



Ask Jack

Webinar Training Workbook



Sales Excellence Training Program

WELCOME

Welcome to the "Ask Jack", sales training webinar series. We are glad you have decided to invest your time in enhancing your sales skills, and we are confident you'll reap the benefits.

Throughout these conference calls, we will help you develop the disciplines and successful behaviors needed in today's complex selling environment. You will learn a creative, yet easy-to-use needs analysis process to help you identify what your customer wants in a value-added manner. This fundamental approach differentiates a company's products and services from its competitors by understanding the specific motives that drive their needs for the products and services you sell. It will help you create value statements that will resonate with your prospects' specific buying motives.

We will also teach you the prospecting techniques that will enhance your confidence and thus your results. We will teach you how to sell and prospect to your existing customers and reap the rewards of their referrals. You will learn how to overcome the natural fear of closing and the proven CCICC process for overcoming objections. Then, we will wrap all this around the time management and goal setting techniques that will improve your productivity and happiness in your career.

Throughout this entire sales training webinar, we will discuss the processes you're learning and answer questions to help you better understand the material. Then, at the end of this on-line sales webinar, you will learn how to give an effective sales presentation. After each webinar, you will receive an online certificate- we hope it will serve as a reminder to you of time well-spent, immersing yourself in DMP products, sales techniques and culture.

Thank you for the opportunity to serve you. And thank you for investing your time with DMP through these virtual training sessions!

Regards,

Jack Conard

Director of Sales Training



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PROSPECTING

In this course you will learn skills to become a better prospector, thus increasing your confidence in being successful as a long-term sales professional.

PROSPECTING

Most important _____ in sales

- No matter how good your product is or how well you close, handle objections, and make presentations, you must start with a _____
- Every sale made or lost must be replaced with new lead
- As soon as you make a sale, you are unemployed and have to find another one

RESPONSIBILITY IS YOURS

- Your company may support your sales efforts through a variety of lead generation programs
- The major responsibility for prospecting is _____
- Prospecting is estimated to account for _____ of sales success

WHEN TO PROSPECT

- Short answer, all the _____
- Different _____ for residential than commercial
- Always looking for new people to sell, and selling to the people you find
- Today's prospects are next month's income
- If you don't prospect today, you don't have a lead tomorrow, or income

DO YOU KNOW YOUR RATIOS

- Selling is a _____ game
- A certain income requires a certain number of presentations to make that income
 - If you need or want to make \$10,000 per month in income...
 - If your commission is \$500 per sale...
 - If you are a one-out-of-three closer... (one sale in three presentations or 33%)
 - ...then you need _____ presentations per week to make _____ sales

PROSPECTING

Notes

RATIOS TO MANAGE

- You must manage certain _____:
 - Presentation to sale - close
 - Lead to presentation - conversion
 - Prospect to lead - conversion
 - Working days per month
 - Number of prospects per day
- Good starting average - company or industry
- Until you determine yours
- If you do something often a ratio will begin to appear and then you can work your ratios

INCREASE PRODUCTIVITY

- Work a specific piece of ground - territory
- Have a C.O.D. program to effectively own your territory:
 - Communication - communicate the business you are in to everyone
 - Observation - watch and listen to what's going on in your territory
 - Dedication - be dedicated (disciplined) to making contacts and getting referrals

FOCUS

- Do not pursue everything that _____
- Suspect vs. prospect
 - Suspect could become a _____
 - Spend time with a suspect to qualify
 - Take suspect to next step or move on
 - Prospect has need, means, and desire to make a favorable decision for your product or service
- Invest time with prospects not suspects

TARGET ACQUISITION PROCESS

- A target acquisition process is used to focus your sales campaign on value targets and enhance your prospecting success
- Prospects are broken into three targets:
 1. Primary targets - substantial and on-going revenue potential
 2. Secondary targets - long sales cycles but can't be written off
 3. Tertiary targets - don't spend time, get them if they are easy

PROSPECTING

TERRITORY RECONNAISSANCE

- Drive through your _____
- New construction and remodels: introduce yourself to site superintendent
- New businesses
- Moving trucks
- Yard signs – takeovers
- Crime activity

PROSPECT BANKS

- Where do you go to get money...I mean _____?
- There are four prospect banks:
 1. Current customers
 2. Sphere of influence
 3. People you know
 4. Strangers

CURRENT CUSTOMERS

- Missed opportunities if you don't _____ on customers
- Many clients have more money and needs than are discovered by their original salesperson
- Easier sale due to confidence customer has in you
- Easy appointments and lead generation
 - Referrals, call list names, and neighbors
- You can expect to close _____ of qualified referred leads from customers
- Expect to close 10% of non-referred leads

SPHERE OF INFLUENCE

- People who are respected by large numbers of _____ or _____:
 - Chamber of commerce
 - Locksmith/glass companies
 - Construction related firms
 - Property managers
 - Insurance/Realtor
 - Business/civic leaders
 - Successful salespeople
- These individuals may not be prospects

PROSPECTING

Notes

PEOPLE YOU KNOW

- Contact _____ acquaintances:
 - Friends
 - Family
 - Church members
 - Club members
 - People you buy from (gas, groceries, etc.)
 - Community/service clubs
- Three-foot Rule: everyone knows what you do for a living
- Only ask them to buy _____

STRANGERS

- There are thousands of residential and commercial prospects
 - People who want or need our products and services, but we have not met them yet
 - Do not chase everything that breathes
- People buy alarm systems when an _____ occurs
- When scouting your territory focus on events:
 - Fire, burglary, and crime related
 - Changes like expansions, relocations, and new purchases – even deaths and births

WAYS TO ENHANCE PROSPECTING

- Networking
- Crime statistics
- Awareness events

EFFECTIVE NETWORKING

- Always carry business cards
- Try to meet _____ new people daily
- Be an active player at functions
- Circulate and practice the Three-foot Rule
- Visit new business organizations and clubs
- Volunteer your expertise
- Be helpful and _____ directed
- Be concise and memorable in introduction

PROSPECTING

STATISTICS CAN HELP TELL A STORY

- 73% of burglars indicated they had used drugs/alcohol while engaged in a burglary
- 36.5% of burglars collected info of burglary target
- 60% of burglars indicated an alarm would cause them to seek an alternate target
- Screwdrivers, crowbars, and hammers are the most common tool/weapon carried by burglars
- 62% of burglars entered through a forced window or door, most often a broken window

EVENT DRIVEN BUSINESS

- People buy alarm systems when an _____ occurs
 - Burglary, robbery, home invasion, and fire
 - New construction
 - New move-ins/relocates
 - Expansions and remodels
 - City codes (fire and building)
 - Insurance requirements
 - Births and deaths
- Two kinds of people who get alarm systems...

PROSPECTING LEAD SOURCES

- Internet and social media
- _____
- Crime reports
- Business & home lists, builders, GC's
- Newspaper or other local news sources

INTERNET AND SOCIAL MEDIA

- | | |
|----------------------|-------------|
| • Facebook | • Yelp |
| • LinkedIn | • MailChimp |
| • Twitter | • _____ |
| • _____ | • Nextdoor |
| • Google My Business | |

PROSPECTING

Notes

REFERRALS

- Increase your income and accelerate your progress by building a _____ business
- Help narrow down the field in their mind by asking about specific categories of people
- Who do you know who:
 - Just bought a _____
 - Just got married
 - Just had a baby
 - Just moved into town
 - Just got promoted
 - Just...

