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Sales Training



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**Please write core function of a
Sales Leader according to you.**





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Role of a sales person:

Major Role Of Salesperson is to achieve and exceed the sales target & collection in a stipulated time...on a daily, weekly, monthly basis.



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Selling Methodology

According to a Sales Benchmark Index article by John Kenney, “a sales methodology is the ‘how’ of selling as a skill set.”

Unlike a sales process, which lays out the specific steps your reps take to move a brand-new, unqualified lead to a customer, a selling methodology usually doesn’t apply to the entire sales cycle.

Instead, it’s relevant to one specific part – qualification, discovery, demo, and so on. That’s not the only difference between sales processes and selling methodologies. Every organization must develop its own unique sales process based on its market, vertical, products, and industry position. What works for one company will totally flop for another.

All different types of teams, on the other hand, can implement the same selling methodology.



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Selling Methodology

SPANCO – Suspecting, Prospecting, Approach, Negotiation, Closing and order.

PRANDATA– Planning, Recruiting, Activation, Nurturing, Development, Administration, Training, Action.

SPIN Selling – Situation, problem, Implication , Need payoff(Questions)



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Types of sales person

According to you...

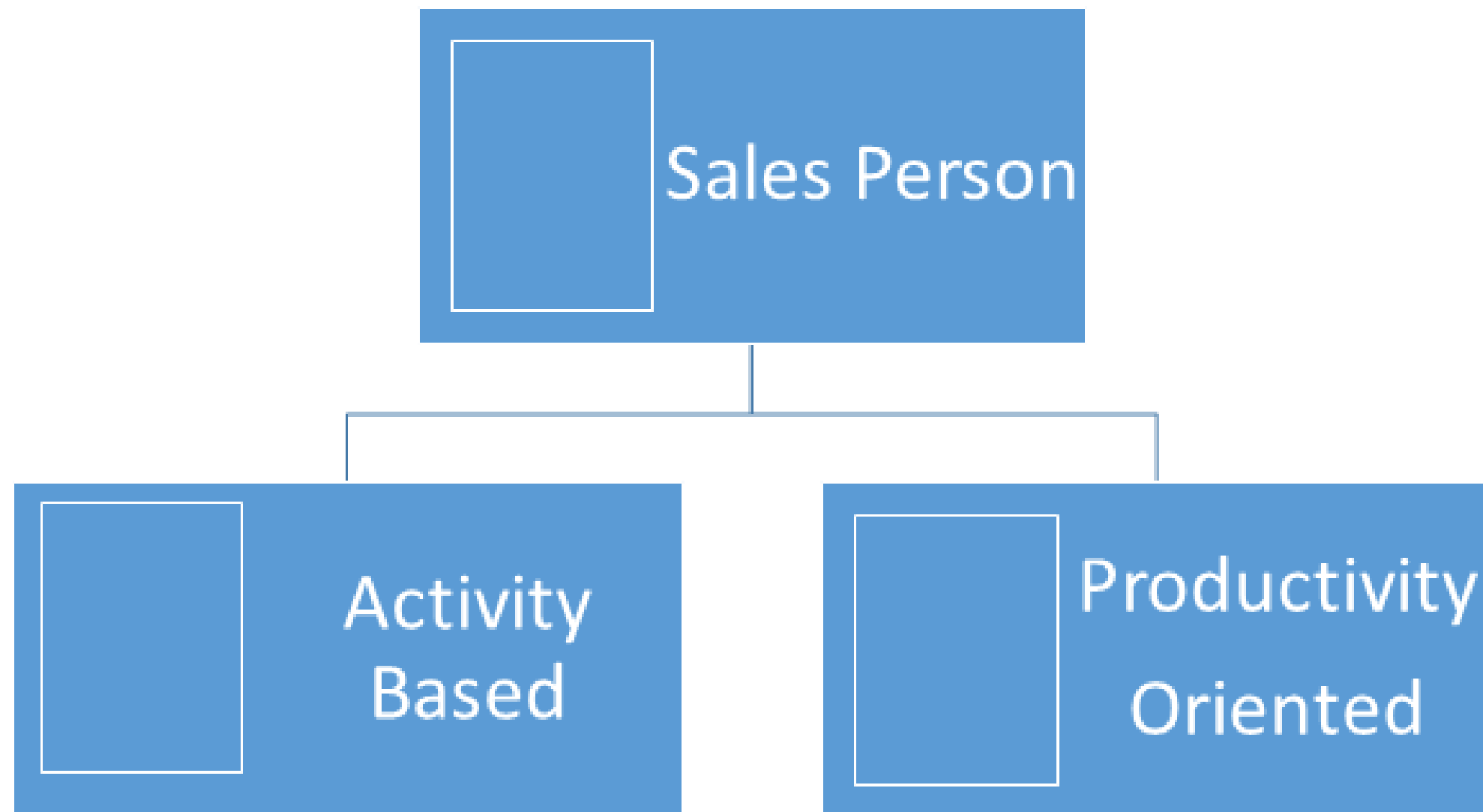
what are the types of the sales person?



