

THE TUNE-UP TOOLKIT

WORKING **IN** YOUR BUSINESS

The Business Tune-Up with Barney Cohen

THE TUNE-UP TOOLKIT

SALES

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*“There are only two ways to make money:
increase sales and decrease costs.”*

FRED DELUCA



WHY IS SALES IMPORTANT?

MARKETING

SALES

*Creating an
Interest*

0% - 40%

*Generating
Leads*

40% - 70%

Sales

100%

BIG IDEA

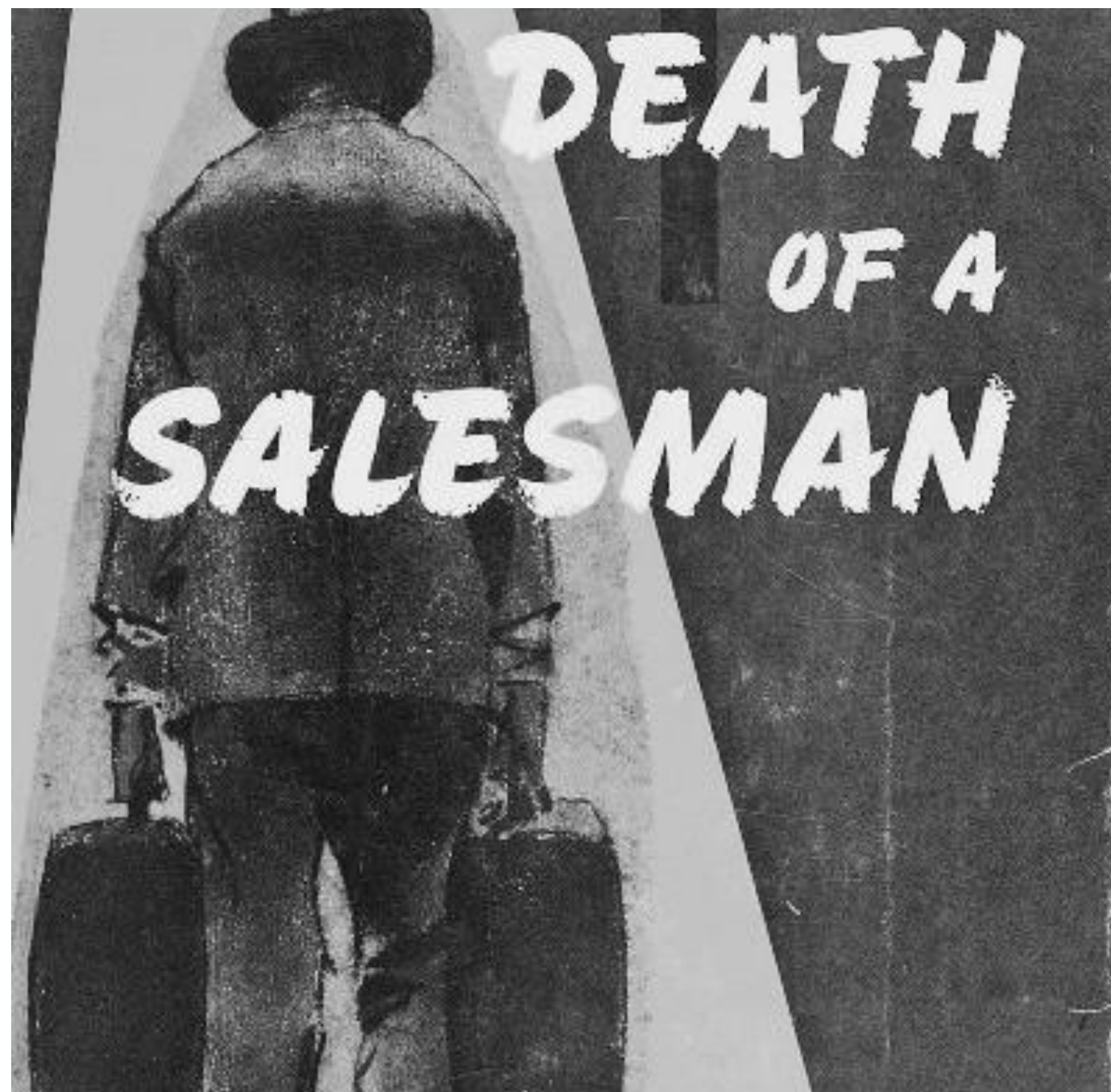
DO THE RIGHT FIRST THING FIRST

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If you don't have

SALES

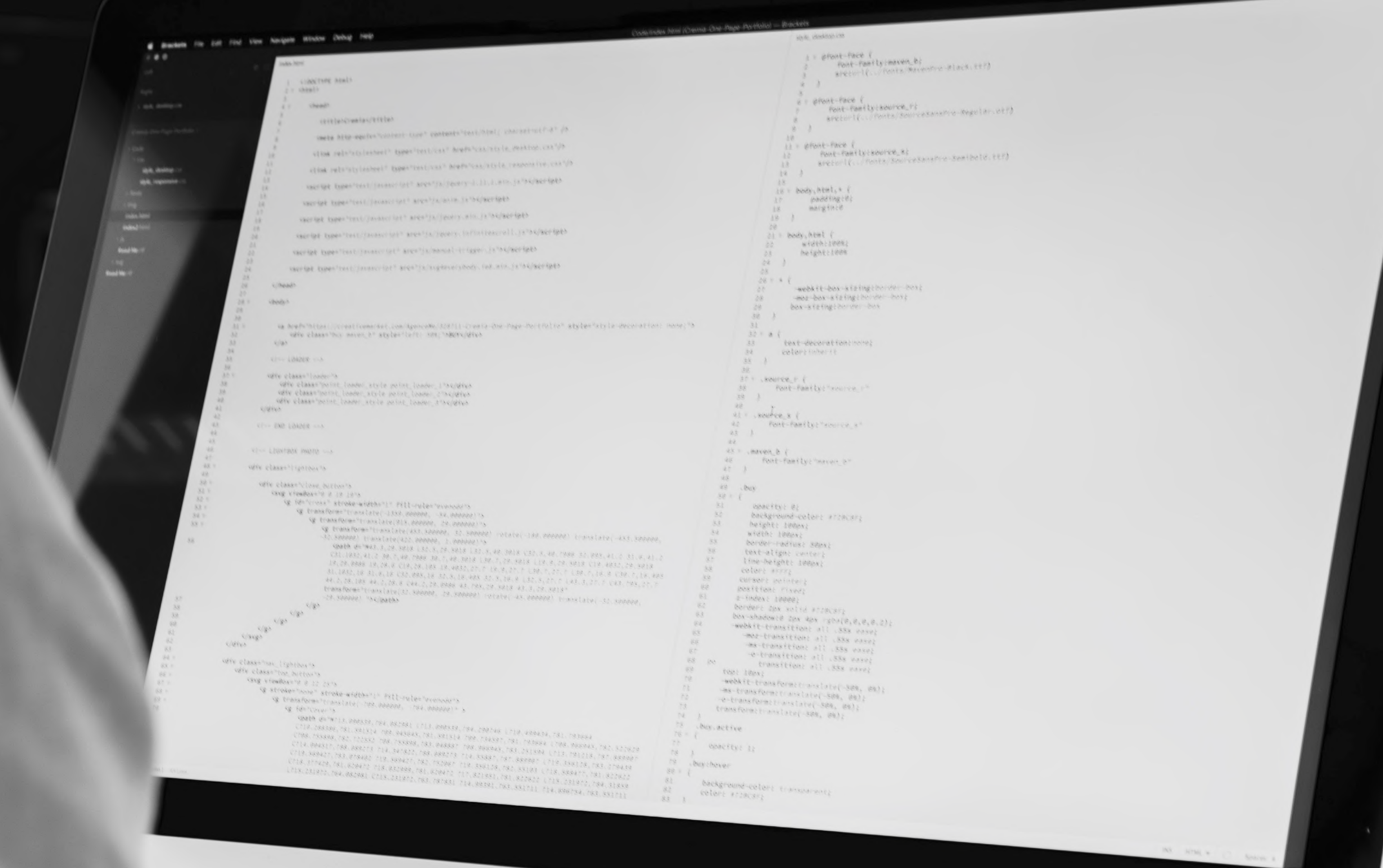
you don't have a business.





