



Dealer Training



THE SALES DIALOGUE

Rapport building

- Before any transaction can happen – we need to be able to interact and ‘vibe’ with the customer – either in person or over the phone.
- Rapport building with the customer, on a personal or business level, is the foundation of a relationship based on harmony and trust which is at the heart of a sale.
- Rapport enables smooth communication because it allows people to be at ease.
- By paying close attention to how the other person reacts and responds, it should be easy to gauge how much time to spend on this relationship-building stage and what needs to be communicated.
- Even after a sale is complete, you can continue building rapport with your customer that will lead to future repeat buying.

Face-to-face situations

- Body language is a type of a nonverbal communication in which physical behaviours, as opposed to words, are used to express or convey the information. Such behaviour includes facial expressions, body posture, gestures, eye movement, touch and the use of space.
- Use positive body language to build rapport and maximise your ability to listen and engage your potential customers.
- Get a better understanding of the Customers position by using active listening & questioning skills, effective speaking and customer etiquette.

Non-verbal communications

- Did you know most communication is non-verbal? The most-quoted statistic is that 93% of all communication consists of gestures, facial expressions, posture and vocal tone (body language and tone), while only 7% of messages are conveyed through the words we use.
- There is no doubt that non-verbal communication plays a big role in sales.

Negative body language

- Negative body language is either a conscious or unconscious expression of sadness, anger, nervousness, impatience, boredom, or lack of confidence. We can tell a lot about how a person feels through their body language.
- We don't even realise that we behave in some of the most common negative body language ways which is either a conscious or an unconscious expression of our feelings indicated through movements of our body.

Negative body language cont.

- An averted eye can be an indicator that a person is uncomfortable, self-conscious or even lying.
- Crossed arms or legs can signal defensiveness or disagreement and appears unapproachable.

Negative body language cont.

- Nail Biting and excessive nodding which demonstrates stress, nervousness or insecurity.
- Tapping and drumming fingers and fidgeting - if someone is making lots of small, nervous hand movements or is mindlessly fooling around with their clothing or nearby objects, it likely means they are disinterested in what they are hearing or they are growing impatient.

Negative body language cont.

- Slouching and slumping in posture shows a lack of energy and confidence making your prospect believe that you can't be trusted.
- A fake or forced smile and frowning comes across as you are being intimidating or hostile in a conversation. That could discourage a customer from speaking openly to you and may cause them to become defensive.

Positive body language

- Positive body language has the exact opposite effect when dealing with a customer and sends a subconscious message that we are receptive and easy to approach.
- Interpreting positive and negative body language cues is a skill that you can also apply to your advantage when you are trying to read potential customers for buying signals and interest.

The cold call & sales scripting

- Cold calling is a technique in which you contact potential customers who have not previously expressed interest in your products or services.
- Cold calling typically refers to telemarketing.

The cold call

- When making this call, you want to sound confident and utilise your research.
- This call is about the customer and not about making a sale. It is an opportunity to learn about the customer's needs, challenges and goals.
- Remember people buy from people they like and when you allow your personality to come through, people feel a sense of intimacy with you.

The cold call sales scripting

- Sales Scripts are an important part of cold calling. A good cold calling script should focus on the potential customer, their needs, challenges, and goals.
- You should always know the basics of what you are selling and why customers should buy it. The value proposition to get the customer to listen is crafted into the sales script.

The cold call sales scripting cont.

- There are great benefits derived from using a Cold Calling Sales Script – such as:
- by using a script your sales pitch will sound and feel prepared, knowledgeable, and polished.
- your level of stress or cold call anxiety is decreased and replaced with a clear plan of what to say and do making you more confident.
- sales scripts maintain a level of information consistency and enable meaningful conversations with the customer.

Dealing with objections

- Anticipate objections and deal with them, answering them at the right moment is important.
- Getting an objection from a client is actually a good thing! It means the prospect has enough interest to at least engage with you, rather than flat out dismiss you.
- For you, the salesperson, a sales objection is an opportunity to learn more about your prospect's needs and find better ways to communicate the value your solution has to offer to them.

Negotiating your sale

- To master handling objections, you need to prepare responses to common rebuttals from your leads to regain the upper-hand.
- Put together a list of objections and craft the response to overcome the barrier with answers that will satisfy the customer's needs.
- Some of the most common objections are:
 - Price
 - Not interested
 - Too busy
 - Gatekeepers
 - Competition

Closing the sale – write the order

- With objections out of the way, expectations set and met, and benefits clearly shown, it's time for the ask.
- 'Closing' is a process which always ends with your customer's agreement to take action. After all your hard work getting to this point in your sales process, the close should be a no-brainer for your customer ... but it isn't always.
- This is where your sales process comes in handy. Look at how deals have closed in the past. When this happens, ask questions like: "What will it take for you to become a customer?"
- Don't be afraid to Ask for the Sale! For example, ASK: "Are we ready to go ahead and sign?" or "Can we move forward?"
- Remember, a close always ends with your customer agreeing to take some action.



The End