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Types of sales person

There are two types of sales person, one is Activity based and other is on productivity based..
What is your choice ?





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Now Onwards...Don't be like Rock chair in your profession...

ACTIVITY, leads to productivity.

- Improve quality of your activity your productivity will automatically increase.
- Your life should never Like a rocking chair, in rocking chair there is a lot of motion but there is no progress.
- There is lot of motion but there is not progress in that.
- Many sales people are like rocking chair that there is no progress in their life.

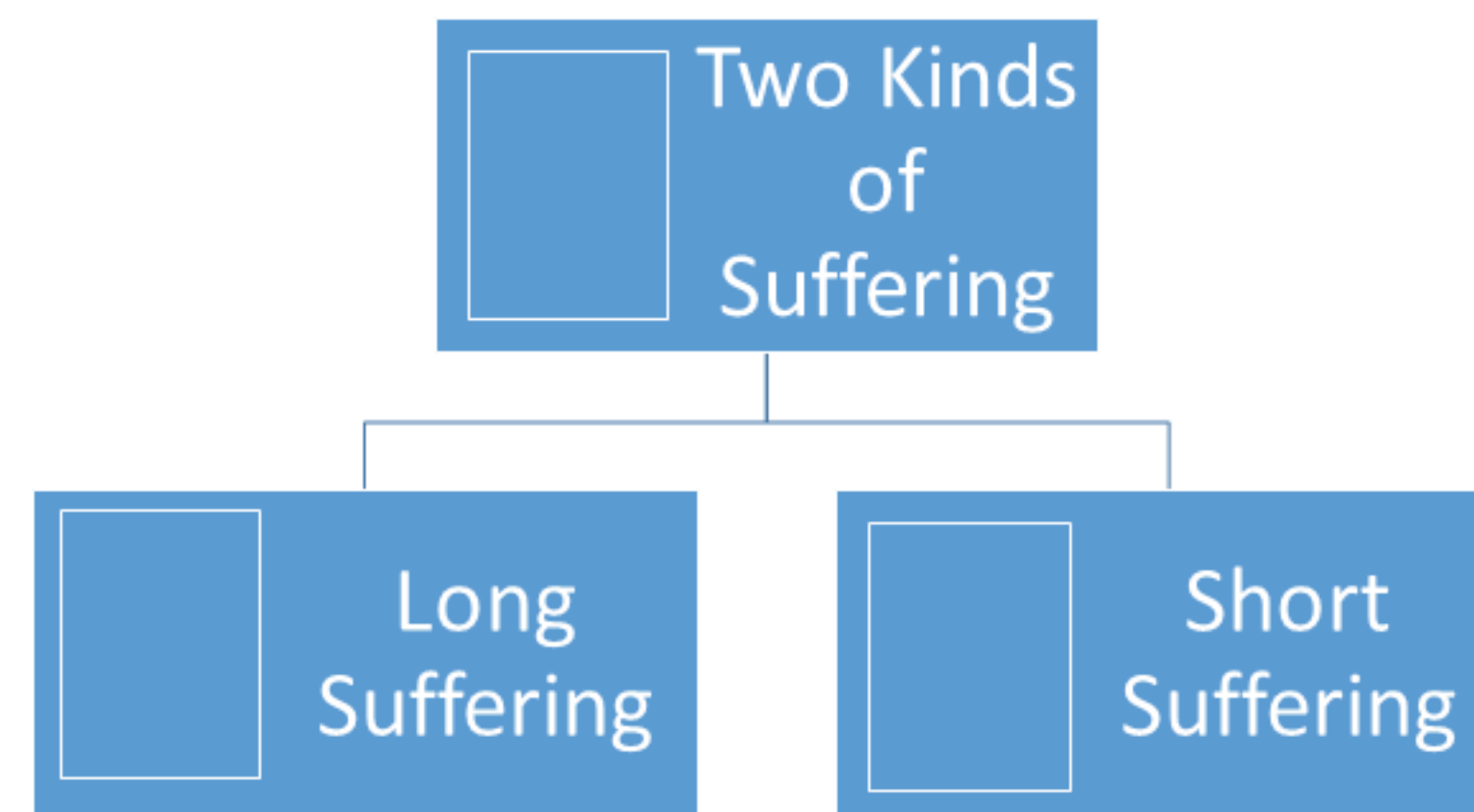




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How great sales person made?

- As a sales person you have to upgrade your skills/will that will demands lot of pain, lot of determination lot of change...
- Report writing,
- Role plays
- Field Accompaniment
- Funnel Building Etc...
- Short term pain, Long term Gain....



“The choice is yours”



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How customers buy ?

The Customers buying pattern,

- The Customers buy **salesman first**, Your dressing, Your personality, your punctuality, your attitude, assertiveness, your Knowledge, your skill and so on.
- Then he buys his/her **Product** or **services**.
- Then he buys the company.
- That is the reason why you have to be proactive in your sales career.



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As a Business Developer

- Please remember that....First Impression is a last impression, so make your process like that.
- Finding New Customer
- Follow all Systems & Process designed by the company
- MIS Preparation and other Reports Management – Field Force Implementation
- **Believe that your price is Right....! Value your own self..Value Your Product**
- Have a **listening** ability avoid Argument winning and Don't handle every objection
- Power of Perception



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Continue...

- First visualise the Sell in the mind
- Field accompaniment
- Target orientation
- Projection and Review meeting
