage to ensure an excellent experience?

Typical Discovery Questions



"What challenges are you facing with your hearing?"
"Which situations would you like to improve the most?"
"How is your hearing in noisy restaurants?"



"What is your annual mileage typically on your tractor units?"
"How are you find recruitment and retention these days?"
"Have you considered electric trucks?"



"What type of accounting services are you looking for?"
"How have you managed annual accounts & VAT so far?"
"What kind of financial challenges does your business face?

Quick practice



Imagine you are a PT (Physical Trainer)

I have said I am interested in working with a PT.

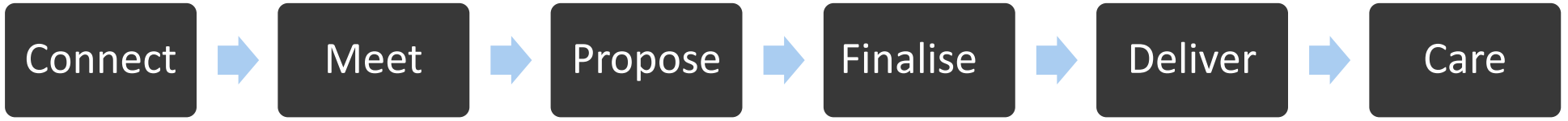
What questions will you ask me?

Sales process examples

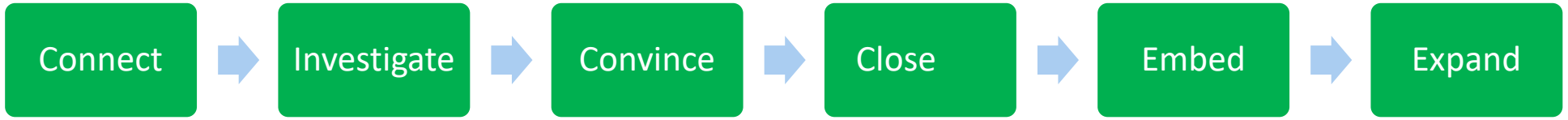
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Introducing commitment objectives

Definition of a **commitment objective:**

1. We prepare it prior to a sales meeting to define what the ideal next step should be.
2. It is concrete and results in a date in our customer's and our diary at the end of the sales meeting.
3. It helps us advance our sales process / account management position.
4. We can explicitly ask our customer to agree to it during the sales meeting



Presenting proposals / quotes

Rule no.1 Present proposals in person / via web-meeting - Do not send significant proposals by email!

Why? Which section will clients go to first if we are not with them to guide their attention? How do we manage their reaction if they have “sticker shock”?

Rule no.2 Link back to needs when presenting

Ensure we reference previous conversations of expressed needs to show how our proposals brings benefits / value.

Rule no.3 Interactive discussion

The goal of presenting a proposal is to arrive at the best possible solution to offer value to a client, NOT just to close the deal. By asking for feedback as we present, it gives us chance to adjust the final version to offer maximum value.

Rule no. 4 Secure the “3 Yeses”

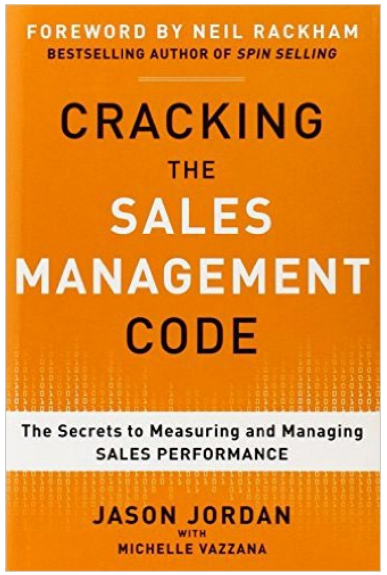
1st Yes: *“Have we captured your needs accurately?”*