CRIME REPORTS

- As a security professional you need to know where these events are happening
- Your most receptive prospects:
 - Local newspapers
 - Police/sheriff department
 - _____ - _____
 - Crime apps - SpotCrime, _____
 - Google maps and other crisscross directories
- Cloverleaf these areas weekly, if not daily

NEW HOME OWNER & BUSINESS LISTING

- New business listing services
- Local city zoning board
- _____, Redfin, and other apps
- Chamber of commerce
- New construction sites
- _____ and general contractors

NEWSPAPERS/EPAPERS

- _____ are still a good source for new listings
- Read with an eye on new promotions, career changes, and other happenings in your territory
- Clip stories of people making news that might assist you in finding prospects
- Send or email them a copy of the news item and your business card with a greeting

PROSPECTING

DISCIPLINE IN PROSPECTING

- Success is achieved through daily _____
- To be successful in sales, you must have a never-ending string of prospects to see
- Develop the _____ of:
 - Mailing X-number of mailings per day
 - Making X-number of calls
 - Asking for X-number of referrals

Success is nothing more than a few simple _____ practiced every day. -Jim Rohn

SUCCESSFUL PROSPECTING

- Most important step in the sales process
- It is your responsibility
- Determine your _____
- Get local - manage a territory
- Know your prospect banks
- _____ effectively
- Market your product to security events
- Be knowledgeable of crime statistics
- Know and use your lead sources
- Have the discipline to prospect daily



APPROACH

Notes

*You have found a prospect who is qualified to be a customer—now what?
In this course you will learn what to say to that prospect and establish
yourself as someone worth talking to, with something worth talking about.*

PURPOSE

- Now that you have names, addresses, and phone numbers you must make an initial _____
- Purpose of Approach is to establish:
 - You are someone worth talking _____
 - You have something worth talking _____

PRIMARY OBJECTIVE

- Gain favorable attention
- Develop positive interest
- Set an _____

THREE BASIC METHODS

1. Direct mail/e-mail
2. _____
3. Personal contact

1- DIRECT MAIL / E-MAIL

- _____ - introduce company and arouse curiosity with benefit-hook
- Target your areas:
 - Current customers
 - Spheres of Influence
 - People you know
 - _____
 - Specific locations and events
 - Your company “target market” segments
- Promote to general buying motives and offer promotions and deals

MESSAGE PORTFOLIO LETTERS **(SEE SUPPLEMENTAL RESOURCES)**

- | | |
|-----------------------|--------------------------|
| • Introductory | • Controller |
| • New construction | • Don't get caught |
| • Relocate | • Eliminate risk & worry |
| • _____ & entry | • _____ |
| • New business | • Too much crime |
| • Chamber of Commerce | |

APPROACH

DIRECT MAIL

- Do not send more than you can follow-up on within _____ week
- If you mail without a phone number, face-to-face follow-up is required
- Response rate can be .000 something percent
- Call or visit the other 99.999 something percent
- Don't _____ your money on mail you don't intend to call on

2- TELEPHONE

- Purpose - Set _____
 1. Follow-up on direct mail or email
 2. Cold calls
 3. Current customers
- Do not be reluctant to make those calls
 - Fear of failure is due to _____ of confidence

TELEPHONE BEST PRACTICES

- Increase confidence by being prepared
 - Determine who you are calling and why
 - Step-by-step approach
 - Script out your message
 - Have success goals, not performance goals
 - Be mentally and physically sharp
 - Practice what you will say
 - _____ is key to success

You have _____ seconds to get their attention and arouse curiosity.

YOUR OPENING

- Greet your prospect by name
 - Be concise, shorter is better
 - Trigger _____
 - Use emotion, reinforce positive feelings
 - Build rapport as quickly as possible
- Assertive but non-threatening
- Communicate there is a benefit from associating with you
- Always be courteous

CALLING SEQUENCE

- Introduce yourself and your company
- State the _____ for your call

APPROACH

Notes

- Benefit-hook – save money, solve problem, or give something
- Probe - Ask a question/s
- _____ – Ask for appointment
 - Information, demonstration, or survey

IMPORTANT REMINDERS

- Tailor your message to your audience
- Stop and _____ on the appointment when the customer says yes
- Don't try to sell the product or service over the phone
- Have the discipline to call every _____

REJECTION

Automatic defense mechanism

- Most early contacts bring on one of three responses:
 - _____ or Condition or Objection
- You have two choices with rejection:
 - Hang-up and try the next name
 - Try to respond to the initial response
 - Stall – convert to an objection and handle it
 - Condition – ask for _____ and move on
 - Objection – handle objection and close

CALL-BACK

- Used as a follow-up to telephone and personal approach techniques not sold on _____ appointment
 - Always lead with new information
 - Summarize the benefits previously agreed upon
 - _____ again
- Never open with the question, “Did you think about it?” or “What did you decide?”
- Example: “Hello, Mr. Prospect, you know, after we last spoke, I remembered that I didn't tell you about the... As you remember...”

3- PERSONAL APPROACH

- The first step in closing the sale
- _____ is everything
- Prospect decides if you are worth talking to based on what transpires in the _____ 20 – 30 seconds
 - Appearance

APPROACH

- Attire
- Alertness
- Confidence
- _____ of all communication is non-verbal

BUILDING RAPPORT

- Something _____ talking about
- What is the link?
 - How can you get dialed into their station?
- Look for items or photos that _____ their:
 - Hobbies
 - Recreation
 - Family
 - Other interests
- Don't rush, however, connect quickly and get on to why you are there

WIIFM

You must answer these questions:

- What can you do for me?
- Why should I talk to you?
- People are only _____ if you can do something for them
- Let's look at some different approaches that may help:
 - Introduction
 - Consumer benefit
 - _____
 - Question

INTRODUCTION

- This is the _____ approach
- Introduce yourself and tell them whom you represent
 - Unfortunately, this can waste 10 seconds of your precious first 20 seconds
 - More effective if combined with other approaches
- Example: *"Mr. Prospect, I want to show you an idea that may help you reduce your operating costs. I am John Smith with XYZ company."*

APPROACH

Notes

CONSUMER BENEFIT

- Take a major _____ of your proposition - save money
- Quantify it - 20%
- Make it your opening statement
- Example: *"Mr. Prospect, if I could show you a way to save 20% (or increase productivity by 20%) on your security program, would you be interested?"*

CURIOSITY

- Appeal to their _____ - saving all the money you can?
- Identify the problem - unsure if home/business is safe
- Example: *"Mr. Prospect, I am saving my customers up to 20% off their homeowners insurance. Are you saving the maximum amount on your insurance? If I could show you a way you could save up to 20%, would you be interested in sitting down with me?"*

QUESTION

- Can be tied to other techniques
- Have your questions thought out in advance
- Use _____ ended problem implication questions
 - Remind of need and cost of not solving the problem
- Don't overlook litigation and foreseeability factors
- Example: *"Mr. Prospect, what plan do you have to protect yourself from the potential lawsuits associated with foreseeable crime injury?"*

GAINING ACCEPTANCE TECHNIQUES

- Prospect _____
 - Push this, hold this, look at this, touch this
 - Keypads, cameras, or devices to capture _____
- Offer a trial - yard sign or mini portable system for a couple nights
- _____ - demo kits, product, yard signs, marketing pieces, or testimonial letters
- Shock treatment - pictures of damage from fire, burglary, vandalism, crime stats, or sex offender locations
- Referrals - neighbors (ask first)

APPROACH

SEND FOLLOW-UP NOTES

- Position yourself as a true _____ - caring and can guarantee the follow-up you promised
- Send handwritten notes - best wishes, thank you, confirmation of action, birthdays, anniversaries
- Opportunities for _____ notes:
 - People you meet by telephone or in person
 - People who provide you service
 - Thank you after a presentation
 - Thank you for the purchase
 - Thank you for their time even if they bought from someone else

KEYS TO A SUCCESSFUL APPROACH

- Be _____, _____, and well rehearsed
- Introduce company and arouse curiosity with benefit-hook
- Understand rejection is just part of the game
- Stimulate _____ in 20 seconds
- Be mentally and physical sharp
- Have a success goal, not an activity goal
- Use the "gaining acceptance" techniques
- Sell the appointment, not the product!



