



# SUCCESSFULL SALES

WITH VANESSA  
LANHAM-DAY

[www.signalbizhub.org](http://www.signalbizhub.org)

**ONTRACK**  
**MARKETING**

*Who here **LOVES** to sell  
... your calculator is  
poised and your pencil is  
sharpened in readiness  
to take the next order!*

*Who here has a go at selling, but spends most of the time shuffling papers and looking for a pencil rather than closing the deal!*

*Who here HATES selling with  
a passion... you're not even  
sure you have a pencil and  
your calculator batteries died  
a long time back!*



# Business growth inspirer, mentor and speaker



A photograph showing the lower legs and feet of two people. The person on the left is wearing a green and white plaid shirt and blue jeans. The person on the right is wearing a dark blue long-sleeved shirt, blue jeans, and brown leather boots. The person on the right is kicking the leg of the person on the left. The background is white.

**The BUTTKicker!!!**

**I specialise in helping business owners get sh\*t done!"**

*Essential Steps to  
Powerful Sales  
Conversations*



You have to work at this skill  
and craft what really  
works for you.

Essential Steps to  
**Powerful Sales Conversations**



Vanessa Lahham-Day's  
**ONTRACK  
MARKETING**



**The workbook ...**

**ONTRACK  
MARKETING**



**ONTRACK**  
**MARKETING**

“If you don’t have a selling  
system – you will  
automatically revert to  
your customer’s buying  
system ...

... and that involves you  
giving them as much  
information as possible,  
with them making as little  
commitment as possible to  
you ...”

**So, tell me about YOUR  
sales conversations?**

*What goes really well ...  
what do you LOVE most?  
What goes really badly ...  
what do you HATE most?*

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MARKETING**

*Money issues*

*Appearing pushy or salesy*

*Lack of integrity*

*Think it over*

///

Especially when you know  
they **NEED** what you do ...

*expensive!*

*Not the right time*

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55% is body language  
38% of meaning is intonation  
**Only 7% of communication is the  
actual words spoken**

# Transactional Analysis

Parent to Child

Critical v Nurturing

Free v Adapted

Adult to Adult

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Parent to Child

Critical v Nurturing

Free v Adapted

Adult to Adult

*Essential Steps to  
Powerful Sales  
Conversations*

*I worked through the finalised sales process which you helped me with and got a new client signing up today - it was easier than I could have imagined - it felt like I was being myself.*

*I feel so much more excited about the two more sales calls I have scheduled for next week and the two in Jan.*

**Setting the  
scene**

***Your  
agenda***

**What do  
they need?**

***Clarification  
by you***

**Dive  
deeper**

***Uncover the  
real issues***

**Are they  
serious?**

***Test their  
commitment***

**A perfect  
future**

***It could be  
better***

**The  
solution**

***How you  
can help***

**The  
decision**

***Going for  
the YES!***

**ONTRACK  
MARKETING**

# Setting the scene

## *Your agenda*

- Taking control
- *If you don't take control – they will!*
- Being firm, but not bossy
- Guide them through what's going to be covered
- Instil confidence
- Get permission to make your pitch
- *“and at the end, I'll show you some ways I can help you with that, if that's OK with you? And if I don't think I can help, I'll say so.”*

**What do  
they need?  
*Clarification  
by you***

- Find out what THEY want to achieve
- How do they see the problem?
- Step out of sales mode
- Be curious and interested
- LISTEN
- Build trust and rapport



**Dive  
deeper**  
*Uncover the  
real issues*

- Ask much deeper questions
- Help them to see what's REALLY going on
- **WARNING!!!**  
Don't try to solve it for them!
- Ask tough questions ...
- *How does that feel?*
- *What's the impact on you?*
- *How else have you tried to solve it?*
- *How long can this go on?*

