

FACE TO FACE AGAIN

by

Seymour S.Myers

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FOREWORD

So you have decided to take a job in the selling industry, either for a company or for yourself, and you thought it a good idea to go out and buy a book on selling techniques.

Good idea and a good way to start. Keeping up to date with your reading matter should be part of your time planning anyway. But if you thought that this book is like so many others then you are in for a surprise.

There is no ‘you must learn a script’ as many people have said in the past. The difficulty of learning a script is that you cannot make the script suit every prospective client and therefore you need to find a prospective client who suits the script. Difficult to say the least and what a manipulative way to work.

There are no glib phrases, no ‘if the other person says this you say that’; No one is telling you to stay with a particular client ‘until’; until they either agree to see you or sign an order or application form.

So what is this book saying? It says ‘sell with purpose and integrity’. Purpose and integrity are to have satisfied clients. This means that you always have to do what is best for your clients, whatever the ‘best’ means at the time. In this way your self-esteem will always be good and so will the self-esteem of the people you are dealing with. Think positively, work hard and all will come good.

This manner of working is tried and tested and will stand up against any of the 'old time methods'. The techniques offered are very adult, no manipulative games are being played, the clients are all important and you are seen to be, and are, a professional. You will always feel good about yourself and your chosen profession, as you will always have one thought in mind.

Sell with purpose and integrity.

Enjoy one of the most satisfying jobs that you can find and enjoy the excitement of being successful.

Good luck,

Seymour S. Myers

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Dedicated to Max, Sam, Louis, Saul, Noah, Joe and Lily.

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THE RIGHT PERSONAL INGREDIENTS

There are key attributes that will put you on the road to success in the sales industry, whether you are selling a product or a service. The most basic is probably that you are physically able to be there to do 'the job'. If you are the subject of persistent poor health that keeps you away from work too much of the time, you simply will not be around at the right moment to obtain the business that is on offer.

The other person will not wish to listen to how you have risen from your sick bed to see them, and cancelling appointments is a good way of slamming the door in the face of business. The sales process is physically demanding if handled properly and mental agility is a product of a healthy body. You want to be firing on all cylinders, so keep fit. This means a few minutes of exercise each morning. By all means choose something you enjoy, there is no point in jogging along the pavement if it bores the pants off you. On the other hand, lifting pints and reaching for the cigarette packet is not classified as demanding exercise. The message has to be: *Stay healthy.*

Like so many other areas, selling is ten- percent inspiration and ninety- percent perspiration.

Stemming from this personal health and vigour will come a good *Pace* at which to conduct your life. There is a happy medium to reach, which is neither tortoise nor

hare. The art is to keep enough pressure on to keep you moving and stretch yourself from time to time, rather than work at the limit of your endurance all the time.

You will need an *Active mind* at all times as the greatest part of selling is receiving information, not giving it out. You will need to put yourself in the other person's place, a process of *Empathy*, to properly appreciate their real concerns, their needs, their desires and the modifications you need to make in your behavioural style if effective communication is to take place. In other words to be professional and we define professionalism as someone who is good at what they do, but they know exactly what they have to do to be good.

Rather like the chameleon, you will need to be able to *Change your manner*, your approach and your emphasis according to the people and circumstances in which you find yourself.

You need to have the ability to *Keep your mouth shut and talk with your ears*. There is a great temptation to talk too much during the sales process.

This is especially important when silence is really golden. So, having asked a question put your mouth on 'hold' and allow the prospective client to answer *no matter how long this takes*. Another manifestation is when salespeople lay all their own grumbles on the other person, especially when this other person is the prospective client. Keep your complaints to yourself and sort them out yourself. Prospective clients are not interested to hear about your troubles; they are only interested to hear how you may be of help to them.

See and hear yourself as others do, which means considering how you look and sound. The best test is to watch a video recording of yourself in action. Watch and listen for those signals and inflections, which fail to convey what you intend. Assess your *Appearance*, and remember that whenever you meet someone they have formed their first impression about you before you even open your mouth. Ask yourself if they would want to hear your opening words. What respect might they have for you and what expectations might they have of you? Would you employ you?

Appearance is of vital importance. It will allow the prospective client to make up their mind about you in a positive manner. This can be achieved by dressing in a professional manner, not necessarily flamboyantly or very fashionably but smartly. Make sure your hair is dressed well, your fingernails are clean, clothes clean and well pressed, shoes shined and a good-looking briefcase. Dress to suit the occasion but dress for success.

To give you an analogy. If you were in a hospital awaiting an operation and someone came to see you dressed in a green gown, green boots and mask you would assume that he might be the surgeon who is going to perform your operation, and that he knew what he was doing.

In the same way, your prospective clients will assume that you know what you are talking about if you look the part and will more readily accept your advice. The impact that you can make by *looking the part* is probably more important than the technical knowledge that you may or may not have. If your prospective clients accept you initially, it makes the whole selling process much more of a personal situation.

You will need a *Positive attitude* if you are to achieve success. Expect to be successful and think positive thoughts all the time. Part of the armament of the professional salesperson is *Maturity* to accept criticism and setbacks. With this approach you can only get better.

The sales person needs to be *Persuasive* but not in an overbearing way.

Ultimately, there is one attribute that stands out above all and that is to be *Enthusiastic*, for life, your personal aspirations and for the company that you represent. Your intention to improve your performance, to earn a better way of life, to take responsibility and to achieve goals will win more than just respect of those with whom you come into contact with.

These intentions will affect your attitude at all times and this in turn will make you think and act in a more mature manner. With maturity we really start to think of other people instead of ourselves.

That's the beginning. We are speaking about professional sales people who always put the client first. People who communicate well and know exactly what they need to do will be successful.

A couple of questions to think about:

What is your objective for being in business?

What is your purpose for being in business?

The two answers may not necessarily be the same.

THE SALES PROCESS

At one time there was widespread belief that you had to be born into selling. It was considered an indefinable ability, a magical gift...and yes, there are some people who have an instinctive grasp of many of the necessary principles. What has happened to change that opinion is the defining of the specifics that go into the sales process, and the set of guidelines, which have been developed as a result, can ensure success for everyone who applies them effectively.

There is no one type of person who is the perfect salesperson. There are no ideal types. The quiet person can be as impressive as the more expressive person can and the assertive person can be just as successful as the friendlier individual. What we all have to do is to be versatile with other people and adjust our manner to suit them. We do this when we are at a social gathering; we ask questions of other people and show an interest and in this manner we start to form relationships. This is the start of us using versatility; adapting to other people; making people feel comfortable with us. A sales team is enriched by a variety of personalities among its members. The only factor that the team leader should want to harmonise is the level of skill with the techniques of the sales process.

From the above you can see that not only do we need to develop our technical skills but we also need to develop our people skills. It's like riding a bicycle; the front

wheel gives us direction (people skills) and the back wheel gives us the power (technical skills). We need both wheels to be effective otherwise we end up riding a uni-cycle which is hard to balance.

It is often said that no salesperson ever ‘sells’ someone a product or service. They sell an idea or the benefits that the product or service will provide, with varying levels of sophistication. We do not sell sausages...we sell the taste and the sizzle. The job is to motivate the prospective client to take a buying decision as a result of our counselling them. For instance, if we were to offer for sale a large round pan on three legs with a metal grill on top, no-one would be very motivated to buy it. However, the perceived value of the product is much greater when we describe it as a barbecue and demonstrate the delights of cooking in the open air on a summers evening by painting ‘word pictures’. Ask yourself, is the prospective client buying a metal pan or the delights of a summers evening?