UPSELLING

Notes

The information in this course will help you learn how to generate leads and self-generated sales through value, exceptional customer service, integrity, and professionalism — all while building a prospecting cycle that maximizes your effectiveness and time.

MYTH #1

- They are paying their bill. Everything is fine. No news is good news, right?

*_____ of all people leave a business, because of
“perceived indifference”*

MYTH #2

- Let a sleeping dog lie. They won't buy anything. And I don't want them to think about canceling their service!

*You have a _____ likelihood of selling an existing customer
versus 5 – 25% for new business*

MYTH #3

- We can't be calling on our existing customers. I need my sales team prospecting for new business leads. How else are we going to grow?

*_____ of customers will tell friends and family about a brand
they're loyal to*

MYTH #4

- It costs too much money to call on our existing customers after they are sold.

*Cancellation rates of _____ and CM of _____ on a customer
base of 2,000 accounts at \$40 each cost \$316,800* in acquisition
costs to replace attrition.*

*With 2,000 accounts at _____ each with _____ attrition and
you sell \$1,000 in new RMR per month you keep \$200* of growth.
The rest services your attrition.*

*With 2,000 accounts, starting March 30, 2020 you will need
to convert 14 customers per week before the 3G sunset on
December 31st _____.*

UPSELLING

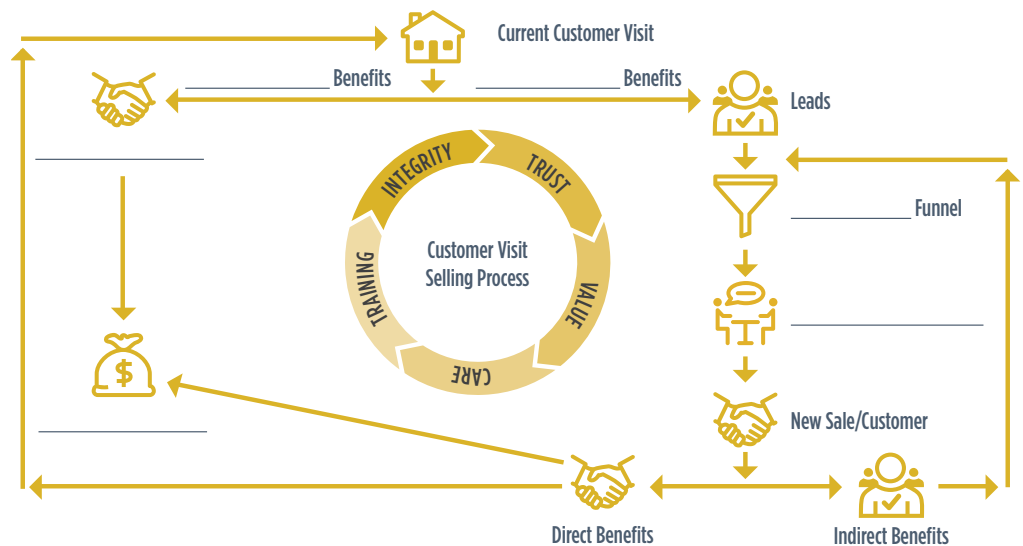
AND YOU KNOW...

- Competitors are hungry for _____ customers and are bombarding them with marketing messages

DID YOU KNOW?

- Customer satisfaction increases _____ within a few years of starting an Account Management Program and profits and revenue can increase by _____
- Programs around five-plus years can see twice that

CLIENT CARE AND PROSPECTING CYCLE



ROADMAP TO SUCCESS

Customer Appreciation Process

Security Service Satisfaction

- Understanding the why & how they use their alarm system

Customer Care Service

- Provide value added customer services while evaluating current security and priorities

Technology Update

- Ensure customers has details on all security enhancements currently available

EDS Updates and Referrals

- Ensure correct calling tree and education of calling procedure while qualifying for referrals

UPSELLING

Notes

Listen

- _____ listening
- _____ listening

CAP Form

- Adds value
- Identify problems
- Uncover needs, wants, & motive
- Creates desire
- Generates leads
- Set up the sales and referrals

MAXIMIZE CALL

- Plan your customer care calls around security _____ to maximize your prospecting effectiveness
 - Be familiar with crime in your territory
 - Spotcrime, Crime Reports, and NexisLexis
- Use company info to find _____ customers and inactive accounts
- Know where your referrals are around events
- Use city permit lists for info on competitor systems
- New homeowner tools like Zillow and Redfin
- Know job sites and new installations around event
- Call list names around event

BE PREPARED

- Research account
 - Equipment
 - Number of years
 - Zone list
 - Service _____
 - A/R
 - Alarms
 - Call list
 - _____ events in area
 - Warranty

SET THE APPOINTMENT

- Build _____ as quickly as possible
 - Use the person's name
- Introduce yourself and your company

UPSELLING

- State your _____ for the call
- Benefit-hook: Save money, solve a problem, give or do something
- Probe: Are you getting the maximum discount on your homeowner's insurance?
- Close: Only on appointment. Alternative choice close.

CUSTOMER VISIT SELLING PROCESS

- Warm-up and outline the visit
 - Company review
 - Referrals (Parallel Selling)
- Customer satisfaction review
 - Needs analysis
 - Customer care services
 - _____ walk through
 - New technology update (including LTE)
- Close – ask for a decision
- _____ area

WARM-UP AND OUTLINE THE CALL

- This is a _____ step in the process
- You are setting up the entire call in this sequence
- Outline the call and what they are getting
 - What are you going to do for them?
 - Why is this call valuable to them?
 - What do you need from them?
 - Set up the _____ process

COMPANY REVIEW

- Present your company one page
 - Who is the company?
 - Why is it so special?
 - What product and services do you offer?
- _____ from satisfied customers
- The peace of mind you provide
- _____ their decision of going with you

UPSELLING

Notes

SATISFACTION REVIEW

- Complete the _____ survey
 - Are they comfortable using their system?
 - Do they know what to do if alarm goes off?
 - Have they tested the system lately?
 - Are they getting the _____ insurance discounts?
 - Are they aware of your customer appreciation (employee benefit) program?
- This is your needs analysis opportunity
 - Find their _____ (hot buttons)
- Use this to set up the security review

CUSTOMER CARE SERVICES

- Always _____ something before you _____ for something
 - Complete customer satisfaction review
 - Complete system education
 - Replace decals (and yard signs) with fresh new ones
 - Complete a security, access, video, and fire review
- _____ to their needs and concerns
- Write it down!