- Self motivation
- Competition analysis and new product analysis
- Train other team members
- Give feedback and welcome feedback
- Set your own benchmarks and break them time to time...
- Last but not the least remember that.....



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Cont..

Time & Effort \neq is not equal to money.

No matters how many times you give presentation, how many calls you make etc. but until you receive the orders with the payment, sale is yet to close...

Only Result = Money.



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**According to you, is selling an
art or a science?**



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What is Selling ?

Whether selling is an art or science ?

“Selling is science as well as art.”

- Selling has scientific step but how you do the practice of it , it's an art. But, first we have to understand how to represent .
- First, we have to master in science and then it should be delivered with the art.



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SPANCO

S – Suspecting : It is a 24 Hours Process.

- First step to finding/ knowing the potential customer.
- Physical process of preliminary fact finding based on personal observation.
- Extensive use of eyes & ears. (all the senses)
- “Suspecting is the art of physical and mental calculation”. To study about whole kundli about suspect.
- Lions always think before attack, mentally it become prepare and then it actually attacks the deer.
- Prepare yourself before meeting, sales kit, grooming, mouth breath, no bad smell, no dark perfumes.



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- make sure you reach on time. (if prior appointments)
- Always ready for repair the situations in sales.
- Never go anywhere without preparation.
- **Always carry all the testimonials with you.**



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- **How suspecting works for us?**
- **Example :** If you are new into market, and you have list of probable customer, then visit to a dealer, who is not our probable customer, but can provide you the vital information of the potential customer and can be a fruitful gate- keeper for the potential.