SALESPEOPLE

SALESPEOPLE





“To me, there is something magical about a sale... the moment of truth when a customer actually purchases what I’m selling.”

BARNEY COHEN



WHAT'S ABOUT TO HAPPEN

- ▶ Understand the role of sales in your business
- ▶ Cover the “8 Steps of a Sale” and how this applies to your business
- ▶ Explore how you can get more sales
- ▶ Examine the skills and attributes of great salespeople



WHAT IS SALES?

The Role of Sales in Your Business

A hand holding a pen over a document, with a magnifying glass over the text.

DEFINITION: A TRANSACTION OF A PRODUCT (OR SERVICE) FOR PAYMENT BETWEEN A WILLING SELLER AND A WILLING BUYER.

SALE

BASIC QUESTIONS TO ASK ABOUT SALES



- ▶ What am I selling?
- ▶ How do I deliver my product?
- ▶ Who is my customer?
- ▶ What does my customer need or want?
- ▶ How do I get paid?

WHERE DOES A SALE HAPPEN?



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KNOW WHAT YOU SELL

You Can't Sell What You Don't Have



BARNEY'S RECORD SHOP

SALES For example...

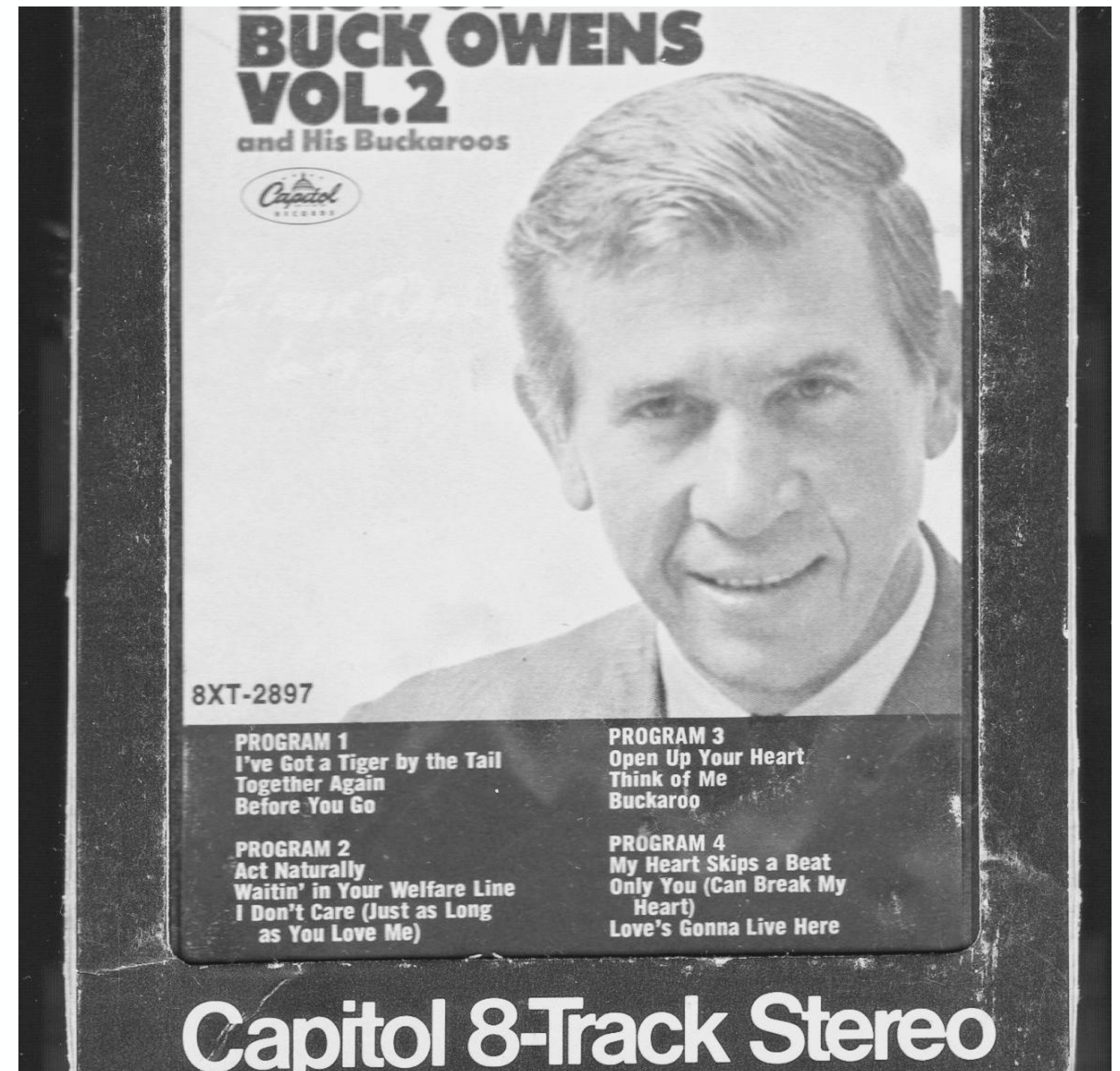


KNOW WHAT YOU SELL

Always know what your

**CUSTOMER
WANTS**

and be able to give
it to them.



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*“If you don’t have it,
then you can’t sell it.”*

THE BUSINESS TUNE-UP



8 STEPS OF A SALE

Using Requisite Order in Your Sales Process

NO. 01

Qualify Your Leads

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NO. 02

Contact Your Potential Customer

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CONTACTING YOUR POTENTIAL CUSTOMER

- ▶ Email?
- ▶ Visit?
- ▶ Call?
- ▶ Ask for an introduction?

NO. 03

Make A Sales Presentation

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*“You don’t need to convince the customer to buy
from you.”*

*A customer will WANT to buy if there is a good
match between you and what the customer
wants.”*

THE BUSINESS TUNE-UP

