

Chapter 11 --- Opening the Call - Building the Customer Relationship

The Power of Personal Relationships

The foundation for every successful sale is the relationship with the customer

A good business relationship begins with and is built on a sound _____ relationship

When you meet a prospective customer, everything you do and say will have an impact on your relationship

Appearance - Body language - What you say - the way you say it

Building customer relationships happens throughout each sales call

The most critical step is the beginning of each call . . . and especially in the _____

There are five things that must be accomplished during the sales call opening . . .

1. Create a positive impression
2. Get the prospect's attention
3. Arouse their interest
4. Build rapport
5. Bridge to a discussion of needs

Factors Affecting The Sales Call Opening

The industry you work in

The sales call objective

The previous relationship

The _____ (Yours and Theirs)

The situation

The time of day

And many other things

The key is to adjust your communication to the customer and the situation

Creating a Positive First Impression -

The impression the salesperson creates in the first few moments of the call is crucial

Favorable impression will not necessarily make the sale but a negative impression can block the sale

Meet the basic expectation of any consumer relationship

Meet the “_____ norms” of the business or person to whom you are selling

Meet the personal behavioral “norms” of the customer

Meet Basic Consumer Expectations

The salesperson must meet or exceed the basic expectations of the customer for salesperson performance

How you look: Evaluate yourself carefully ----

If you have a question, choose the more conservative alternative

Your vehicle and briefcase or sales notebook should be clean, free of clutter, and in good repair

Creating The Right Impression:

The first few _____ of a sales call are critical to its success

You create an impression with the prospect that sets the stage for all communications

In a few moments -- even before anything is said literally hundreds of signals are sent and received

Control of the sales call can be gained or lost in the first few minutes

How you _____

A cloud of dust doesn't cut it

Watch for the kids and pets

Where you park

Stay out of the yard

Don't block anyone out

What you are _____

Look successful - but not rich

Has the vehicle ever been washed

How you get out of your car

With confidence

Watch for the dog

Where you _____

Stay out of the barn unless invited

Check at the house or office first

Be neat . . . Clothes should be . . .

Clean - Fit well - In style - Fit the occasion - Appropriate shoes

Be well groomed . . .

Hair trimmed neatly - slightly conservative according to community standards

Nails clean and neat

Evaluate yourself carefully — Seldom does anyone perceive themselves as sloppy or unacceptable . . .

But others might!

IT IS WHAT THE _____ THINKS THAT COUNTS!

Approach the prospect confidently with a smile

Be sincere

Offer a handshake

Firm -- not " _____ "

"Go for the thumb"

Be sensitive to those who may not want to shake hands

Greeting the prospect . . .

Introduce yourself slowly and clearly --- First Name . . . (1, 2, 3) Last name

Tell them who you are with --

Don't introduce yourself as a _____ but as someone who works with . . .

Pronounce the prospect's name correctly --

Use titles unless you know them --

Be careful in using nicknames --

Maintain _____ --

Be courteous --

Wear a name tag --

A weak start makes you look weak

Being too pushy builds barriers

Have an _____ in mind

It's OK to plan your opening line but be flexible

Select a topic likely to be of interest to the prospect

Don't chew gum or tobacco

Don't smoke

Don't _____ unless invited formally or by example

Don't act too familiar..... Unless you know them well

Use common sense . . . Every circumstance is different

If offered a snack . . . Be sure to . . .

_____ after yourself

Don't leave "cup rings" on their table

Careful to not knock anything over

Take notes if you wish but ask permission, if it is sensitive

Always carry pen and notebook --

Never move anything around without permission. . . including chairs, things or the desk --

_____ the prospect

Re-evaluating your pre-call information

Looking for clues to needs

Watching for value system clues

Searching for areas of interest

Adjusting your strategy

Selecting your best opening

On the spot adjustments are the rule

General Rule . . .the type of clothing you wear should make sense for the work you plan to do and should match or very slightly _____ the clothing worn by the person you call on.

Behavioral Styles:

One of the most useful systems for classifying and understanding patterns of customer behavior is the DISC, developed by Dr. Russ Watson

Dominance: How the customer deals with problems and challenges

Influence: How the customer relates to people and tries to influence others

Steadiness: How the customer deals with change and activity

Compliance: How the customer deals with rules set by others

Each of us is a " _____ " of all four types of behavior, as is each customer

Each individual tends to have one "primary" behavioral style

High dominance people - Want to solve problems quickly and directly

Low dominance people - Tends to solve problems in a more controlled and calculated way

High influence people - Tend to be outgoing and socially assertive

Low influence people - Are quiet and reserved

High steadiness people - Prefer a more controlled and predictable environment

Low steadiness people - Represent the classic "don't fence me in" type

High compliance people - Generally have no problem sticking to "the rules" and they expect others to abide by them as well

Low compliance people - Like to work independently -- Rules are seen as guidelines

Building Rapport

Rapport-building serves the function of letting buyer and seller _____.

The customer is also "taking your measure" to find out what kind of person you are.

Rapport-building looks like innocent, friendly conversation

To the well-trained, professional salesperson -- it is filled with opportunities to learn about the customer and what makes him/her "tick"

_____ to a prospect's style is not manipulative but a skillful method of getting him or her talking about needs and priorities

It is a way of communicating more effectively with the customer - based on the way they want communicate

Rapport building develops _____ because it shows the customer that you are genuinely interested in their business

The customer should do most of the talking ----

If you talk too much, you may well miss the opportunity to know what is on your customer's mind

It is good for the prospect to feel that they are in control of the conversation

Pace - Content - Relationship vs. Business - When to move on.

But in reality, it is the salesperson who directs the topics and flow of the conversation

Sales Call Openers

1. _____ Approach -- Leads to general conversation and then to areas of mutual interest.
Most salespeople feel comfortable introducing themselves, chitchatting awhile, and moving on.
Especially good in a rural setting where you know the prospect a bit.

2. Direct Approach ---- Tell them exactly why you are there
Very honest - Doesn't waste time - Doesn't keep them wondering - Builds credibility.
State your purpose in a way to get attention.
Do not state your purpose in term of buying or selling but as a benefit to them.
"Bob, the reason I stopped by is to tell you about a new product we will be handling that I think can put more dollars in your pocket."

3. Take a gift -- a small but useful gift
. . . May build good will ---- . . . May obligate them for a few minute
Consider -- Caps, pencils, key chains, etc., Copies of a relevant magazine article, Cold drink or coffee

5. Ask a Question designed to arouse interest
and that will lead to further explanation

6. _____ - Suggest a mutual friend asked you to stop by but be sure that is true

7. Show them something of interest to get their attention

8. Mystery Opener --
Take something in a bag or box and just sit it there in front of them and don't say what it is
Make sure it has a direct connection

9. Make a startling statement designed to shock or raise their emotions.
A word of caution . . . Don't try to get too cute.