SECURITY WALK THROUGH

- Opportunity to show you are an _____
- This is a serious call – security is serious business, be friendly but serious
 - Use a location record and create a security design
 - Note security strengths and weak points
 - Ask about their concerns and listen closely
 - Write their concerns down – take notes
 - Make _____
 - Feeling more secure
 - Make life easier
 - Give them more happiness

NEW TECHNOLOGY UPDATE

- Video _____
- Indoor and outdoor cameras
- LTE cellular communication
- Automation
 - Lighting

UPSELLING

- HVAC
- Locks
- Apps
- _____ control
- Keypads
- IoT

EMERGENCY CALL LIST WORKSHEET

- Immediate source of _____
- Correctly generate call list names
- Focuses customer on people who they know
 - Friends
 - Family
 - Neighbors
 - Co-workers
- Builds a network of _____
- Seamlessly segue into a referral process

CLOSING

- Selling on a client care visit can be as easy as...1, 2, 3
 1. Identify a problem
 2. Offer a _____
 3. Close on the security enhancements
- Don't over complicate it
- A close is just a _____ (Yes-No-Continuation)

TERRITORY RECONNAISSANCE

- Have a healthy sense of _____
- Cloverleaf the area
- Know the area and crime statistics
- Review your company one sheet with prospects
- Use a testimonial from customer
 - Make sure they know your customer is _____
- Set appointment for a complete risk assessment and security review
- Offer a special for neighbors of your customers

UPSELLING

Notes

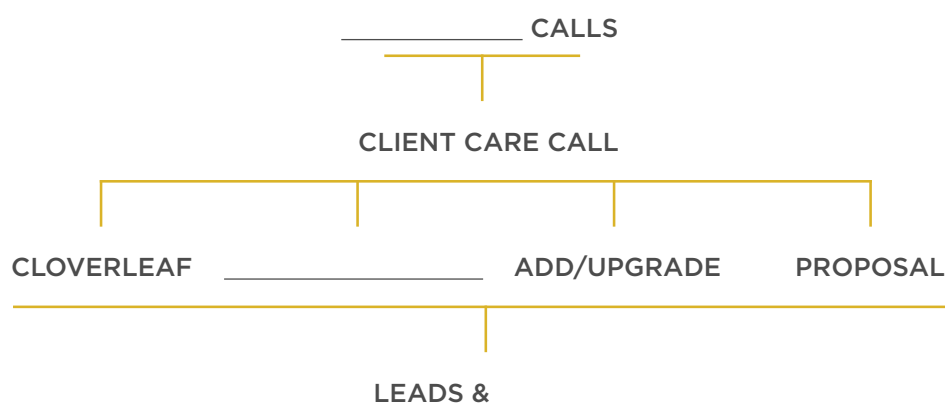
KEEPING TRACK

- Get _____ and stop missing opportunities
- Customer relationship management tool
 - Customer surveys, proposals, and needs analysis
 - Neighbors, referrals, and insurance agents
 - Appointment scheduling
 - _____ data
 - Customer information
- Develop the discipline to keep it updated

DO THE MATH

- _____ client care visits per day in a 20 day month
- Equals _____ customers seen per month or 240 in 6 months
- Using this process, each customer provides:
 - 11 residential leads – 5 cloverleaves, 3 emergency call list names, 2 referrals, and 1 insurance agent
 - 8 commercial leads – 5 cloverleaves, 3 burglary, fire, access control, video, and/or other proposals
 - Unlimited employee leads
- If you sold only 5% of those leads you could have between _____ additional sales per month

LAUNCH YOUR DAILY CAMPAIGN



UPSELLING

CLIENT CARE SELLING SUCCESS TIPS

- Set up two-a-day
- Have and use a _____ to Success!
- Be prepared for the call
- Outline your call with customer
- Remind them why they _____ you
- Give before you get
- Parallel sell referrals / ECL Worksheet
- Security walk through / new technology update
- Close on the security enhancements
- Cloverleaf a minimum of 5 locations



NEEDS ANALYSIS

Notes

You will learn how to develop a questioning system to find your prospect's true emotional buying motive in this course.

AVOID THE URGE

- Professional sales reps ask questions and let the prospect do the _____
- Don't be too anxious to tell them all you know
- Do not "feature dump"
- Let the prospect talk
- Do not let the focus be on _____

Seek first to understand, then to be understood.

PARADIGM

- What is a paradigm?
- How we see the world in terms of our perception and understanding?
- A _____ we see everything through
- Projector in our minds
- What we hear is projected as a picture in the mind
- Can create serious _____

PARADIGM ANALYSIS

- Are paradigms good or bad?
- Who has paradigms?
- How could this paradigm affect your prospects' view of your products' features?
- How would you apply this paradigm to selling?

TYPES OF PROSPECTS - DISC

- Outgoing
 - **D**ominate people - want to be in control and will only make a decision relating to _____
 - **I**nspiring people - want to feel good about you and the people they associate with in making a _____
- Reserved
 - **S**upportive people - want a predictable, comfortable, and _____ environment to make a decision in
 - **C**autious people - want procedure and _____ to make good decisions

NEEDS ANALYSIS

THE POWER OF QUESTIONS

- Get prospect's attention and interest
- Qualify the prospect
- Build rapport
- Get prospect's opinion
- _____ understanding
- Check for prospect's reaction
- Find true _____

AGE OF INQUIRY

Socrates: "...leading people to a decision through _____..."

- Think as the _____
 - Diagnose the problem
 - Discover what the needs are
 - Uncover secret wants
 - Locate the pain
- Then your prescription makes sense

ASK THREE TIMES

- Prospects rarely give a straight answer the first time
- The principle of _____ - it will probably take three questions to get the prospect's real intent
- First two answers:
 - Intellectual
 - Factual
 - Logical
- Third answer
 - _____ - reflects the true interest

GET PROSPECT TO VISUALIZE

- Two important questions that go directly to what makes a person tick:
 1. What do you _____ in a security system?
 - Let's you know what needs to be emphasized
 2. What would having...(benefit)...do or _____ to you?
 - Let's you know why the first question is important
- Allows you to look into their unconscious level of decision making

PRODUCTIVE QUESTIONS

- The key to probing is knowing what to _____
- What do you need to know for a convincing presentation?

NEEDS ANALYSIS

Notes

- Questions are determined by your _____
 - What does it take to satisfy the prospect?
 - How will he make a buying decision?
- Determine internal power base
- Explore for hidden agenda
- Use a Needs Analysis Form

PROBING QUESTIONS

- _____ ended – encourages the prospect to talk
 - What, how, and why questions
 - Tell me more phrases
 - The more they share, the more they trust
 - Open the gates and let them roam
- _____ ended – steers a prospect to a specific topic
 - Control the topics and direction
 - Limited to one or two words – typically a yes or no
 - Close the gates and pen them in

PRIMARY MISSION

- Identification of buying motive through questioning and listening
- Selling by _____
 - Understanding their motive
 - Educating the prospect
- Selling by _____
 - Content message
 - Emotional message

THE PERFECT FIT

- Determine customer wants, likes, _____, and dislikes
- Tailor your features in the presentation to his needs
- What will help him make the decision?
- Prepare him and you for the _____
- Four types of questions:
 1. Fact finding
 2. Problem identification
 3. Problem implication
 4. Need-payoff

NEEDS ANALYSIS

ROADMAP TO SUCCESS

Probing questions

- Fact finding
 - Data gathering about facts and background
- Problem _____
 - Uncover problems, difficulties, and dissatisfactions that your product solves
- Problem _____
 - Make implied needs larger and more urgent
- Need-payoff
 - Get the prospect to tell you the benefits of solving his problem with your solution

Listen

- _____ listening
- _____ listening

Needs Analysis

- Add value
- Identify problems
- Uncover needs, wants, & motive
- Creates desire
- Generates leads
- Set up the sales and referrals

FACT FINDING

- Data gathering about _____ and background:
 - Facilities/property – size, location, users
 - Business/family profile
 - Decision making
 - Security priorities
 - Current security
 - Budget/qualify
- Get an understanding of who they are, how they use the property, how much they want to spend, and how they make _____

PROBLEM IDENTIFICATION

- Questions to uncover problems, difficulties, and dissatisfaction that your product/service can _____ with
 - What is your biggest security concern?
 - Do you have a problem with inventory loss?

NEEDS ANALYSIS

Notes

- What difficulties are you having with...?
- Where did the issue occur?
- Are you concerned about...?
- Have you ever considered a person coming in through this...?
- Who sleeps by this window?
- How easy would it be to get through here?