A hand holding a pen over a document with a magnifying glass. The background is a grayscale image of a hand holding a pen over a document, with a magnifying glass held over the document. The text is overlaid on this image.

DEFINITION: A TRANSACTION OF A PRODUCT (OR SERVICE) FOR PAYMENT BETWEEN A WILLING SELLER AND A WILLING BUYER.

SALE

THE SALES PRESENTATION



- 1.
- 2.
- 3.

1. WHAT ARE YOU SELLING?

- ▶ An exact description of what you are selling
- ▶ Be 100 percent certain that the potential customer understands what you are selling
- ▶ This can take a short time for familiar products, or a long time for unfamiliar products





THE SALES PRESENTATION



1. What are you selling?
2. What are the benefits?
- 3.

2. WHAT ARE THE BENEFITS?

- ▶ What value does someone get from buying your product or service?
- ▶ Benefits may differ from customer to customer.
- ▶ Make sure the benefits are evident and obvious to each customer.

BENEFITS

MUSIC



Entertainment
Improve your mood
Emotional lift

LIBRARY



Space for books
Public computer stations

THE SALES PRESENTATION



1. What are you selling?
2. What are the benefits?
3. What is the cost?



WHY IS THE SALES PRESENTATION IMPORTANT?

NO. 04

Make A Match

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SLOW DOWN!

*Make sure it's a match between
what you're selling and what the customer wants
before you ask for an order*

NO. 05

Ask For An Order

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A QUICK TIP

The best way to get better at asking for a sale, is to just do it; practice over and over again. If you are worried about what you might say, write it out beforehand.

WHEN A CUSTOMER SAYS “NO”

OPTION 1

Walk
away

OPTION 2

Stay in touch
ask for a sale later

OPTION 3

Ask for a
referral

WHEN “NO” DOESN’T MEAN “NO”

If they say...

- ▶ “Ah, it’s a little too expensive.”
- ▶ “This isn’t quite the right time.”

Then you say....

