



MEMBERS IN THE SPOTLIGHT

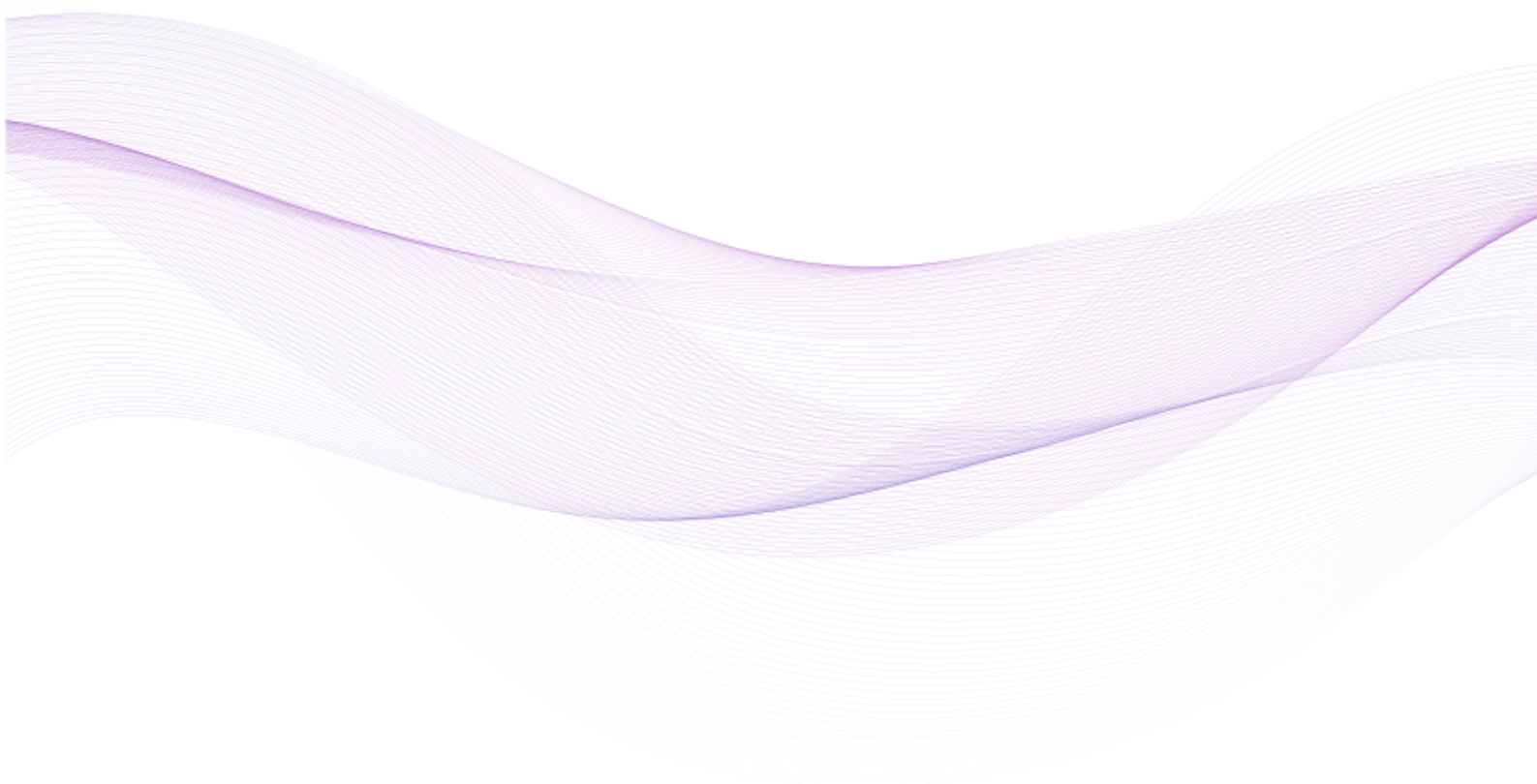
WITH SCOTT
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Sales Questions



Overview

When we talk to our customers we have to understand where they are and where they want to get to. There are many reasons a sales conversation may end with a "no thank you". However if you structure your sales conversations there are ways to either get that "no" early so you can move on, or overcome objections and get the sale.