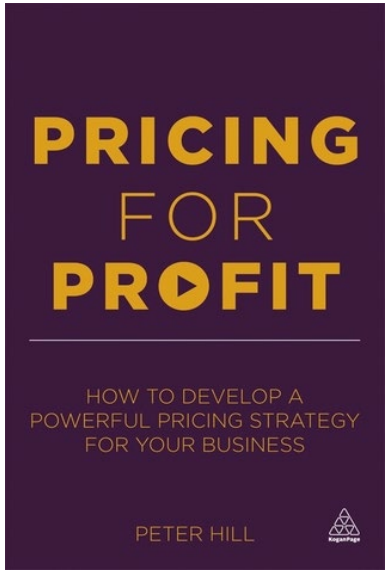
2nd Yes: *“Is this the right solution for you?”*

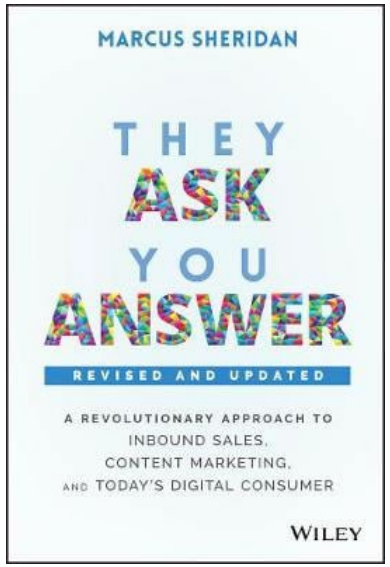
3rd Yes: *“Are you happy to go ahead?”*

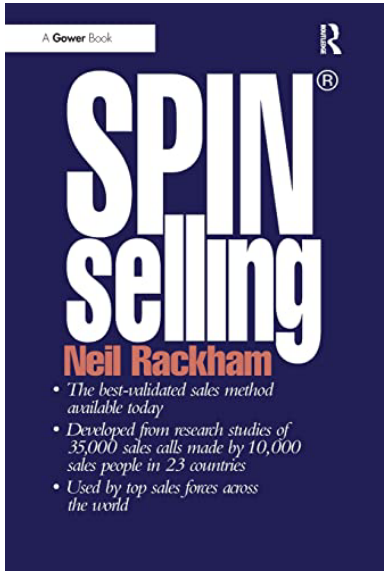
By securing 3 yeses, we check if customers are really happy to go ahead.

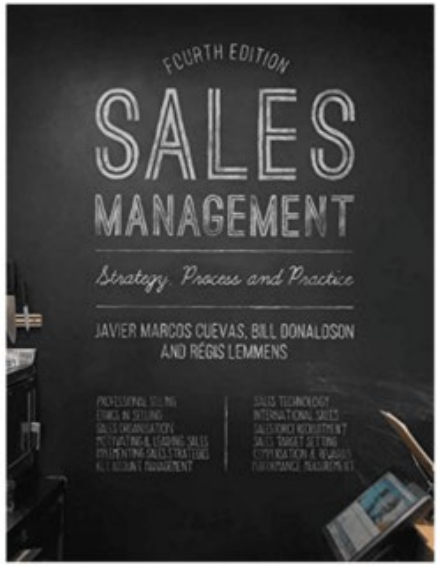
Further Recommended Reading

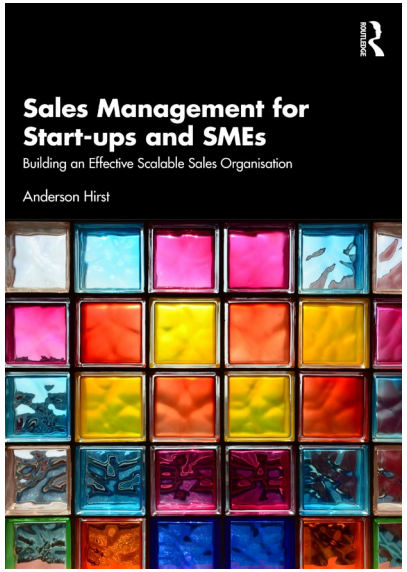












Connect with us

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