

Essential Selling Skills

Worksheets



Your goal is not simply to make a sale. Your goal is to help people make the right decision; make it easy to buy more from you and to make your buying process a great experience.

Contents

Personal focus and application	3
Opportunity Planning.....	4
Quick start: Some Sales Essentials	5
Best-Practice Sales-Call Skills.....	6
Qualifying and initial questioning skills	7
Creating an agenda structure: 4 C's.....	8
Questions to 'build' more opportunities	9
High-gain or high-impact questions.....	10
Advanced sales questioning techniques	11
Increasing sales order value with options	13
Closing skills and overcoming concerns.....	14
Common objections and FAQ's.....	15
Handling objections.....	16
Closing worksheet.....	17
Learning summary.....	18

Graham Roberts-Phelps

Business Skills Training Consultant

Contact@grahamphelps.com

07515 85169

© Graham Roberts-Phelps 2022

Personal focus and application



Customer examples for this training

Please make brief notes under each of the following three headings.

An opportunity you would like to close in the next 30 days

A new account or customer you would like to get a meeting with

A current customer or account that you would like to get more business from in the next 90 days

Opportunity Planning



Target customers or category – which companies to approach

Contacts, job titles of buying influences – who to contact x 2-3

Product or service to promote – what do you want to sell them?

Problems you can solve, or result can help them with – reasons to buy

Why should they buy it from you?

Why now?

Quick start: Some Sales Essentials

1. A clear, concise, elevator pitch for your company.
2. Three questions to uncover a need or want you can satisfy (target customer and product).
3. A thirty-second FAB* pitch for one product or service

*Feature, Advantage, Benefit)

Task

For a named competitor, for a target customer or customer type, and for a specific product or product group, what is your **elevator pitch**?



Best-Practice Sales-Call Skills

Do's and don'ts for effective customer sales meetings.

Do	Don't

Qualifying and initial questioning skills

Initial connecting or small business questions to use at the start:

Qualification questions to use during the visit or call

MATCH



Topic	Example questions
Money, budget, spend	
Authority levels, other contacts	
Time, frequency, etc	
Competition and alternatives	
Hot-buttons – what is important to them	

Creating an agenda structure: 4 C's

First meeting best practice (planning and practice)

Task

Plan a first meeting a prospect. Use the following headings a guide.

Connecting

- Small talk, rapport, PBC
- Opening statement and questions
- Agenda?

Consulting

- Situation and general questions
- Problem or improvement plans questions
- Qualification questions

Convincing

- Statements (features/benefits) to suggest next step
- Value vs price
- Answer questions, explain

Confirming or confirm

- Summarise
- Test close
- Ask for a decision to the next step

Notes

Task 1: what should you prepare or research before a (first) meeting?



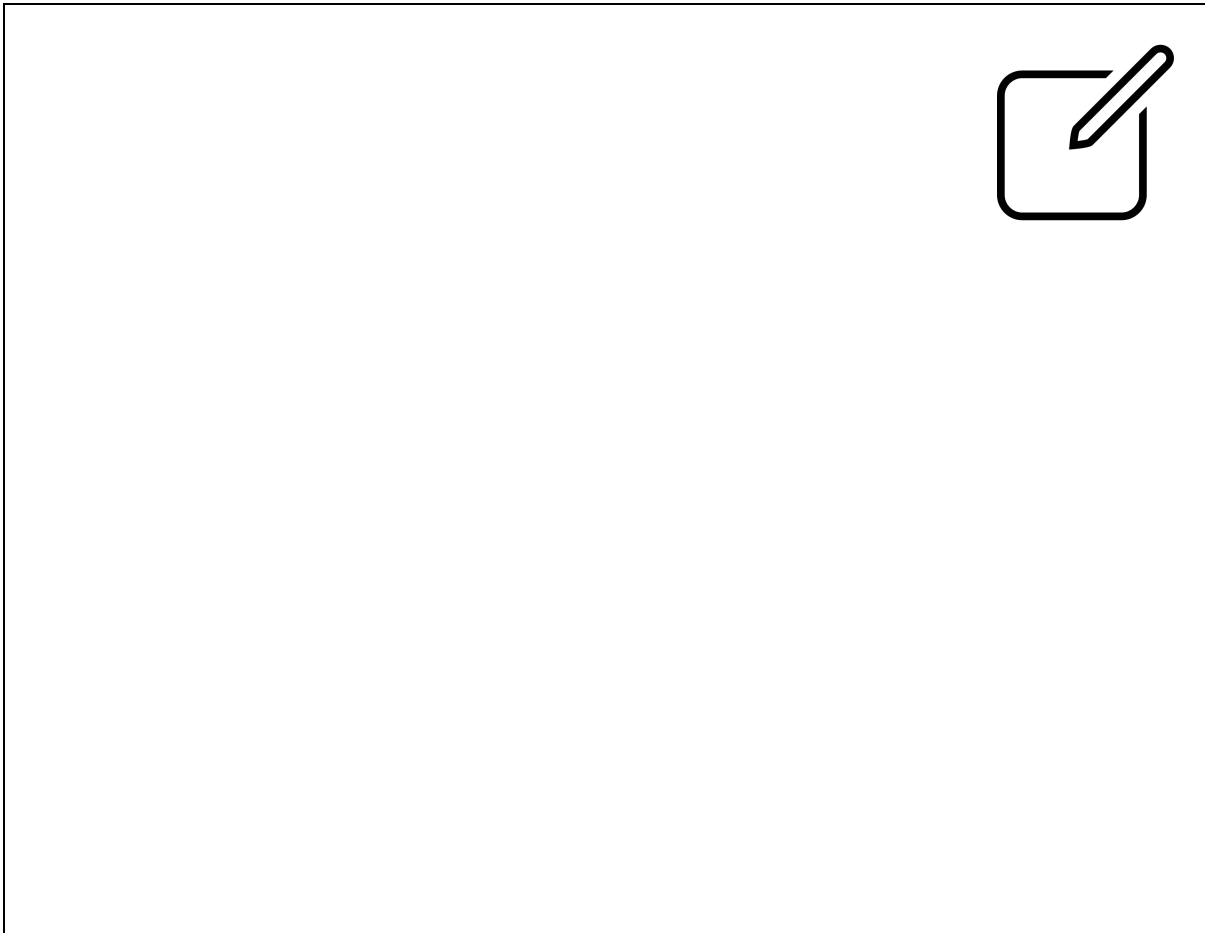
Task 2: Write an agenda for a first meeting?