# Pain Questions

**Tell me more about that...**

**Can you be a bit more specific?  
Give me an example.**

**How long has that  
been a problem?**

**What have you tried  
to do about that?**

**And did that work?**

**How much do  
you think that  
has cost you?**

**How do you feel  
about that?**

**Have you given  
up trying to  
deal with the  
problem?**

**Sandler***works!*

**ONTRACK  
MARKETING**



*Reversing ...  
“... is price  
important to you?”*



**Sandlerworks!**

**ONTRACK**  
**MARKETING**



**Pain Questions**

*Dummying up*  
*“I see ... so what*  
*was the impact of*  
*that?”*

**Sandler***works!*

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**MARKETING**

**Are they  
serious?**  
*Test their  
commitment*

- Time / Effort / Knowledge / Money
- Is the pain of solving the problem more than they pain they are experiencing?
- What's the tipping point?
- Are they really prepared to do what it takes?
- What's the budget?
- What's the decision process?
- What – or who - would stop them going ahead?

**A perfect  
future  
*It could be  
better***

- Help them see how it COULD be
- Describe the perfect future when the problem is solved
- What difference will it make to them?
- Personally
- Emotionally
- Financially
- Spiritually
- Who else will benefit?

**The  
solution**  
*How you  
can help*

- Check in ....
  - Are we a match?
  - Can I really help?
- This is how I can help you
- This is how it works
- This is what it costs
  - Don't stumble and bumble
  - Be clear and confident
- These are the benefits to YOU

**The  
decision  
Going for  
the YES!**

- Just ask!
- *Can I book you in?*
- *Shall we get that ordered for you?*
- If you've done the rest right, it should feel really natural
- If you don't ask, you'll lose their confidence
- If it's a NO, ask 'why'?  
Check back with what they've told you ...
- Stay in control of what happens next
- Remember who is in charge of the call!



*Essential Steps to  
Powerful Sales  
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*What's the next step ...?*

*You now need to  
adapt the process to  
fit your business...*

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**MARKETING**

*But first, the right marketing...*



**FREE RESOURCES...**

**ONTRACK  
MARKETING**

**For some people in the room ...**

**40 mins on  
YOU and your  
sales process  
& technique!**




**Grab one of  
my FOUR  
Power 1-1s  
on SALES**

**ONTRACK  
MARKETING**


To request your  
**FREE Resources**  
Or for one of the  
**FOUR Power 1-1s**  
with Vanessa ...  
just tick the box

**Sales Conversations**  
**The next step ...**



**Time to take action!**

- Yep, please let me have a copy of Vanessa's FREE marketing resources
- I'd like to grab **FOUR POWER ONE-TO-ONE** slots on **SALES** with Vanessa, to discuss how I can use the sales process much better...
- I'd like to talk to Vanessa about something else
- No thanks, I'm all good to go




Name:  
Email:  
Phone:

Please hand this to me before you leave today

With thanks,  
*Vanessa*

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**ONTRACK  
MARKETING**



**What's the most  
useful thing you have  
learned today?**

# *Essential Steps to Powerful Sales Conversations*

Vanessa Lanham-Day's  
**ONTRACK**  
**MARKETING**





# ***YOU and selling ...***

|  |   |
|--|---|
| <b>What are your positive attitudes about selling?</b> | <b>What can you learn from this?</b>    |
|  |   |
|  |   |
|  |   |
| <b>What do you LOVE most about selling?</b>            | <b>How can you focus more on this?</b>  |
|  |   |
|  |   |
|  |   |
| <b>What are your greatest sales strengths?</b>         | <b>How can exploit these strengths?</b> |
|  |   |
|  |   |
|  |   |

# *What needs working on ...*

|  |                                   |
|--|-----------------------------------|
| <b>And what do you find negative about selling?</b>  |                                   |
|  |                                   |
|  |                                   |
|  |                                   |
| <b>And what are your greatest fears about sales?</b> | <b>How could you change that?</b> |
|  |                                   |
|  |                                   |
|  |                                   |
| <b>And what are your sales weaknesses?</b>           | <b>How can you work on these?</b> |
|  |                                   |
|  |                                   |
|  |                                   |

