

We must ask ourselves... What's My Story?

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You know, a good story has a beginning, a middle and an end. So does a good sales presentation, although these parts are called:

- The Opening
- The Presentation
- The Close

The Opening

You see, in selling, we often find it's better to start with the ending of the story. That means we define the client's version of a "happy ending" as our starting point. Then the other elements fall into place. You begin with the results the client wants from the situation they are in.

So defined, what is the happy ending? When you keep the answers to the following two questions in mind, the sales presentation is merely an explanation of how the happy ending is achieved:

1. What do you want in a security system?
2. What would having that benefit do for you?

You need to focus on specific goals. Their desired results must be specifically incorporated into your story. Providing the prospect with a specific goal to be achieved allows their mind to focus on the positive end results they previously identified. Their goals become the target at which your solution/presentation is aimed.



The Presentation

Now we need to take a look at effective presentation features. There are three areas you must understand and be able to do:

1. **What you say** - The prospect will buy or not buy largely on the strength of what you say. Your content must relate to solving their identified problems and needs. If not, they will not be interested.
2. **How you say it** - Use glamour words. What are glamour words? Words that are commonly known but uncommonly used. Words like *discovery*. Tell your prospect you wish to share a discovery with them. Add words such as *exciting, dynamic, challenging, opportunity, investment and complimentary*. You also need to use words the prospect wants to hear, like...*new, proven, safety, savings and involved*. It is very important that you understand this and become very good at it.
3. **What you show** - This is crucial. Too many times salespeople ineffectively try to explain how or what a product looks like. They say things like, "Well, Mr. Prospect, it's about this big, and we put it up in the corner..." Is that the way you describe a motion detector? The answer must be NO. Remember, a picture is worth a thousand words. Would you rather have someone try to describe something, or would you rather see a picture of it?

Get the prospect involved. Hand them something. Use demos or other types of equipment. I guarantee the prospect will take whatever you hand them. The more people are involved, the more they take ownership.

SALES TRAINING NOTES

The Close

And finally, get the decision. This is why you are there. The definition of a close is getting a decision. If the answer is no, that is okay. Many salespeople think a no is a failure. They think if the customer says no, it is a rejection of them. And it is not. It just means the customer needs more information.

A true sales professional understands that their job is to get the customer to make a decision: yes, no or a continuation. What is a continuation? Well, in commercial, a continuation is an additional meeting. But take note, a date must be set and the prospect must be aware that you will be involved in the process. Without this involvement, you are giving the business to someone else after you put your hard work and effort into it.



If it is left hanging, that is not getting a decision. So, get over your thought process that if you try to close a sale it puts you in a position where you are not liked. Let me tell you now, you already are not liked. How many people do you know who like or trust salespeople? Why? Because there are so many people in sales who do not do their job right. Don't be one of them. You do it right and I will meet you at the finish line!

And always remember, if you don't make the sale, YOU work for free.

See you next time!

Jack