- ▶ “Would there be a better time for me to call you back?”
- ▶ “Would this look different to you in a week?”

You don't ever want to
CLOSE THE
DOOR
on a customer.



NO. 06

Process The Order

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NO. 07

Receive Payment

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NO. 08

Follow-Up

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FOLLOW-UP

- ▶ Ask your customer about his/her experience
- ▶ Use this as an opportunity to improve the relationship
- ▶ See if there is another product that they might be interested in
- ▶ Make sure the customer is satisfied

The best time to hear a complaint from a customer is right at the moment he/she has it.

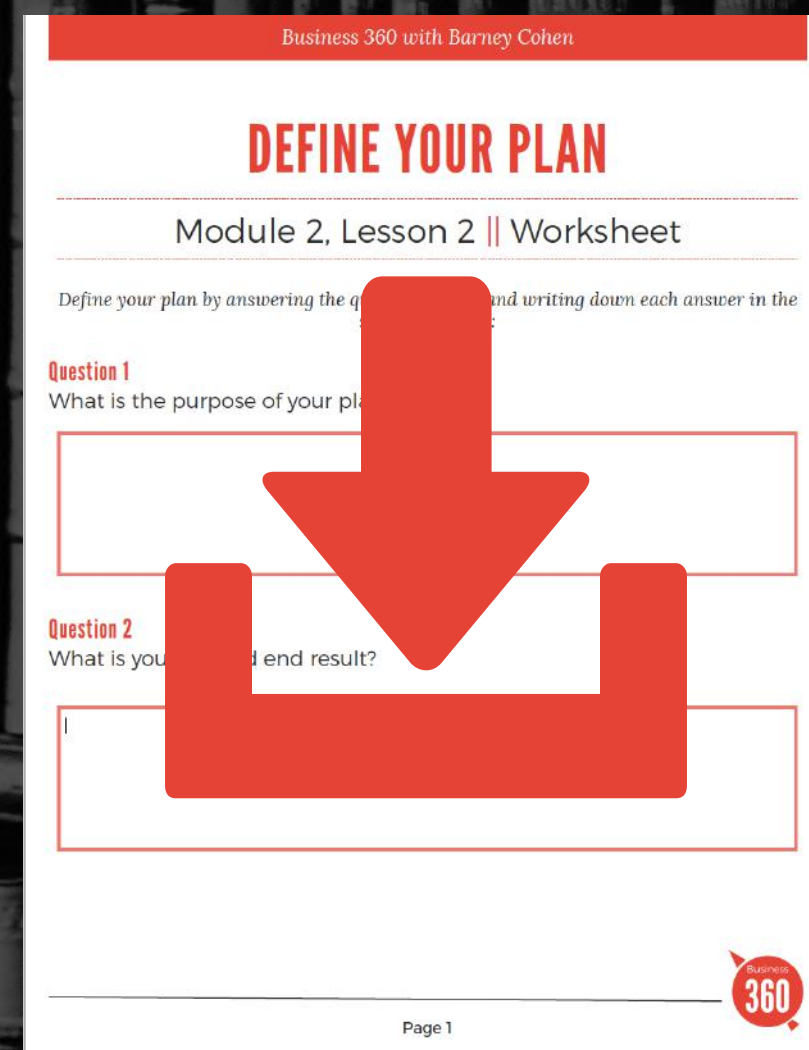
A QUICK TIP

Use your follow-up to “upsell” and set the stage for repeat business or referrals.

