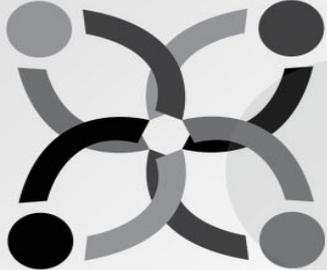


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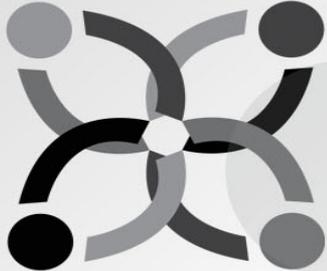


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# Increasing Sales by Using a Well Organized Sales Presentation

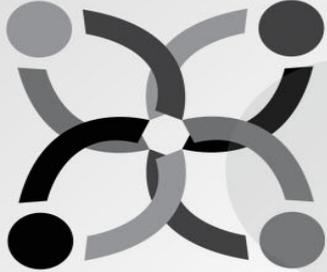
Instructor

Jerald L. Tillman



# Definition Of A Market

A group of prospects, sufficiently small in number and sufficiently interrelated, so that you can in time develop a reputation that will precede you on every call.



# Relationship and Task Tension

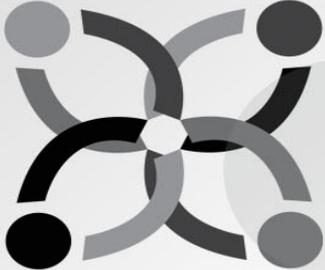
Since most business success depends on who we meet, let us ask the question how do we feel meeting someone for the first time? To some degree, we feel anxiety, tension, and apprehension.

Our objective is to reduce the relationship tension so we can increase the task tension (our ability to get on with the task) which in most cases is an effective sales presentation.

Obviously, since we cannot effectively start our task until the relationship tension has diminished, it behooves us to deal with people with whom we can easily relax the initial relationship tension. **SELLING IN A MARKET DOES JUST THAT.**

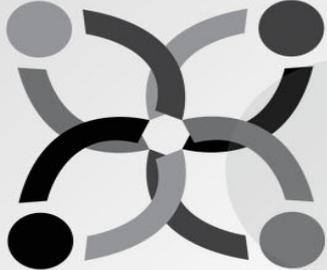
**A MARKET** is a group of prospects with whom one can either build upon an established relationship or can create a relationship according to some existing condition.

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# WHAT DOES A PROSPECT LOOK LIKE?

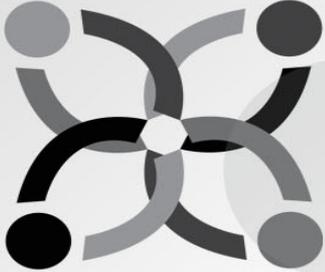


# What does a prospect look like?

## Qualities desirable in order to make a sale:

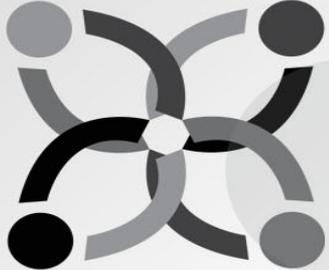
- **NEED** -The need is not created: it must already exist.
- **AFFORD** - The prospect must be able to afford the solution now and in the future.
- **QUALIFY** - The prospect must be able to qualify.
- **SEE** - under favorable circumstances - You must have the prospect's undivided attention.
- **TIMING** - A hard-to-define quality that develops the sense of urgency to do something now about solving the need.

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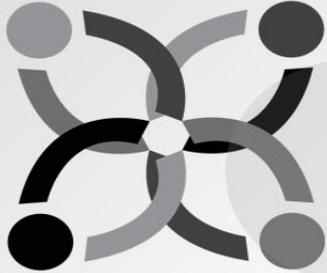
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**What is the most important characteristic desirable in a prospective client?**



What is the most important characteristic desirable in a prospective client?

**Answer: DECISION MAKER**



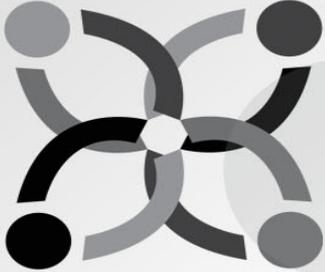
# A Prospective Client

## MY CHECKLIST

### Pre-presentation

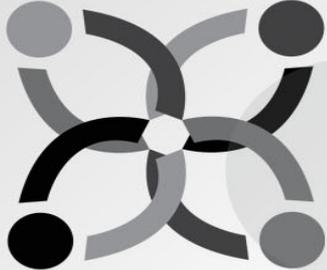
1. I know this person's hot button
2. I know this person's behavior style
3. Appearance - impeccable
4. Meeting with the decision maker
5. Probed properly to uncover needs, feelings, and opinions
6. I have built rapport with decision maker
7. The environment is conducive to a closing
8. My presentation contains a "problem-solution" concept
9. My presentation contains proper usage of features, advantages, and benefit
10. Is this person dissatisfied or disturbed about the current situation.
11. I know my closing statements.
12. I have my applications, order forms, receipts, etc.
13. I have highlighted the main points in written or printed form.
14. I have won the respect, trust, and confidence of my customer or prospect.