PROBLEM IMPLICATION

- Implication questions make the implied needs larger and more _____
- Identify and clarify the effects and consequences of the problem
 - What would you do in the event of a...?
 - How much money would it cost you...?
 - What would it feel like if...?
- Help the prospect run the monetary and _____ calculator
- You are helping him make the right decision

NEED-PAYOFF

- The psychology of need-payoff questions are to get the prospect telling you about the _____ of solving the problem
- These questions encourage the prospect to focus on _____ and describe the benefits that the solution will bring them
 - What is the value of solving the problem?
 - Why is it important to solve this problem?
 - What benefit do you see in changing the situation?
 - How would changing the situation help you?

SELLING BY LISTENING

- Conversational mode
 - Great conversationalists are great _____
 - If you want them to like you, listen to them
 - They will tell you everything you need to know
- Listening is more than merely _____
 - Guides you to appropriate responses through understanding
 - Verifies your understanding
 - Important step to determining a solution and presenting it

NEEDS ANALYSIS

TWO TYPES OF LISTENING

- _____ listening
 - Specific things
 - Verbal and non-verbal – body language
 - Discover hidden meanings
- _____ listening
 - Acknowledge you are listening
 - Uh-huh, I see, tell me more
- Why listen
 - To get more information
 - To make client receptive

TECHNIQUES FOR LISTENING

- Listening is an _____ and _____ activity
- Use the prospects name
- Concentrate – forget everything but the person in front of you
- Pause with silence – give prospect time to organize their response to your questions
- Take good notes – demonstrates listening
- Maintain eye contact – helps concentration
- _____ on what they have to say, not what you are going to say

BARRIERS TO EFFECTIVE LISTENING

- Presuming – listen without _____
- Distractions – control the distractions
- Rushing – slow down
- Interrupting – rude
- Stay on _____ – don't drift



VALUE SELLING

Notes

The information in this course will help you learn how to create a value proposition so valuable they cannot say no.

COMMUNICATING THE SOLUTION

- You have diagnosed the patient
- Your needs analysis has been confirmed
- Now you are ready to communicate the _____
- But how do you communicate the value?

WHAT'S IN IT FOR ME

- Prospects are much less interested in your _____ than in how it can fulfill some want, need, or relieve pain
- They want to know what it can do for them, how it will _____ discomfort
- They care about benefits, not features

Thousands of 3/8" drill bits sold each year, but do they want the drill bit?

SYNC UP

- The ideas in our head are all about ideas of what we do or what we can do, not necessarily what the other person _____
- Over 50,000 thoughts run through our head each _____
- Are you trying to sell them on what _____ want?

SPRAY AND PRAY APPROACH

- How do you deliver _____?
- Do you show up and throw up?
- Do you tell them things they don't care about?
- Do you even know if they care or not?
- Do you drone on and on?
- Is it more about you and how smart you are than it is about them and what they want?

THE "SO WHAT" RULE

- Is the prospect thinking "so what" to you?
- Why is that important?
- Are they thinking, "why is that important to me" when they hear you?
- Or, "what does that mean" when you speak?

VALUE SELLING

PROJECT THE PICTURE

- Tell _____ about the product
 - Using it
 - Benefiting from it
 - Enjoying it
- Involve the prospects _____, senses, and imagination
- People see pictures, not words in their brain

PICTURE OF A GOOD STORY

- Use the motives discovered in the needs analysis
- Opening – starts with the _____ ending the prospect wants
 - Hitting the client's hot buttons
- Presentation
 - Paint the picture with _____
 - Share personal experience or testimonial
 - Bring into focus the _____ of the value
- Close – give them what they want

POINT OF VIEW

- Make sure they are the _____ of the story
- Remember, it's the prospect's needs, not your product or ego
- You don't have to be the _____ and know the most
- You do have to help them discover the value

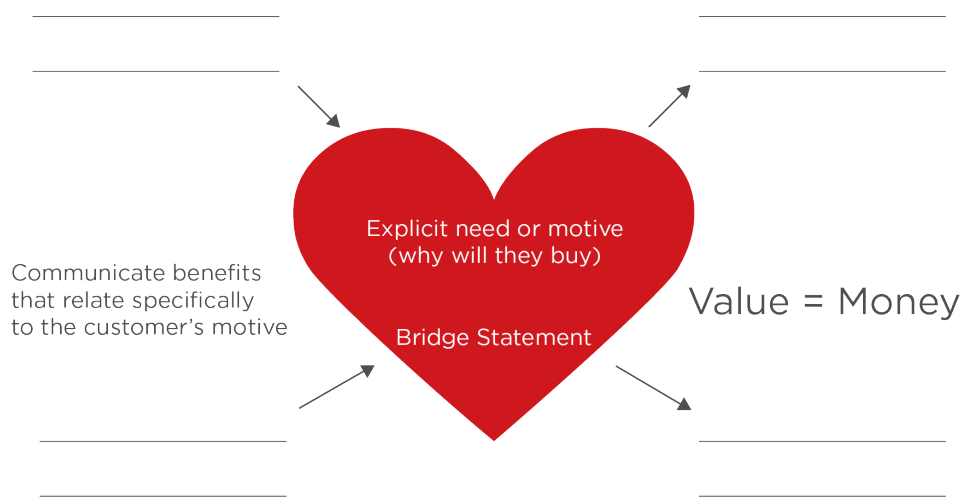
ENDING MUST BE TRULY HAPPY

- Less cost
- Less _____
- Less hassle
- More convenient
- More _____

VALUE STATEMENTS – A BETTER WAY

- Leave the conversation in your head and join the conversation in your _____ head
- Paint a picture that gets through their _____
- Crush the "So What Rule"
- Increase the percentage of people saying _____ to your presentation

CREATING VALUE STATEMENTS



VALUE STATEMENTS

- Feature – A distinctive attribute or aspect of something
- Function – The purpose or application for which something is designed or exists
- Bridge – Something that is intended to reconcile or form a _____ between two things
- Benefit – An advantage or profit gained from something communicated with emotion and tied to motive
- Tie-Down – Positive affirmation that creates an opportunity for prospect to _____

FEATURES & FUNCTIONS – TECHNICAL

- Feature
 - A distinctive _____ or aspect of something
 - All-in-one XTLeTouch™ wireless burglary control panel
 - Wireless graphic touchscreen keypad
 - Two-way supervised, frequency hopping wireless components
 - Up to 140 Z-Wave capable products can be added
- Function
 - The _____ or application for which it exists
 - This is an American made computer that handles among other things, 99 security and fire zones plus seven wireless keypads
 - Allows you to install keypads where the customer wants it
 - Ability to design a cost-effective, full-perimeter protection system
 - Allows you to enhance your system with home automation

VALUE SELLING

BRIDGE STATEMENTS

- So what this _____ to you is...
- And you will love this because...
- So this is how it helps you...
- Gives you the ability to...
- The _____ to you is...
- Which is super for you because...
- And here is the best news for you...
- Why this is important to you is...

BENEFITS TIED TO BUYING MOTIVES

- Businesses and homeowners buy security systems for emotional reasons
- The six categories of buying motive:
 - _____ - make money
 - _____ - stronger than desire for gain
 - _____
- automation and AI
 - _____
- feeling safe
 - _____ - keep up with the Jones'
 - _____
- made a good decision

BENEFITS - EMOTIONAL

- | | | |
|----------------|--------------|---------------|
| • Happy | • Frustrated | • Proud |
| • Sad | • Disgusted | • Grumpy |
| • Angry | • Sick | • Confident |
| • Content | • _____ | • Shy |
| • Afraid | • Mean | • Bored |
| • Lonely | • Surprised | • Guilty |
| • Disappointed | • Annoyed | • Excited |
| • Envious | • Silly | • Embarrassed |
| • Sorry | • Tired | • _____ |
| • Scared | • Loving | • Anxious |

POSITIVE AFFIRMATION

- _____ are _____ statements that can help you to challenge and overcome self-sabotaging and negative thoughts
- When you repeat them often, and believe in them, you can start to make _____ changes
- They help the prospect overcome their fear (real or imagined) of making a decision

TIE-DOWNS

- Aren't they?
- Isn't it?
- Can't you?
- Shouldn't you?
- Won't they?
- Right?
- Make sense?
- Does this help?
- Isn't that right?
- Are you with me?
- Agreed?
- Sound reasonable?
- Got it?
- Understand?
- Wouldn't you?
- Do you agree?
- Do you see what I mean?
- Are we on the same page?