RESOURCE GUIDE



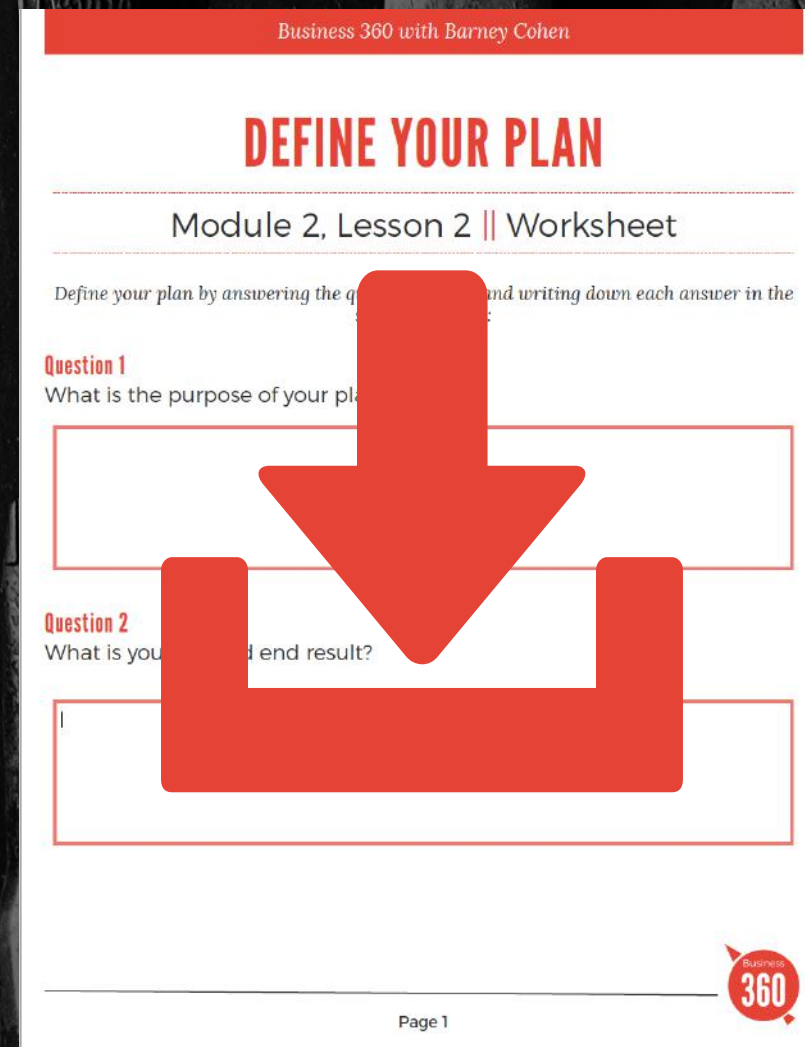
8 Steps of a Sale



DO THE WORK
MAKE IT REAL



8 Steps of a Sale Worksheet





THE ART OF SELLING

Separating the Art and the Work
of Making a Sale

3 AREAS WHERE YOU MUST SUCCEED



The
Business
Tune-Up

1. Qualifying the lead
2. Learning when and how to ask for a sale
3. Learning how to follow-up after the sale

TUNE-UP CHALLENGE

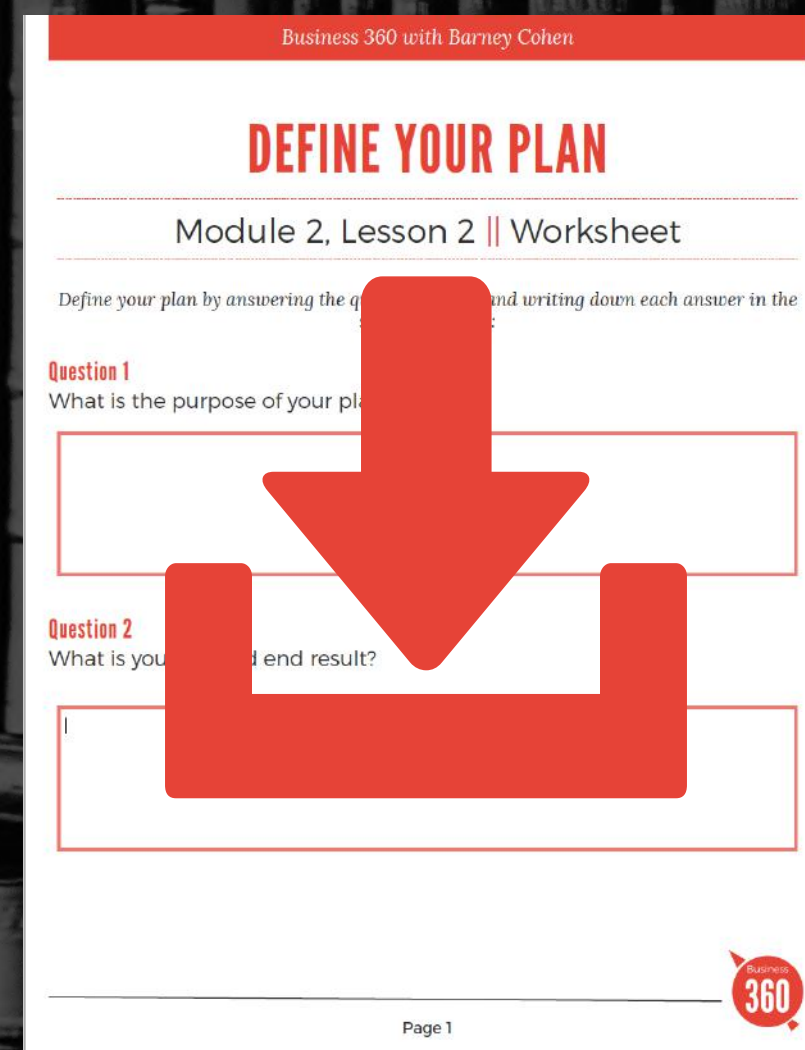
Follow-up with one of your most recent customers. If they were pleased, try to “upsell”. If they weren’t try to resolve their issue.



