

The 7 Stages of a Sale

How to get from enquiry to order using the world's most powerful sales process



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Wit2S (What It Takes to Succeed)

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Numerous studies have been conducted into selling over the years to understand what makes salespeople successful. Researchers have looked to identify the elusive 'magic' tools, techniques and disciplines that make the most successful salespeople better than the rest of us mere mortals. In most cases though when they looked at the skills those salespeople had they would often find they were relatively similar to those their contemporaries were using, but they found that the sales superstars were better at using them. For example; they asked better questions, were better at stressing the applicable benefits to their prospects, better at presenting, better at demonstrating value, better at differentiating themselves from the competition, etc... Whilst those things are important and you should work at them to continuously improve and be the best in your industry (because they do make a difference) there is something else those most successful salespeople used which really made them stand out. This simple thing has repeatedly demonstrated itself as the major reason why the top performers were so much more successful than the average salesperson. And the good news is that differentiator is easy to understand and easy to use. All you need is discipline.

The difference between the most successful salespeople and the rest was that they used a structured sales process. To coin a description that seems to describe them perfectly the researchers found that, *"They run on tracks"*.

Imagine a train, making its journey between its starting position and its final destination with a series of stations to call on along the way. Whatever happens, providing the train stays on the tracks and that they are operating as normal the train will always make its way from its starting position to its destination so long as it keeps moving. Well, the sales process is the same. The starting position is the first contact with the prospect and the destination is the order. Getting from the start to the end is a journey which takes the salesperson from opportunity to order and the takes the prospect from interested to sold. All you need to do is know and work through the stages from beginning to end, progressing from one to the next.

These stages, 7 of them in all, when conducted in the correct way and in the correct order will give us the best chance of achieving our aim and making a sale more often.

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Its important you understand the 7 stage approach is not based on you controlling the prospect or manipulating them in any way. Instead the 7 stages simply reflect what the prospect will be doing in their own thought process as they evaluate you and your products &/or services. In other words the 7 stages of the sales process are a mirror of the 7 stages a person goes through when making a decision to buy something, they are a mirror of the buying process. When applied correctly, the 7 stages will vastly improve your chances of success as they guide you so you cover the things your prospects need to know, when they need to know them; the process helps them make a decision to buy.

When I run this as a course I ask delegates to name the person they think is the best salesperson they've ever met or heard of. I get names such as Steve Jobs, Alan Sugar and many others. I then ask if their nominated 'best salesperson' could sell the delegates something they really don't want; the answer is a resounding "No". I then ask them if they have ever bought something (even without the help of a salesperson) they thought they needed/wanted and then never touched it again when they got it home (the proverbial 'white elephant') to which all typically say "Yes". I explain that they have not only bought that 'white elephant' but they effectively sold it to themselves using the 7 stage process I will now share with you. For this reason I call this ***the most powerful sales process in the world***.

Each stage needs to be covered, even if only briefly to ensure the prospect and you are at the same point in the buying process and therefore making maximum impact with your sales approach. The only exception is where the prospect goes straight to the end and gives you the order (having already covered the rest on their own without communicating it to you). Even then though, in not checking on the stages your prospect is suggesting you 'miss out' can be dangerous as it can lead to them buying the wrong thing then holding you responsible for letting them do that!

So let's start thinking about how you sell by looking at the process people use to buy. The good news is that whatever someone is thinking of buying, whether it be of very high value/investment or just a small trivial purchase the 7 stages of the buying process are the same. The 7 stages they follow are:

- 1 – there is an initial reason to consider something, a need for buying (a motivator)
- 2 – there will be a deeper investigation of their situation (current and desired) to work out what they really need/want
- 3 – they will evaluate the benefits of the various products/services they can choose from and select one they prefer from the options available to them

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These pages are taken from the eBook The 7 Stages of a Sale and are available as a free download to give you an example of the content and style so you can determine if you wish to invest in the eBook from the Wit2S.com website at: <https://wit2s.com/in-co-programs%2Fseminars-1/ols/products/the-7-stages-of-a-sale-ebook>

About The 7 Stages of a Sale eBook:

Are you looking to increase your sales results and earnings? Do you feel capable of more and yet are working hard and just need a break? Do you find yourself busy all of the time, trapped and unable to find a way to affect your results? If you answered YES to any of these questions then this eBook is the investment that will increase your earnings and results to the levels you wish to achieve.

Based on nearly 30 years of research into what separates the most successful salespeople from the 'also-rans' Steve Lewis-Brammer shares a powerful, simple, effective and easy to follow 7 stage sales process based on how people make buying decisions, helping you sell to them in a way that makes it easier for them to say "Yes". He calls it the most powerful sales process in the world and explains why that is more than just a claim. The eBook describes each of the 7 stages and how you can use them with the emphasis on the first 4 stages which most salespeople undervalue. Each section ends with you being set actions to improve your sales skills to ensure you get the most from your investment.

By following the 7 stage process detailed in this book you'll be able to take more prospects from interested to sold. Tried and tested, this proven formula can help every salesperson succeed, whether you're selling fast moving consumable goods, high value capital equipment or real estate.

This eBook can be used as part of the Wit2S sales development program or as a standalone sales development module, as you prefer.

The 7 Stages of a Sale

An eBook module from the Wit2S success mastery development program:

What

It

Takes

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Succeed

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