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P- Prospecting

Prospecting is the process of identifying the **M.A.N**

1. **M- Money : To buy our products with our pricing policy.**
2. **A-Authority : To give orders**
3. **N- Need : Customer identification**

Prospecting help to identify that customer's need.



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Probing: For Need Analysis

It is an art of asking relevant question.

S-situation questions

P- Problem

I-Implication

N-Need pay off

Don't speak about the products till than you have identified the needs.



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Why sales Fail?

There are major 3 reasons for sales failure.

1. **Need** – Identify and show the customer need of the product.
2. **Present** – Presentation of the Product
3. **Value** – Make him believe that, he is investing into right product at the right price



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Approach

When you do suspecting prospecting you should get the answer of need of the customer, once you find the need of the customer, you have to present best selection which match his need.



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Opening of a sales call

As a BD you should suspect about your customer, you should know the name of the contact person,

- Try to identify the tenure he is into the business?
- Pattern of consumption
- Brother involved or other key decision maker



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Dominant Extrovert:

- They tend to be friendly and open.
- They make their own telephone calls and do not necessarily screen incoming ones.
- Tend to greet you at the reception/ outer office.
- They may give you the tour of the company, greet the people.
- They like spectators sports.
- They like to speak about their life and cricket and etc.
- They are personable and at the same time they are assertive.
- Not particularly organized they have cluttered desk.
- Their follow-up is questionable as they tends not to be Organized.

Tip



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*“WHEN YOU MEET EXTROVERT PENETRATE IN TO
THEIR LIFE.”*

*“WHEN YOU MEET THE INTROVERT TALK TO THE
POINT.”*



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Dominant Introvert

- Tend to be very time management. They talk to the point.
- They get irritated with non business chat.
- They use so many gadgets to save the time.
- Telephone screened by assistance.
- Guest entertained by their assistance.
- Sports like chess, scuba diving etc.



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Submissive extrovert

- Tend to set up barriers.
- Tend to stay in long position for long time as they tend to develop relationship with things as well as people.
- Do not like high pressure and tend to avoid it where possible.
- Tends to be disorganized as they find it difficult to say no to people
THEREFORE they often have more work on they often have more work on they can handle.
- Very little sense of time management.
- There are not so many extroverts in management unless the culture of the organization protects them from having to make assertive decision.



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Submissive Introvert

- They have a fascination for analysis.
- will tend to have a charts and graphs around them.
- Very Precise about punctuality and figures.



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Objections at the time of approach

I am not interested.

I am very busy.

Give me a call before you come.

Objection handling: (Write down your objection you are getting in the field)

Example : I AM NOT INTERESTED:

Never say why are you not interested ?

This is a very open question. So, instead of that, (Open ended question and Close ended question).

That is the exactly the reason why I would like to meet you. Because nobody must have come explain how your life can change and how you business can multiply, and life can become much more powerful, progressive after you come in touch with us.



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Opening of a sales call

Sales Script with opening 8 steps



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8/73 Rule:

44% of all sales people give up on the first objection.

22% of the sales people give up on the 2nd attitude/Objection. Say that is exactly the reason....

16% of all sales people give up in the 3rd objection.

10% of all sales people give up on the 4th objection.

Therefore 8 % peoples who are like jihadis of sales master of sales they get the appointment and close the sales. These are the people who has make sure in their mind to become successful in the sales.