Task 3: Plan a practice the first 3-5 minutes

Questions to 'build' more opportunities

*Telling is not selling, only asking
questions is selling!*

Your current examples of questions that build and make great sales are:

A large empty rectangular box with a thin black border, intended for writing notes. In the top right corner of the box, there is a simple line-art icon of a pencil pointing towards the bottom right, resting on a small square notepad.

Notes

High-gain or high-impact questions

High-impact questions maximise the sales call by returning high-value information in an efficient amount of time.

High-impact questions require customers to think, organise information, and search for new meanings to existing information before responding. They ask customers to:

- 1. Evaluate or analyse**
- 2. Speculate**
- 3. Express feelings**
- 4. React**

Examples



High-impact questions should be:

1. brief and clear
2. open-ended
3. phrased to require a thoughtful answer
4. relevant to the customer's situation and position

High-impact questions are likely to:

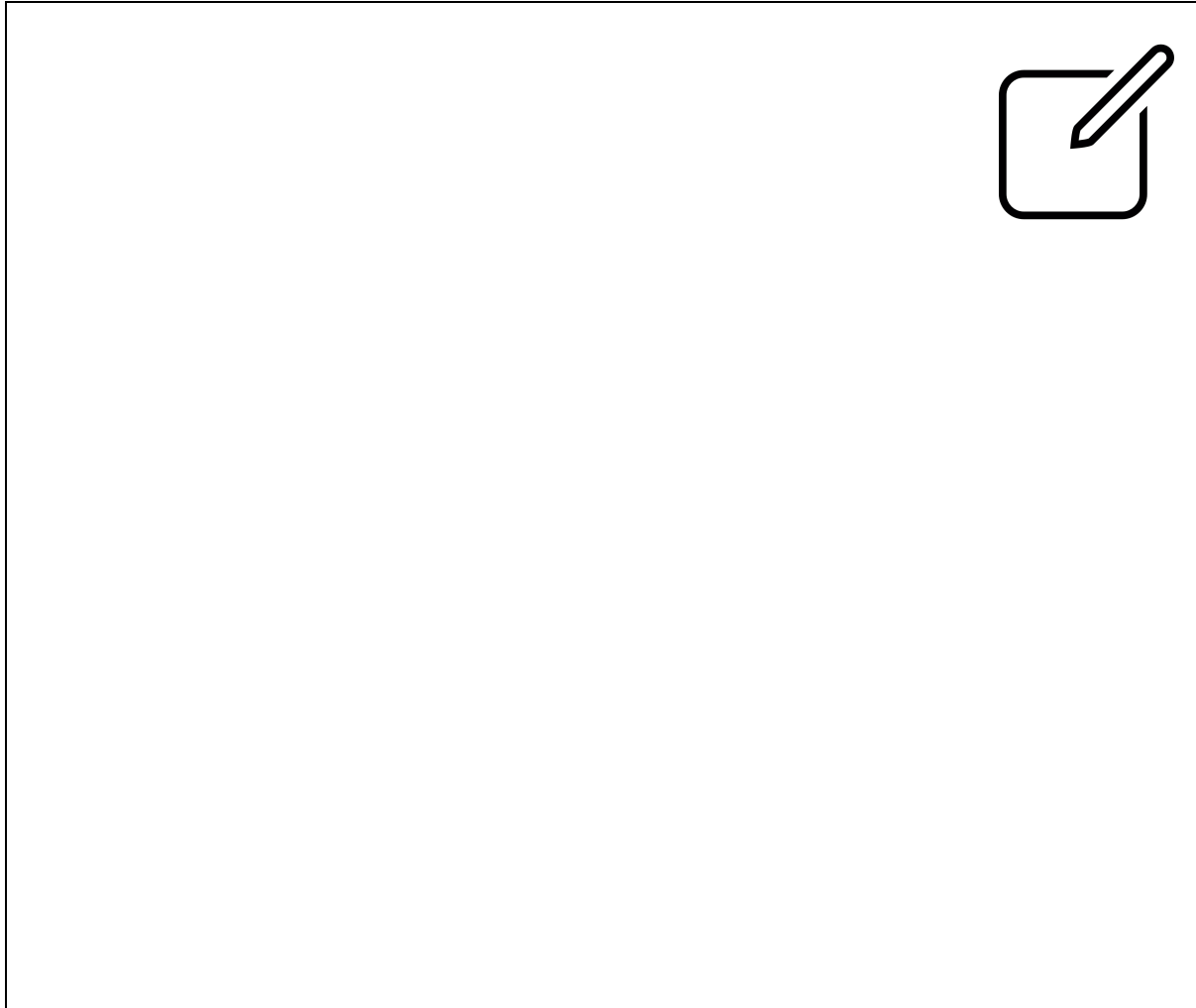
1. involve the customer by requiring him or her to think
2. increase the amount of time that customers talk
3. provide new insights into problems
4. produce high-quality information
5. expose underlying issues
6. result in people being seen as perceptive professionals and consultants
7. cause the customer to believe that the meeting was valuable