VALUE STATEMENT EXAMPLES

Example 1

Feature	1128 Wireless Glass Break Detector
Function	Small omni-directional dual technology coverage
Bridge	So what this means to you is...
Benefit	We can get maximum coverage almost anywhere you feel it looks the best in this room
Tie-Down	And I know you want the maximum coverage for the best value, don't you?

VALUE SELLING

Example 2

Feature	You can add up to 7 wireless keypads on the XTLtouch™
Function	This allows you to put the keypad where you want it, not just where the installers say it has to go
Bridge	And that is awesome for you because...
Benefit	You can now have a keypad right beside your nice warm bed, so you can adjust the temperature in your home without needing to go downstairs to the main thermostat
Tie-Down	And you wouldn't mind staying nice and comfy in your warm bed on those cold nights, would you?

Example 3

Feature	XT50™ has a network communication path
Function	This allows you to connect a Cat 5 cable to the panel and your internet to have a hardwired internet communication path
Bridge	And this is important to you because...
Benefit	You can rest assured that you will have a solid communication path and not have any Wi-Fi interruptions in your panels ability to communicate to the central station
Tie-Down	And that has to make you feel a lot better, doesn't it?

VALUE SELLING

Notes

Example 4

Feature	8 doors of access control capabilities right out of the box
Function	When you buy a DMP XR panel you get 8 doors of access control built in
Bridge	And what this means to you is...
Benefit	You don't have to spend more money to add more hardware to get those three doors of access control you wanted
Tie-Down	And you wouldn't mind saving a little money and having the convenience of controlling security and access control from one app, would you?

MORE THAN A DREAM

- Know the decision _____
- Have the ability to deliver on promises
- Avoid litigation
 - Misrepresentation can cost you money in a court of law
- Avoid:
 - Oversell of panic-type devices
 - Certified systems
 - State-of-the-art

TAKE THE TIME TO PREPARE

- To script or not-to-script
 - Extensive outline
- Don't try to _____ it
 - Practice over and over physically and mentally
- Use clear/concise outline
- _____ is better than rotten
- Study - be a master at your trade

VALUE SELLING

DEVELOP GOOD HABITS

- If you accept lower levels of competence in your work it will cost you your _____
- Your sales and income can be whatever you want them to be
- To be _____ and efficient, sales professionals spend time:
 - Thinking
 - Rehearsing
 - Scripting ahead of time
- Invest in _____

IT ALL ADDS UP TO SUCCESS

- S = Simplicity - KISS formula
- U = _____ objectives - put yourself in their shoes
- C = Compare - to what they have now
- C = Call in a witness - testimonials are great
- E = _____ - FFBBT
- S = Sequence - logical process
- S = Show it to them - do the demo, make the sale



CLOSING

This course will teach you why we all have a natural fear of closing and how to overcome that fear.

NO CLOSE SHOWS A FEAR OF NO

- Many sales people don't close because they _____ the objection is a rejection of them
- Getting no is not a rejection of _____

A POWERFUL EMOTION

- 63% of sales interviews end with no attempt to _____
- Why? Fear of rejection.
- Are you just visiting?
- _____ fear of being turned down

YOUR TOTAL EFFORTS

- The sum total of your efforts:
 - _____
 - Approach
 - Problem identification
 - Solution – get the order, get _____

GET THE DECISION

- Decision
 - _____
 - No
 - Continuation

CONSULTATIVE SELLING

- Up to this point in the sales cycle:
 - View prospect like _____
 - Warm fuzzy feeling
- Now you have to shift gears and get _____
 - _____ the prospect rather than push him
 - No need to rush
 - Create a win-win situation
 - Helpful for referrals and repeat business

CLOSING

A BIG PROBLEM IN CLOSING

- Fear of asking for the order
- People hate to make a _____
 - Where do you want to go to lunch?
- You just have to _____ – give a choice

ASKING FOR THE ORDER

- Most people fear _____ even if it is positive
- It's your responsibility to help your prospect make decisions
- If you don't, everything you've done has and will be a total _____

OVERCOMING FEAR

- Fear has no mercy. Fear brings torment.
- If you act on _____ you will be depressed, miserable, and lonely
- Ask yourself, what's the worse thing that could happen? Say no? OK, then you can find out why?
- The power of _____ is greater than the power of fear

"Fear is the terror inspired by ignorance" –Edgar Russell

NATURAL BORN CLOSER?

- There is no such thing as the natural _____ salesperson
- Like music, engineering, law, or medicine
 - Must be learned and developed
 - Done by hard work
- Closing is in the _____ of selling and requires:
 - Attitude
 - Methods
 - Techniques

BUILDING SELF-IMAGE

- Sales success is built on _____ attitude:
 - Attitude of persistence
 - Attitude of sincere enthusiasm
 - Attitude of exceptional value
- You can't control a prospects attitude
- You can only influence it by controlling your _____

FOUR PHASES OF ATTITUDE

1. High self-_____
 - Belief in yourself
 - Creates enthusiasm

CLOSING

Notes

2. Belief in your product and company
3. Belief in company's _____
4. Assuming consent

There is a battle going on in our minds for our thoughts. Our thoughts dictate our actions and our actions of self doubt will hold us back!

BUYING SIGNALS

- Look for these signals that suggest the prospect is ready to _____:
 - Leaning forward
 - Asking questions
 - Becoming more relaxed
 - Smiling with satisfaction or agreement
 - Wanting to see something again
 - Lifting of eyebrows
- Be aware of buying _____

BEST CLOSING PRACTICES

- Understand the want and need
- Recognize buying signals
- You make a decision _____
- Close with casual confidence
- Don't change your demeanor
- Use a planned pause
- After you close, _____ up
 - Let them talk first

WHEN TO CLOSE

- _____ the _____ - every step you make in a presentation must be agreed upon or not
- Closing is best done on:
 - Choices
 - Challenges
 - Changes
- Don't _____ too long
- People hate making big decisions, help them make small ones

CLOSING

THE TRIAL CLOSE

- To find out how the prospect is _____ to your story
- General trial questions:
 - How are we doing so far?
 - Are we on the right track?
 - Is this the type of security enhancement you had in mind?
- Prospect is ready to buy

THE ACTION CLOSE

- Do or say something to bring about the _____:
 - *"With your approval right here on the agreement, I'll phone the office for an install date."*
- Most _____, writing the order and asking for approval:
 - *"I just need your approval right here and I will get my best installer here on such and such date."*

THE SUMMARY CLOSE

- Let me _____ what your system will include...
- Hit the features and benefits
- Be _____ with the summary
- Reconfirm your prospect's specific needs
 - Shows you have listened
- Ask for the order

THE ASSUMPTIVE CLOSE

- Used after a _____ Close when customer is receptive
- Takes for granted the client will buy
- Key word for closes is when
 - When do you need the system installed?
- Don't let your _____ stop you on this

THE BALANCE SHEET CLOSE

- Draw a line down the center of a piece of paper
- Write _____ on one side and _____ on the other
- Assist customer on listing reasons to buy
- Do *not* help him complete the con's side
- Very useful for prospects who are indecisive
- Lists out all your objections – handle them

