

10 Steps to Big PC Diagnostic Sales

| | |
|-------------------------------------|---|
| 1. Open with a Mystery | “I have a product that will affordably reduce your repair time and service costs, and put more profit in your company's pocket. In fact, many of our customers say they can't live without it. I'll bet you'd like to hear about it, right?” |
| 2. Qualify | “Do you test PCs? Do <i>you</i> test them or are you the <i>boss</i>? In-house or on-site? How many technicians are there? How many service contracts? Do you build or sell PCs? How many a month? How long have you been in business? Do you do data recovery? How many PCs do you have on site? Are you frustrated with the cost of repairs? Would the loss of your computer for a week or more upset your business?” |
| 3. Decide What to Offer | <i>From what was said, determine which product best fits his needs and wants. Start with the biggest kit that fits.</i> |
| 4. Feature/ Benefit/ Tie Down | “With <u><product name></u> you'll be able to determine in minutes what's wrong virtually every time you have a hardware problem. This will save a lot of time and money on PC malfunctions. Sounds good, doesn't it?” <i>Give features/benefits machine gun style. Can you see how <u><product></u> will improve your efficiency and profitability? Good. Do you WANT that improvement? Fabulous!”</i> |
| 5. Trial Close | “Let me ask you, If I could convince my manager to honor yesterday's special on this product, could we do business today?” |
| 6. Order Form Close | “Hold on a moment while I grab an Order Form. Will that be MC, Visa, Amex, or Discover? Overnight or two-day delivery?” |
| 7. Handle Objection | <i>Acknowledge. Soften. Clarify. Rephrase as a question. Make sure it is the only objection. Engineer a deal. Cycle back to the trial close. Maintain control and get the order.</i> “I can see how you feel. So if it weren't for the fact that you already own another similar product, we'd be doing business today, is that right? Fine, and just so I'm sure I understand, you don't see how owning another similar product will benefit you, is that your question? Aside from that for what other reason would you hesitate to get started with us today?” |
| 8. Nibble | #1. “You know, I just thought of something. Since <u><product></u> is such a good product for you, you'd probably appreciate <u><other product></u>.” <i>(Be silent. He'll ask what it is.)</i> #2. “Did you know that we've got almost a whole Kit written up here? Are you familiar with <u><next product></u>?” <i>(Bump up to kit.)</i> |
| 9. Take the order & Set up the load | “How many customers do you have? How many in-house technicians?” <i>(Add more products to the order.)</i> |
| 10. Get the Referral | I appreciate your order. By the way, which of your customers or acquaintances would take your recommendation on a product purchase? Which of them maintains computers and could benefit from our products? You don't mind if I mention your name, do you? |