

Presenting Your Product

Guide to Selling Successfully – Copyright © 1991 – 2003 by Bob Hurt. All rights reserved.

- GUIDE:** Use your script as a guide, and always have your own script handy. **You** are the one who communicates to the prospect, not the script. Learn the script so it flows naturally without seeming artificial, phony, or "too smooth".
- YOUR MISSION:** Keep yourself internally supercharged, as if on a divine mission. Remember that the word "enthusiasm" comes from Greek *en theos*, meaning "God within you". Show that by letting Him out. Maintain an attitude of fatherly love toward your prospect. Be genuine, and it will show, and the prospect will become your customer. Be a friend, make a sale.
- THE BEST:** Have **Fun**, work **Hard**, decide each day to **Be The Best**, make each call **Fresh and alive**, or GO HOME! Your prospects deserve to get you at your best, they pay top dollar for it, so always **Give Them The Best Service**.
- BE PROFESSIONAL:** Be dignified, kind, respectful, honest, and polite to the prospect. Don't argue with or talk down to the prospect. Do not ever disparage the company or products, a co-worker, or a competitor. Do not ever be rude, upset, angry, or offensive toward the prospect. Do not swear. Do not lie or misrepresent the product or company. Do not add to or alter the guarantee or warranty.
- ORGANIZE AND CALL:** Strategize your work, plan it, then **Stay On The Phone** and make as many contacts as you possibly can during the day. Organize your prospects according to heat and call the hottest first. Reserve daily time for cold calls, callbacks, letters/faxes, and old customers. Reserve weekly time to cultivate volume business. When it is time to make calls MAKE CALLS aggressively.
- ONE CALL, NO WASTE:** Be a **One-call Closer**, and do it in under 3 minutes without neglecting the prospect. Get to the point, economize with words, and don't chat. Avoid time and money wasters. NEVER send letters unless strategically vital. Send a FAX instead. Send literature with the order.
- ASK THE NAME:** When the prospect answers the phone, say his name with a **Rise in Voice** tone at the end, as if you are asking a question: "Hello, Bill Jones?" This provokes curiosity and lets him know you are interested.
- CONTROL:** **You** control the sale from beginning to end. Start with a **Friendly Question**. Use one of these openers: Thank you, before FAX, after FAX, new service, stale account, bargain, time limit, premium, market study, demo, special occasion, new idea. Avoid technical "cocktail chatter". Answer questions then regain control by asking a question; move forward to the close.
- INTEREST AND HELP:** Build a relationship, showing very **Strong Interest** in both your prospect and your products. You are there to **Be of Service**. Show your concern for them, and let them feel it. Mention only 2 to 4 benefits for best effect. Admit to any mistakes made in the past and clean them up.
- COMMUNICATE:** Deliver with **Punch, Volume, Impact**. Sound professional. Emphasize key words. Enunciate clearly and crisply. Don't slur words. Slow down or speak softly to keep his interest, as needed. Speed up when listing technical features. Be real: get on his wavelength and communicate in language he relates to. Use positive, warming words (BPVFWL) and avoid negative, harsh words (CKHS sounds).
- PROBE:** **Ask Questions** to locate **Problems or Needs** that your products can solve, but don't ask too many.
- MAKE THEM SAY YES:** Get them to **Agree**, or see that the product features **Solve Their Problems or Needs**. Use phrases that build momentum and interest, and set up the close, like: "Can you see how this will...", or "This is something that would..., right?".
- GO FOR THE CLOSE:** The only purpose of your presentation is to **Create opportunities to close**. Listen for buying signals and DO NOT BYPASS one. Take it immediately and close. Prospect: "Do you have it on 3.5-inch disk?" You: "Do you **WANT** it on 3.5-inch disk?" Prospect: "Yes" You: "Good! Let's get that out to you right away. What's the address?"
- ASSUME THEY BOUGHT.** Do not ASK them to buy, TELL them and ASSUME they have already bought. Maintain control of the prospect. Use the *order form* close, "Let me grab an order form and get some info"; the choice close "Master Card, or VISA?"; the check back close "I'll get that out FedEx, ok?"
- KEEP THE PRICE UP:** DO NOT "GIVE" away a discount! Make the prospect "WORK" for a discount. Drop price only as a last resort, and only in small stages. Try to add another inexpensive product into a "kit" rather than dropping price. Use "Hold on. Let me get with my supervisor to see what I can do..."
- CYCLE PERSISTENTLY:** If you cannot get any interest generated, go back to #7 and probe for problems and needs, then continue from there. Be a persistent problem solver.
- OVERCOME OBJECTIONS:** remove all stops, then close.
 - Restate and clarify the objection: "Let me make sure I understand. You don't feel ready for our product because..., is that right?",
 - Make sure that is THE objection: "Aside from that, is there any other reason you would hesitate to put our product to work for you right away?"
 - Empathize and soften the objection: "I can understand your worry about that, Mr. Jones, and we have helped many people with the same concern."
 - Handle the objection: "We have just the solution for the concern you mentioned...", or "Do you have a spare tire in the trunk of your car? Why is that?..."
 - Turn the objection into a reason to buy: "Wouldn't you agree that if you wait till you are ready, by that time it can be too late and you will lose time/money because ..., and our product will prevent that because ...?"
 - Rekindle the purpose, and close: "Recall the reason you started your business was to ... How would it feel to accomplish that even faster with our product. Good, huh? Fine, let's get you started now. Your address was..."
- NIBBLE:** After closing on one product, always sell the prospect **Additional** items to add to the order.
- REFERRALS:** After writing the order, always ask for and get at least 3 referrals.
- REINFORCE:** Always reinforce the prospect's decision to buy. Repeat the terms, congratulate, clarify delivery, allow questions, and leave on a positive note. "Bob, I'll be sending 1 Whismo FedEx economy; the total of \$399 will be on your Visa card. I admire your decision to invest in Whismo; it will give you years of service. Any questions? Fine, if you have a problem, call me immediately. Remember, our support department is also available to help. Thank you for doing business with us."