We explore a few strategies small business can take when speaking with a potential customer and simple ways to overcome common objections or prevent them from coming up.

To be successful at sales you have to start to be pro-active with your questions and really listen to the answers.

Sales often means you have to get out your comfort zone and take charge of a call or a conversation, not in a bullish arrogant way, but just having a structure to the conversation that keeps you moving forward with a clear point for each question can help produce more sales.

One sure way to fail though is to start a sales conversation and have no idea about what you are going to say. So this document will explore some strategies and ask some questions to help you formulate a plan for your sales conversations with prospects.

If you have any questions don't forget to raise them at Mastermind, you can book upcoming events at SiGNAL and BiZHUB here:

<https://www.signalbordon.org/events-training>

We look forward to seeing you at our next event.

With your ideal customer in mind...

1) Sales conversations need to be structured

LAER Process -

- **Listen** - what are they saying, and what are their likely objections?
- **Acknowledge** - accept what they say, they may not have all the facts
- **Explore** - discuss their comments and explore each point raised
- **Respond** - using what you now know respond to their comments

You can go round this loop several times if you need further answers.

More here: <https://www.carew.com/laer-bonding-process/>

Notes

With your ideal customer in mind...

2) What common objections do your prospects make?

Make a list of the often heard reasons people do not buy, this could indicate you are not providing enough information or qualifying the prospects early enough. It may mean people are not clear what value or benefit your business offers them.

Make a list of anything you hear from "I'll think about it" to "I need more time" or "It's too expensive!"

Notes

With your ideal customer in mind...

03) To get your prospects talking ask open ended questions.

What open ended questions can you ask?

Some examples of open ended sales questions.

- What are your goals for the next [3, 6, or 12] months?
- Tell me about your business and how you got started?
- Why did you choose your business/sector/industry/niche?
- Tell me about your average day. How would our product/service help?
- What's stopping you from reaching your goals right now?
- Why is this a priority for you now?
- Is there anyone else in your business you think I should speak to?
- What is the problem you're trying to solve?

Notes

With your ideal customer in mind...

04) How do you identify if your prospect is serious about buying?

You can ask! You don't have to be rude or use interrogation you can simply enquire: "do you have a deadline for this purchase?" or "is this purchase going to save you time and money in the short term?".

People will move quickly if they are going to save time and money so see if that is a factor for your prospect.

Do you hear "I'll think about it" a lot? Then it may be you have not fully explained the value or benefit or discovered enough about the prospect. Walk through the LAER process and you can ask up front "If I answer all your objections/questions satisfactorily would you be prepared to move forward?". You can phrase that how you like but getting agreement ahead can help close the sale.

What other questions can you ask to identify if your prospect is serious and will move quickly?

Notes



With your ideal customer in mind...

05) Do your prospects ask unexpected questions?

If your prospects surprise you with unexpected questions or scenarios it may mean you haven't uncovered enough about them or they may not be a good fit. Of course if someone asks you a surprising question you can always say "that's interesting can you tell me more why you ask that today?" and dig a little deeper, the root cause may be something you already have an answer for.

Asking questions and listening to the answer is the key to sales success.

What surprising questions have you been asked?

Notes

Conclusion

WHAT HAPPENS NEXT?

People don't usually take the action you want unless you make the next step clear. Do you actually ask them for the sales/business? Directly and without wobble room for them to just slide out the conversation?

Always be prepared to ask for the sale.

Do not assume that because one customer wants your full "pitch" ALL customers do.

If you get a "no" that may mean "not right now". FOLLOW UP, FOLLOW UP. FOLLOW UP! Their circumstances may change and if you do it right then you may turn a "no" into "How quickly can you do it!"

And ALWAYS remember...

- Market - Who values what you do?
- Message - How do you reach them?
- Media - What channel will you use?

Always in that order!

If you have any questions about this topic bring them to our Mini Mastermind on the 4th Week of every month.

To Book Click Here - <https://www.signalbordon.org/events-training>