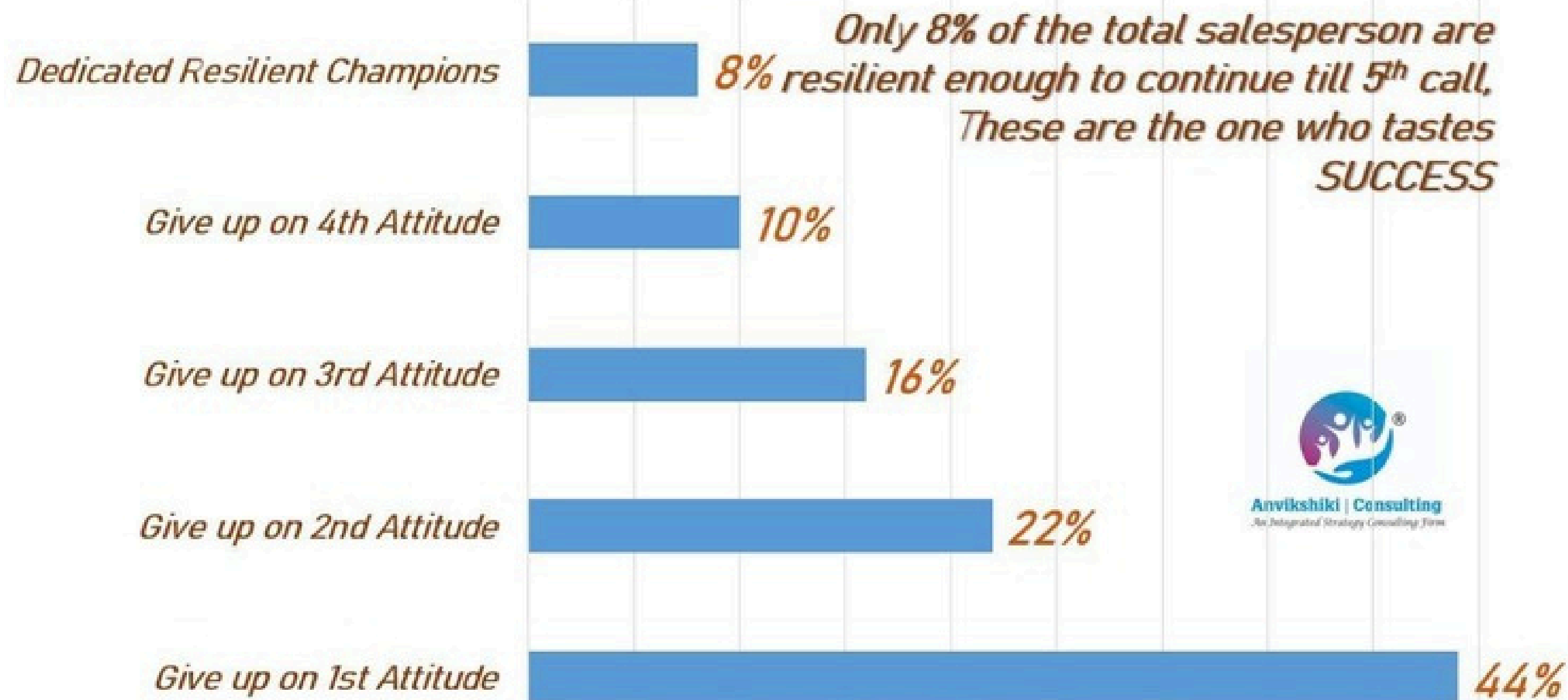
They are committed.

8/73 – 73 is the .. it is said that 73 of all genuine customer allows you, meet, buy, they raised minimum of 4 objection.



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Way to a Successful Sales Chase





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EVEN WE HAVE RAISED 4 OBJECTION WHEN WE WERE BUYER...

(Recall any memories of yours)

You should be ready to face every objection.



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Importance of Opening

Very first we have to start with Opening, by doing this we can get attention of the customer.

Probing – Means to ask question. About person's life, situation, about the problem he/she might facing, implication of the problem. etc.

IF PROBING goes right than customer will find interest in your product/service.

Here the 3rd step occurs with supporting with your product or service. What a sales man wants to sell will come out of the box in supporting.

Opening - Attention



Probing-Interest



Supporting-Conviction



Closing-Action

Cont...

Without opening & probing never start supporting.

IT WILL GENERATE CONVICTION.

