

What are some Core Essentials within a sales process

Reading, attending, and researching different sales training development programs you will notice many contain the same principles. Each program will put their spin with what to call the different stages of the sales process. Basically the steps are similar however the descriptive name is different.

The first step is completed without the client, finding common ground with the client; can they use what I have to offer? The sales technician must investigate and educate them self about the client ascertaining if there is a possible or potential connection with their product and services. Time is spent investigating whether the organization has the budget to invest in the product and service. Without determining the budget expenditures of the organization the sales technician is spinning their wheels with nowhere to go. Qualify the organization researching past history and what is presently invested.

What follows researching is discovering if the client is better served with your product than the existing product? How will it benefit the organization? What problem does it eliminate and how will the rate of return affect the organization. Does the organization accept and acknowledge that a problem exists. What difficulties will there be with a switch to your product and service? The first two steps are extremely important for the sales technician to do their homework concerning the organization they are about to call and engage.

How will the sales technician stimulate interest with the product and services? The following is the third step deciding how to engage the client with the answers to their problem while providing a solution. Once the answers to these questions are fulfilled the next step is a relatively easy step however one that is misused quite often within the sales process.

Building rapport often called building the relationship. The sales technician is required to find the successful route to travel with building rapport. Many roads to travel with rapport building some use personal others business relationship. The decision relies on the person you have chosen is the right person to meet with in order to discuss your proposal. Keep in mind the best possible person to meet with will always be the highest ranking member of that organization. The proprietor or CEO is who you want to reach. They will listen when you give them reason to listen then send you to the right person with the authority to move forward.

How you choose to build the relationship or rapport is a very important step towards a successful ownership exchange. Make it interesting and engaging so they ask this small question of you; tell me more. Tell me more says you have hit the ball out of the ballpark and a more meaningful discussion is to follow.

During the relationship and rapport time the sales technician is always confirming to the organization or client the solution and problem. This reinforces the reason that you are there and that they are sitting down with the sales technician that will solve a problem that has created resistance to the organization.

Once rapport is gained there is much work ahead. Convincing the organization to accept there is a problem and gaining acknowledgment that there is a problem. Once this is confirmed by the organization and the members of that organization agree they must also agree that the solution is the only viable solution for them to move forward and resolve the issue.

These basic steps to follow throughout the sales process at any level and with any type of sales. Following these basic steps insures you a successful journey into the sales profession. What is required of those in the profession? The sales

technician must keep learning new ideas and implementing them into the sales process. Then taking that process and investing your time and strengths making the ownership exchange as easy and painless for the client as it is for the sales technician. The passion and excitement with the process must be transferred to the organization or client.

It is essential to receive confirmation from the client that the solution best solves the problem. Receiving confirmation informs you that the client is on board and believes that you can satisfy the problematic areas within their organization and they want to move forward. There are many ways to receive this confirmation from taking the proposal off the table or asking point blank if this is the solution to their pressing problem. Never fear this part of the process. This informs the sales technician that they have given enough information to the client or organization to make a good decision.

The following is a very important part of the process, finalizing the paperwork and receiving authorization to proceed with work or the delivery of the product and service. Always confirm to the organization or client they have made a wonderful decision to move forward with this exciting proposal. People like to hear they have made a fantastic decision.

Here is the point where the majority of inexperienced sales professionals throw future business into the trash heap. This is critical for future success. A return trip or phone call to the organization or client making sure that your promises are coming to fruition. This is the time to verify the solution is working for the organization and client. This is the point to make it right if they are experiencing problems due to a defective product or as simple as someone not following instructions. This is where the sales technician follows up with them and makes sure that events are running smoothly for them.

The information at this point works with either business to business or business to customer. These principles are undeniable. Use them to become a more sophisticated sales professional. Once these strategies are implemented the rate of successful ownership exchanges will dramatically increase.