CLOSING

Notes

THE ALTERNATE CHOICE CLOSE

- Frame your question to give prospect choice between _____ alternatives, either of which will indicate approval:
 - Installation date
 - Method of payment
 - Location of _____
 - Those needing to be trained

THE MINOR POINT CLOSE

- Ask prospect to make _____ decision that will indicate he has bought, rather than the big question, whether to buy
 - *"Our installation crew will be able to start Monday, will that be good for you?"*
- Small _____ lead to a sale

THE ORDER BLANK CLOSE

- Finish presentation and start _____ out the paperwork
- Ask appropriate questions to fill in the form
- You can start with something simple like the date
- After completing, present agreement and ask him to _____ the information
- General reflex questions – answer without thinking

ASKING FOR THE ORDER CLOSE

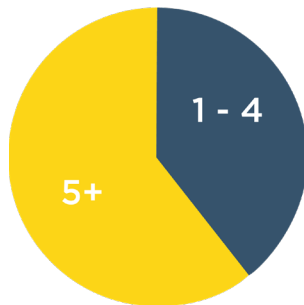
- _____ close and can be appropriate for many sales
- However, they give the possibility of a *no*
 - Shall we go ahead?
 - Would you like to act today?
- If no, ask _____?

TWO IMPORTANT FACTORS

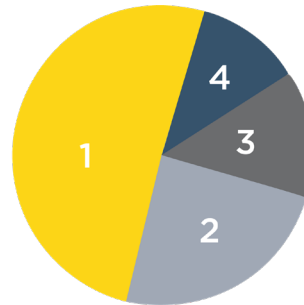
- After a closing question, shut up
 - Don't talk, just _____
 - Tendency is to fill up the uncomfortable pause with your voice
 - Give the prospect a _____ to gather his thoughts and speak
- The second is, how often do you close?

CLOSING

HOW OFTEN TO CLOSE



60% of Sales are Made
After 5 Attempts



96% of Salespeople Quit
After 4 Attempts

**Dr. Herb True of Notre Dame*



4% of Salespeople are
Making 60% of the Sales

CLOSING ATTITUDES

- The most significant instrument for influencing your customer is _____
- Persistence
- Sincere enthusiasm
- Exceptional _____
 - Never stop selling value

And you never fail when helping a prospect make a decision, even if it is a "NO."



HANDLING OBJECTIONS

Notes

You will learn to love objections and be taught a system on how to convert them into sales in this course.

HANDLING OBJECTIONS

- Have you ever received an objection?
- Do you _____ the objection?
- Stepping stones to a sale
- Buying signals indicate offer is _____ being considered
- Clarify the question has been answered and then close

DEVELOP A CURIOUS ATTITUDE

- Any objection is important because the prospect _____ it
- Attitude plays a role
 - Did not hear or understand
 - Thank you for letting me know about another hot button
- Be _____, but be gentle

OBJECTIONS PROVIDE INFORMATION

- Objections are road _____ that show us the way
- Don't live trying to _____ them, embrace them
- Categories of objections:
 - Need
 - Interest
 - Timing
 - Money
 - Trust
- However, they all tie back to motive and value consideration

EVERYONE RESISTS CHANGE

- Even good change
- Objections are basically rooted in _____ of the unknown
- Reassure the prospect that this is the right decision
- Return to problem identification and solution steps for clues on what you might have _____
- Did you show the value is equal to or less than his money?

CHANGING NO TO KNOW

- No doesn't mean they are _____ going to buy
- Statistics say 60% of sales are made after _____ negative responses

HANDLING OBJECTIONS

- Prospect will make a new decision on additional information
- They just don't know _____ about the value to make the decision to give you their money

OBJECTIONS DEFINED

- A request for more _____
- Buying signals that tell you what you have to do to get the _____
- Understand why they are objecting and what they are objecting to
- Keep them in their place in the selling cycle

STALL VS. CONDITION VS. OBJECTION

- Stall is a tactic or defense mechanism to _____ a decision
 - Cannot be overcome, must be converted to an objection or condition
- Condition is a legitimate reason the prospect can _____ buy
 - No credit, no money, or no ability to buy
- Objection is a request for more information
 - This is your path to a sale

STALL VS. CONDITION VS. OBJECTION EXAMPLES

Example 1

- Stall: "We want to think it over"
- Condition: "We don't have the money"
- Objection: "Your price is too high"

Example 2

- Stall: "We never make a decision without sleeping on it"
- Condition: "I need to talk with my wife"
- Objection: "How does the motion sensor work?"

Example 3

- Stall: "We want to get other bids"
- Condition: "I can't make that decision"
- Objection: "When does the siren kick in?"

Example 4

- Stall: "We don't want to make a decision right now"
- Condition: "I am maxed out on my credit card"
- Objection: "How does it communicate to the central station?"

HANDLING OBJECTIONS

Notes

OBJECTIONS BEFORE THE CLOSE

- _____ and cover in the presentation
- Sidestep technique
- Advantages of sidestep
 - _____ logical sequence
 - Control the interview
 - Time to recover
 - Turn them into buying motives
- Sometimes just an interruption

RULES TO REMEMBER

- Objections measure the distance between _____ and the _____
- Be sincere
- Speak with _____
- Never argue
- Close on the objection
- Restate the objection
- Verify the objection
- Answer the objection

OVERCOMING OBJECTIONS

- You _____
- They give an objection or stall
- You hear them out
- Then...
 - Concede
 - Clarify
 - _____
 - Convince
 - Close

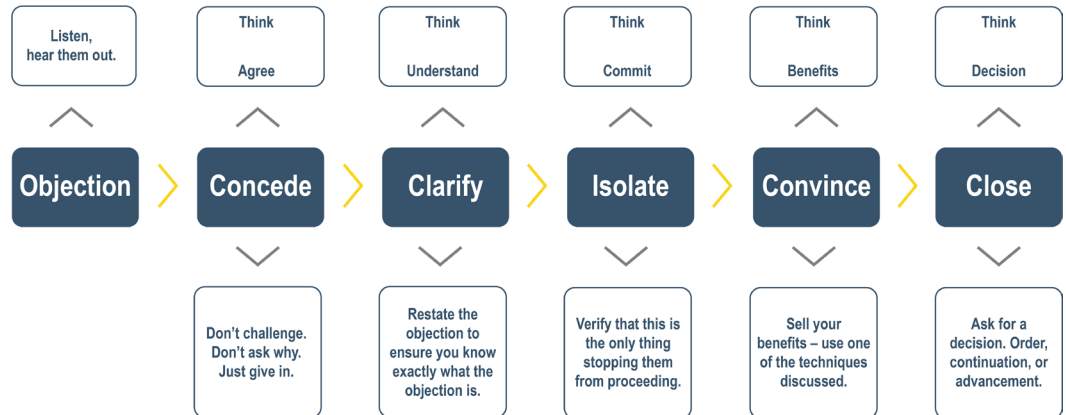
CCICC

- Concede – don't challenge, just agree
- Clarify – make sure you really understand their concern
- Isolate – this is the only issue
- Convince – resell the benefits that solve the objection
- Close – again and _____ and _____ if necessary

60% of sales are made after _____ attempts to close

HANDLING OBJECTIONS

OBJECTION HANDLING PROCESS



CCICC METHOD

- Concede – let the prospect know that you _____ the importance of their objection
- Clarify – make sure you completely _____ what their meaning of the objection is
- Isolate – isolate this as the _____ objection or determine if this is one of many that you will need to deal with
- Convince – this is your opportunity to _____ your value proposition (FFBBT)
- Close – after you have reestablished your value proposition you go back to an _____ close for this objection

Systematic process to help prospect with a _____

STALL & OBJECTION TECHNIQUES

- “_____?” technique
- Direct denial technique
- Indirect denial technique
- _____ technique
- “Why?” technique
- Feel, felt, found technique