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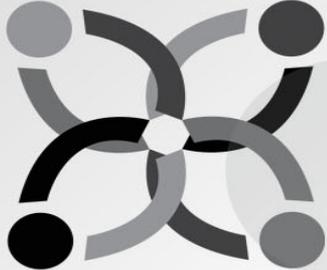
# CRITICAL POINTS IN DIRECT SELLING



# Critical Points in Direct Selling

## Introductory

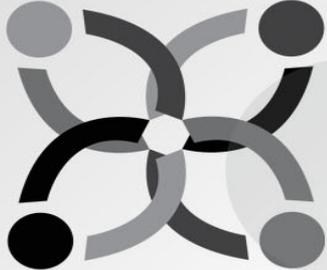
- Appeal (good manners, speaks well, well groomed, well dressed, polite, personality, self confident)
- Environment that is conducive to a sale



# Critical Points in Direct Selling

## Critical Points

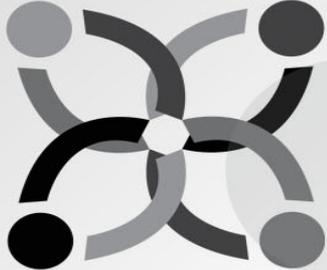
- Make friends
- build rapport
- find common interest
- Features Advantages Benefits
- Probe
- Probe need
- Qualify (make sure you're talking with decisions maker)



# Critical Points in Direct Selling

## Ready to Make Presentation

- Create Desire (to act right now, not tomorrow)
- Close (asking for the order)
- referrals

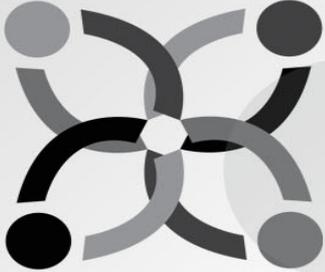


# Critical Points in Direct Selling

## Personal Critique

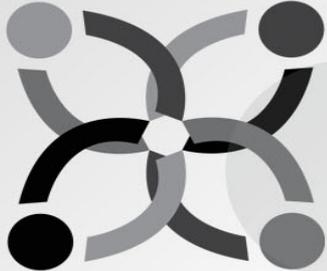
- Customizing presentation to product and personal needs?
- Trust, Respect, Credibility?
- One presentation per closing
- Prospect must be dissatisfied with current situation

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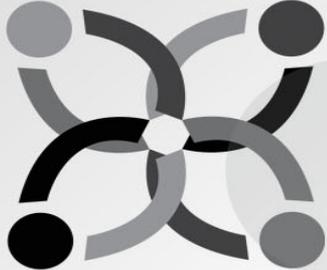
# **THE SIX STAGES TO A WELL PLANNED PRESENTATION**



# The Six Stages To A Well Planned Presentation

**Total planning for the sales interview involves getting ready for the six basic stages of the sale**

1. **Prospecting** - Locating and qualifying your prospect.
2. **The Pre-Approach** - Learning as much as you can about your prospect - his or her product, customers and competition.
3. **The Approach** - Getting the interview. You must get the prospect's favorable attention and interest immediately.
4. **The Presentation** - Demonstrating your product or service, including features, benefits and anything else which can fill the prospect's needs.
5. **Handling Resistance** - The strategy to develop is one that anticipates and minimizes resistance to buying.
6. **Closing the Sale** - Plan strategies for encouraging the prospect to take actions which lead to the sale.

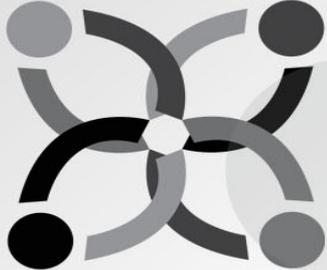


# The Six Stages To A Well Planned Presentation

## Developing Your Sales Strategy

- What is the objective of this call?
- Who is the best person to see?
- What is the best approach to use?
- Do I have sufficient information about the firm?
- Do I have an organized plan for the call?

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# Contact Information

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