RESOURCE GUIDE



From a Lead to Closing a Sale



“I want more sales.”



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5 WAYS TO GET MORE SALES

- 1.
- 2.
- 3.
- 4.
- 5.



5 WAYS TO GET MORE SALES

1. Selling more in quantity to existing customers
- 2.
- 3.
- 4.
- 5.



5 WAYS TO GET MORE SALES

1. Selling more in quantity to existing customers
2. Selling more frequently to existing customers
- 3.
- 4.
- 5.



5 WAYS TO GET MORE SALES

1. Selling more in quantity to existing customers
2. Selling more frequently to existing customers
3. **Selling existing products to new customers**
- 4.
- 5.



5 WAYS TO GET MORE SALES

1. Selling more in quantity to existing customers
2. Selling more frequently to existing customers
3. Selling existing products to new customers
4. **Selling new products to existing customers**
- 5.



5 WAYS TO GET MORE SALES

1. Selling more in quantity to existing customers
2. Selling more frequently to existing customers
3. Selling existing products to new customers
4. Selling new products to existing customers
5. **Selling new products to new customers**

Often, if you want more
sales, then you need

**BETTER
MARKETING.**



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A client might say...

- ▶ “I really want more sales.”
- ▶ “I think I need to hire someone because I want more sales”

Then I say to them...

- ▶ “If I gave you three leads, could you turn them into an order?”
- ▶ “If you need more leads, then you need more marketing.”



GREAT SALESPEOPLE

Skills and Attributes of a Great Salesperson

SKILLS OF A GREAT SALESPERSON

- ▶ Product knowledge
- ▶ Customer knowledge
- ▶ Building a complete sales toolkit
- ▶ Developing a network of contacts

ATTRIBUTES OF A GREAT SALES PERSON

- ▶ Integrity
- ▶ Empathy
- ▶ Drive
- ▶ Perception

You have to

ENJOY
SELLING

to be a great salesperson.



WHAT JUST HAPPENED

- ▶ You understand the “8 Steps of a Sale” and what they look like in your business
- ▶ You have an idea of what is the “art” and what is the “science” behind sales
- ▶ You understand the key principles of getting more sales and successfully turning a lead into a sale
- ▶ You know the skills and attributes of a great salesperson



START NOW  **SEE RESULTS**



RECOMMENDED READING

- ▶ **Little Red Book of Selling: 12.5 Principles of Sales Greatness**
by Jeffrey Gitomer
- ▶ **Spin Selling**
by Neil Packham
- ▶ **To Sell is Human**
by Daniel H. Pink
- ▶ **Tin Men**
RECOMMENDED VIEWING
- ▶ **Glengarry Glen Ross**
RECOMMENDED VIEWING