# **Before the conversation**

*What can you find out?*

**What can you find out BEFORE you meet? Either in a preliminary call, email exchange or structured pre-call questionnaire. Anything that will help you prepare and get the conversation on track quickly ...**

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# Setting the scene

## *Your agenda*

- Taking control
- If you don't take control – they will!
- Being firm, but not bossy
- Guide them through what's going to be covered
- Instil confidence
- Get permission to make your pitch
- “and at the end, I'll show you some ways I can help you with that, if that's OK with you? And if I don't think I can help, I'll say so.”

**Take charge quickly. Structure your opening...**

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# What do they need?

*Clarification by you*

- Find out what THEY want to achieve
- How do they see the problem?
- Step out of sales mode
- Be curious and interested
- LISTEN
- Build trust and rapport

What clarification questions can you ask??

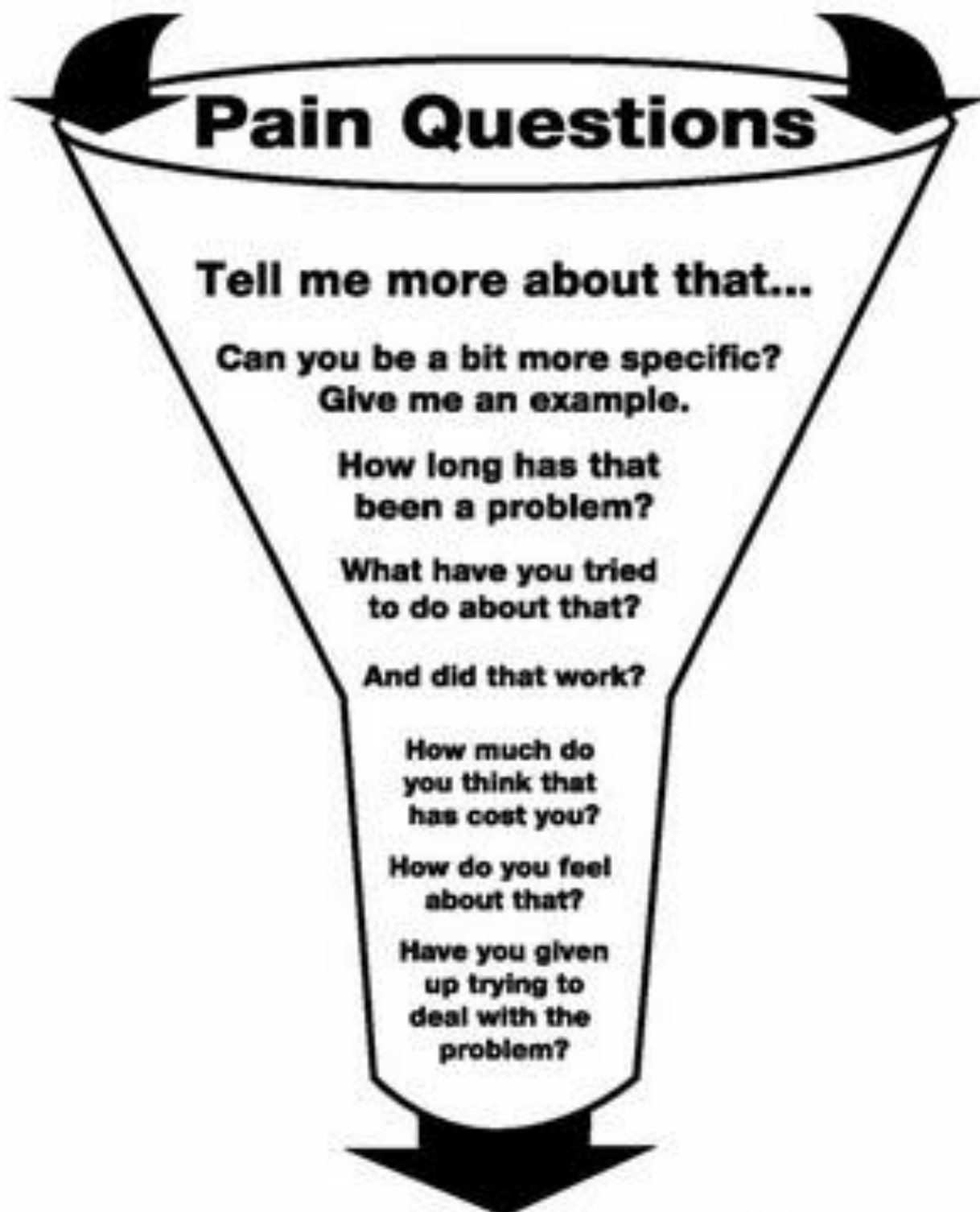
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**Dive deeper**  
*Uncover the real  
issues*