ADDITIONAL TIPS

1. Strive for balance. Keep control, but don't be domineering. Ask probing questions, but not too many. Answer questions, but don't be overly technical. Go for the close, but make sure the prospect understands what he is buying. Be courteous, but not schmaltzy. Be efficient, but not curt. Be practiced, but not over-smooth. Be friendly and helpful, but not too familiar. Be professional, but not pompous or pretentious.
 2. Control the conversation from beginning to end. Start with a friendly question.
 3. Never argue with or talk down to the prospect. With technical products, the prospect probably knows more than you do anyway, and even if you win, you will lose the sale.
 4. Find the prospect's wavelength and get on it so that you will be "real" to him. Use jargon, colloquialisms, clichés, expressions, and a style of speaking that you know he will relate to and feel comfortable with.
 5. Give your presentation in the language of "love". Make it sound positive and warming rather than negative, harsh, and judgmental.
 - a. Use words that sound pleasing and warm the prospect, such as those that start with **W** (wealth, wonderful, wise), **V/F** (velvet, voluptuous, victory, venus, family, fabulous), **B/P** (brilliant, plump), and **L** (lovely, lotion, lullaby).
 - b. Avoid words that are harsh or clicking, such as those that start with **S** (snake), **C/K** (curt, crash, crazy), or **H** (harm, horrible).
 6. Be courageous and admit any shortcomings. Sincerely work to correct them within yourself and/or the company, and let the prospect know this.
 7. Use the Opener, Descriptor, Close, and Confirmation
 - a. Opener
 - 1) Thank You - "I'm calling to thank you for ..."
 - 2) Before Mail - "I'm about to send you some info, but before I do..."
 - 3) After Mail - "I recently sent some info. Do you recall seeing it?"
 - 4) New Service - "We're offering a brand new service that will increase your effectiveness..."
 - 5) Stale Account - "I just went over your records and noticed we haven't done much business lately. I was wondering why."
 - 6) Bargain - "Our product is available for one more week at a discount price and I wanted you to have the chance."
 - 7) Time limit - "You don't want to miss out, do you?"
 - 8) Market study - "We're calling to see what new products will meet the needs of technicians, and I have a few questions.
 - b. Description - mention only 2 to 4 benefits that are really important to the prospect.
 - c. Close -
 - 1) Assumptive - "I have you down for 2 units. What address should I send them to?"
 - 2) Check back - "I'll put you down for 2 units, okay?"
 - 3) Choice - "I'll get that out economy today, or would you prefer priority?", or "That's the test card with diagnostics, or would you prefer the full kit?"
 - d. Confirmation
 - 1) Repeat the terms of the deal
 - 2) Congratulate on making a wise decision
 - 3) Clarify delivery or fulfillment details
 - 4) Allow buyer to ask questions
 - 5) Sense the strength of commitment
 - 6) Leave on a positive note.
- Do you own diagnostics? Are they adequate? What troubles or difficulties do you have with them? If you were shown a way to increase your efficiency in troubleshooting, this would be of interest to you, right?"*
- 9) Referral - "Your friend Bob suggested I contact you about an exciting opportunity..."
 - 10) Premium - "We are giving away a powerful utility package to qualified technicians who will take our professional diagnostic package for a 10-day trial..."
 - 11) Demonstration - "We'll give you a free demo copy of our software, and I'll call next week to see..."
 - 12) Special Occasion - "We are just launching our new product and ..."
 - 13) New Idea - "I was just thinking there are some interesting new ways our product can help you increase your profits and save down time."
8. General Consideration

If a problem arises, encourage the prospect to let YOU solve it for him. If it is blocking the close, ask, "aside from that is there any other reason you would hesitate to invest today?" If he says yes, get ALL the problems out on the table. If he says NO, solve the problem and take the order.