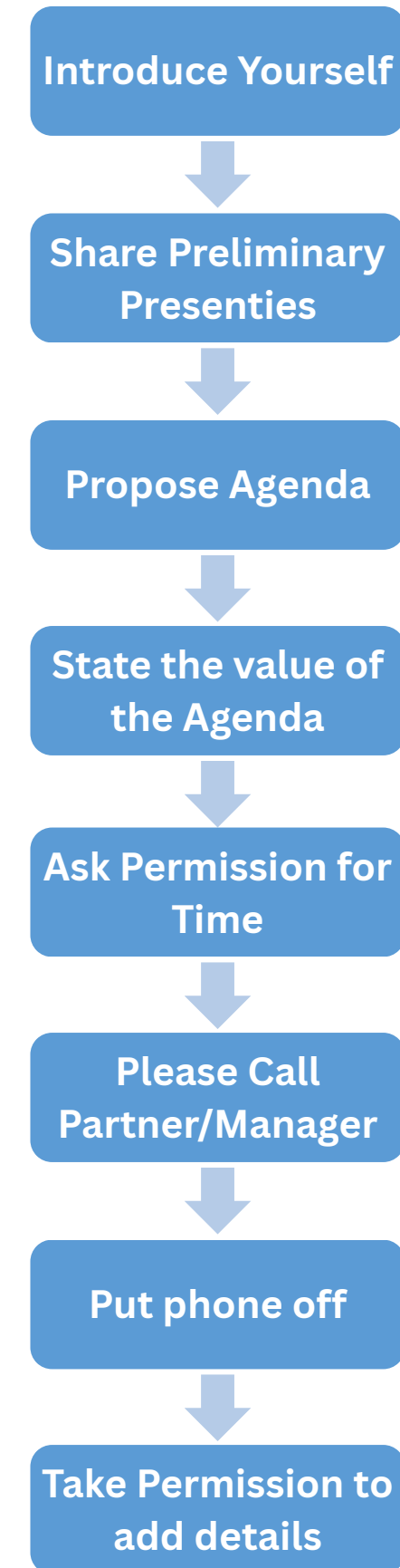
This kind of convinced person should closed.

Remember never to break the steps.

Opening to collecting payment..



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Probing

It is an art of asking relevant question.

Need analysis is being done.

S-situation questions

P- Problem

I-Implication

N-Need pay off

Don't speak about the products till than you have identified the needs.



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Role Play

List...

Selling script

Personalities

8/73

Opening steps...



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Negotiation:

- **For Pricing**
- **Material Timing and stock keeping**
- **Freight Cost**
- **Bulk Turnover Discount**



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Attitudes

- **Acceptance**
- **Skepticism**
- **Indifference**
- **Stalling**
- **Objection**



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Acceptance

Example:

Ok, in whose name should i make the cheque?

Ok, how much should i pay and what's your web address for registration.

Objection needs to tackle.

You have to make statement which absolutely zong people, you cannot be normal.

To master the thing you must have to consciously practice for that.



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Skepticism

- Doubt in mind.
- They ask for guarantee.
- What is guarantee that you will be in business after 5 years.
- What is the guarantee that customer will like your product
- Rephrase the skepticism in a positive manner



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Skepticism

- Some proofs, Brochures ,Data
- Company Contracts
- Photographs/ Videos
- We have to show him letter of reference, cheques, to solve his doubts.
- As the customer has right to doubt, he has a right to ask you a question.
- We have show them a related proof
- Conviction should be feel in 30 minutes only.

Indifference

- Indifference.
- They normally try to differentiate.
- Competitor Analysis.
- They some time deny to upgrade.



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Objection Handling

- Price Objection
 - Fix Price Ka objection
 - Product wise Objection
- Product Specification :
 - Same Goods Available – with the
- Product wise Objection handling :
 - Your price is too high.
 - We will place the order over phone
 - We are not sure about your product sales cycle
 - We have tried this in past but it did not work at all.
 - We will pay you in credits.



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Sales Burgers

Nail Down Question

Fact & Features

**Benefit (What is
in their for me?)**

**Advantage
(Product
advantage)**



Closing



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Ask for the Orders
YOU WILL GET THE ORDER

OR

YOU WILL NOT GET THE ORDER



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Closing

If you fail to ask you will never get the order....So, ask Firmly order and payment in advance....

Role Play



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Thank You...