- Ask much deeper questions
- Help them to see what's REALLY going on
- WARNING!!!  
Don't try to solve it for them!
- Ask tough questions ...
  - How does that feel?
  - What's the impact on you?
  - How else have you tried to solve it?
  - How long can this go on?

**What deep, challenging questions can you ask? Refer to the Sandler Pain Funnel (overleaf). Remember to 'reverse' (answer a question with a question) and 'dummying up' (try not to be the expert!).**

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# Are they serious?

## *Test their commitment*

- Time / Effort / Knowledge / Money
- Is the pain of solving the problem more than they pain they are experiencing?
- What's the tipping point?
- Are they really prepared to do what it takes?
- What's the budget?
- What's the decision process?
- What – or who - would stop them going ahead?

**Are they prepared to do what it takes? Spend the money? Invest the time? How important is this to them? Are they the decision make even? What questions could you ask?**

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**A perfect future**  
***It could be***  
***better***

- Help them see how it COULD be
- Describe the perfect future when the problem is solved
- What difference will it make to them?
  - Personally
  - Emotionally
  - Financially
  - Spiritually
  - Who else will benefit?

**This relates directly back to your customer avatar. What is their perfect future? What are the REAL issues, not just the product benefits. How will this make a meaningful difference? Summarise it now ...**

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# The solution

## *How you can help*

- Check in ....
  - Are we a match?
  - Can I really help?
- This is how I can help you
- This is how it works
- This is what it costs
- Don't stumble and bumble
- Be clear and confident
- These are the benefits to YOU

Be slick about describing what you can do for them; how it works; and what it costs. Describe it here ...

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# The decision

## *Going for the*

## **YES!**

- Just ask!
  - Can I book you in?
  - Shall we get that ordered for you?
- If you've done the rest right, it should feel really natural
- If you don't ask, you'll lose their confidence
- If it's a NO, ask 'why?'  
Check back with what they've told you ...
- Stay in control of what happens next
- Remember who is in charge of the call!

**Don't shy away from asking for the business. Don't settle for 'I'll think it over' or 'I'll get back to you'. Write some sample 'closes' here ...**

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# Focusing on YOU

## *Your attitude triggers*

### How to focus your attitude...

- The problem the client brings is never the real problem
  - Be curious / sceptical
  - Committed to finding the truth.
- Don't think of it as a sales call – think of it as an interview
  - They must justify their position to us
- I'm financially independent – and don't need the business
  - Disconnect from the outcome – give them the right advice and see what happens
  - I'm busy – reschedule meeting if urgent
- Leave your 'child' in the car ...
  - Be a 'nurturing parent' / 'adult' only
  - 'Playful' child
- Never become emotionally involved in the sales call – that's the prospect's job
  - Being too talkative
  - Being too attached
- Success depends more on the will to jump, than on being concerned about what will happen if you fall
  - Just do it. Be brave and follow the system