Prepare high-impact questions in advance.

Encourage the customer by active listening.

Advanced sales questioning techniques

Now create a real-life list of additional, high impact questions, targeted on increasing sales or introduction new products or services. Base this on typical or target account.

A large, empty rectangular box with a thin black border, intended for writing a list of questions. In the top right corner of the box, there is a simple line-art icon of a pencil pointing towards the bottom right, resting on a small square notepad.

Notes

Application: Describing needs, benefits, and features

Based on the target customer that you have selected, write down two or three statements to connect needs with benefits that can you offer and the features that support them.



Summary of needs

“We can offer the following benefits...”

Summary of benefits

“...that is because...”

Summary of features/facts

Supporting example or evidence

Increasing sales order value with options

Based on the target customer that you selected prepare an option matrix to discuss.



Source of value	Option A	Option B	Option C

Closing skills and overcoming concerns

- Proven techniques for closing more sales, faster
- How to isolate, prioritise and answer final objections, including price
- Overcoming delay and procrastination
- Planning and practice session – answering client concerns

List three buying signals

- 1.
- 2.
- 3.



List three test closing questions

- 1.
- 2.
- 3.

List three closing questions to ask for the order

- 1.
- 2.
- 3.

List three ways to answer or react to the comment: “I will think about and let you know.”

Common objections and FAQ's

You should answer the objection as specifically as possible. Objections and their appropriate responses usually fall into one or four general categories:

Objection Type	You Should
Misconception	Clarify and explain
Scepticism	Provide examples, references, demonstrations, or evidence.
Real drawback	Show how advantages outweigh disadvantages.
Real complaint	Respond with a plan to address the complaint.

What are your most common objections, queries or obstacles?

List these here, and where they occur most in the technical analysis process



Objection, queries or obstacles	Where it occurs – early – anytime – close to decision	Type (Misconception / Sceptical / Real drawback / Complaint)

Handling objections

Write down a common objection and make some notes on how you might best respond.



Objection:

Questions to clarify and encourage:

Answer:

1. If misconception – clarify
2. If scepticism – prove
3. Real drawback – show big picture and outweigh with other FAB's
4. Real complaint – show action

Closing worksheet

Complete this on an opportunity you are hoping to close soon.



Client name	
Opportunity description	
Approx. value	
Target date and % chance	
What is your biggest single obstacle in closing this business?	
What would have to happen to remove this obstacle?	

Make a list of specific actions to close this opportunity

Action	By when / who
Now identify three things that you can do in the next few days to move this opportunity closer to a successful win:	

Learning summary

Three best takeaways from today's training

1.

2.

3.

My favourite phrase or technique

Actions to work on or ideas to use on specific customers or stages of the sales process.