FIGHTING THE STALL

- “Let me think about it...”
- Here are your choices after hearing that:
 - Accept it hoping they will buy later – _____ gone
 - Convert it to an objection – opportunity to close
- Push for action, learn to convert a stall to an _____ and then a close

HANDLING OBJECTIONS

Notes

“IS IT...?” TECHNIQUE

- *"I want to think it over"*
- Concede
- Clarify: *"Just to clarify my thinking, what is it you would like to think about? Is it..."*
- Isolate
- Convince
- _____

DIRECT DENIAL TECHNIQUE

- Deny the _____ of the stall or objection
- Dangerous to use
- Use when serious _____ in fact
- Prospect: *"I want to think about it."*
- Sales Rep: *"You really don't need to think about it, do you? You told me you wanted this system installed before you went out of town. What is the real concern?"*

INDIRECT DENIAL TECHNIQUE

- Sometimes called the "_____, but..."
 - It is used where part of what the prospect says is true
 - Yet you refute the premise of the logic
- Prospect: *"We always sleep on the decision."*
- Sales Rep: *"Yes, but statistics show all people retain the most information immediately after they hear and see it. I want to make sure you have all the information you need to make a decision. What specifically are you wanting to ponder overnight?"*

COMPENSATION TECHNIQUE

- Acknowledges that the objection is partly true
- Give something _____ to find out the objection
- Objective is to find out the objection
- Prospect: *"We are not sure we want to do this now."*
- Sales Rep: *"I wouldn't want you to lose any of the special (offering) as this is a limited-time offer. What has caused you to change your mind?"*

“WHY?” TECHNIQUE

- Most simple and common
- You just ask “Why?” or one of my favorites:
 - How do you mean?

HANDLING OBJECTIONS

- Listen and gain _____ information
- Also gives you mental time to plan

FEEL, FELT, FOUND TECHNIQUE

- I understand how you _____
- Many of our customers felt that way
- What they found was
 - Draw on your experiences, other sales people, or your company for effective stories
- Then close

HANDLING LOWER PRICE

- Don't _____ - hold on to the conviction your price is right
- Get all the _____ - check the quantity, quality, design, and service
- Check for _____ - look for mistakes in the competitor's pricing
- Sell value over _____ - demonstrate the differences between price and value
- Check to see if the customer is _____ - ask to see the quote
- Sell special _____ - emphasize features the competitors cannot duplicate
- Discuss price _____ - point out that inferior products are never long-range bargains
- Be _____ - make changes in the quote. Take away, but sell benefits lost.
- Sell your _____ - benefits of buying from your company
- Consider the _____ - future impact of price-cutting with the prospect
- _____ the specification - shift the basis for comparison

KEYS TO HANDLING PRICE OBJECTIONS

- Establish the _____
- Create more desire for benefits
- Minimize price compared to benefits
- Identify real reason for objection
- Make sure prospect is making right comparison
- Combine benefits with price
- Minimize the difference
- Emphasize the _____

HANDLING OBJECTIONS

SUMMARY

- Do not _____ the objection
- Understand the wants and needs
- Distance between you and the decision
- Stall vs. condition vs. objection
- Use the _____ method
- Proven process

Notes

[illegible]

TIME MANAGEMENT

In this course you will learn tried-and-true time management and goal-setting techniques to help you increase your productivity and happiness.

TIME MANAGEMENT

- Managing yourself
- Sales statistics
- Knowing the worth of _____
- Establishing _____
- Controlling paperwork
- Establish a plan

IT ALL BEGINS WITH YOU

- You are the head of your personal sales organization
- What are you going to do today?
- _____ are the boss

SUPPORTS THE SALES CYCLE

- The foundation of any sales cycle is _____ control
- If you want to increase your income you must plan and control your time
- Either you run your day, or your day runs _____

5 STAGES OF LIFE

- 0 – 20 Growing years
- 20 – 40 _____ years
- 40 – 60 _____ years
- 60 – 80 Transitioning years
- 80 – 100 Final years

BANK OF TIME

- When you were _____, a time account was opened for you
 - Exactly 24 hours each day
 - Cannot be redeposited
 - Cannot borrow future time
 - Cannot control timing of withdrawals
- You can't change the rules, but you can develop better time _____

TIME MANAGEMENT

Notes

USE TIME FOR BEST RETURN

- Time is your sales _____ for investment in your business
 - How you manage it determines whether withdrawals are _____ well or wasted forever
 - How about investing it in your career that provides you the income to live
- “_____ is our most valuable asset, yet we tend to waste it, kill it, and spend it rather than invest it.” – Jim Rohn*

SALES STATISTICS

- Where do sales people spend their time?
 - _____ with customers
 - 40% getting to customer
 - 20% waiting for customer
 - _____ personal and detail work

TIME IS MONEY

- There is an old saying “You can make more money, but you cannot make more _____.”
- Some people are horrified to lose or waste \$100
- Yet some will waste ten times that amount in time each day
- Organize and _____ around priorities
- How much is your time worth?

VALUE OF “WORK TIME”

EARNINGS	HOURLY	MINUTE
\$20k	\$10	\$.17
\$25k	\$13	\$.21
\$30k	\$15	\$.26
\$35k	\$18	\$.30
\$40k	\$20	\$.34
\$50k	\$26	\$.43
\$60k	\$31	\$.51
\$75k	\$38	\$.61
\$100k	\$51	\$.85

TIME MANAGEMENT

VALUE OF “SELLING TIME”

- Average salesperson spends only _____ hours of actual face-to-face selling

EARNINGS	PER HOUR
\$30k	\$60
\$40k	\$80
\$50k	\$100
\$75k	\$150
\$100k	\$200

MORE PRIME TIME FOR SELLING

- Time is _____ more than you think
- If you spend 4 hours a day prospecting and selling
- Adding one hour prime time = 25% increase in selling time
- Possibly _____ increase in sales and income
- What could you do with the extra income?

KNOW THE WORTH OF TIME PAYS DIVIDENDS

- More achievement in the same number of _____
 - Focus on high priority activities
- Same achievement in fewer _____
- Saved hours can now be _____ in improving quality of life
 - Family
 - Recreation
 - Education
 - Much, much more

80/20 RULE

- _____ Principle
 - 20% tasks = 80% results
 - 80% tasks = 20% results

“Learn how to separate the majors and the minors. A lot of people don’t do well simply because they major in minor things.” – Jim Rohn

RULE #1- ESTABLISH GOALS

- Improve time management by conscious, deliberate goal setting followed by planning for the achievement of those _____
 - Career
 - Family
 - Social

TIME MANAGEMENT

Notes

- Financial
- Self-improvement
- Spiritual
- Don't make little plans, make them _____

CRITERIA FOR SUCCESSFUL GOALS

- Must be _____ stated
- Must be practical and feasible
- Must have beginning and completion
- Must be expressed in quantitative terms
- Must require extra effort
- Write down every action step you can identify and put a _____ to start and finish it

SMART GOALS

- Change requires a dedicated _____
- Hope for change will not work
- Change who you are or you will continue to have what you got
 - S = Specific
 - M = _____
 - A = Attainable
 - R = Relevant
 - T = Time-Bound

WORKING SALES FORMULA

- Prospect to Lead
- Lead to Appointment
- Appointment to Sale
- Sale = _____

"A _____ without a plan is just a wish" — Antoine de Saint-Exupéry

RULE #2 - PLANNING TIME

- Block out a specific time each day for _____
- Plan a work program that will help you achieve your goals
- List out what you want to _____ (to do list)
- What is the best time to do it – assign it that time
- _____ your face-to-face selling time

TIME MANAGEMENT

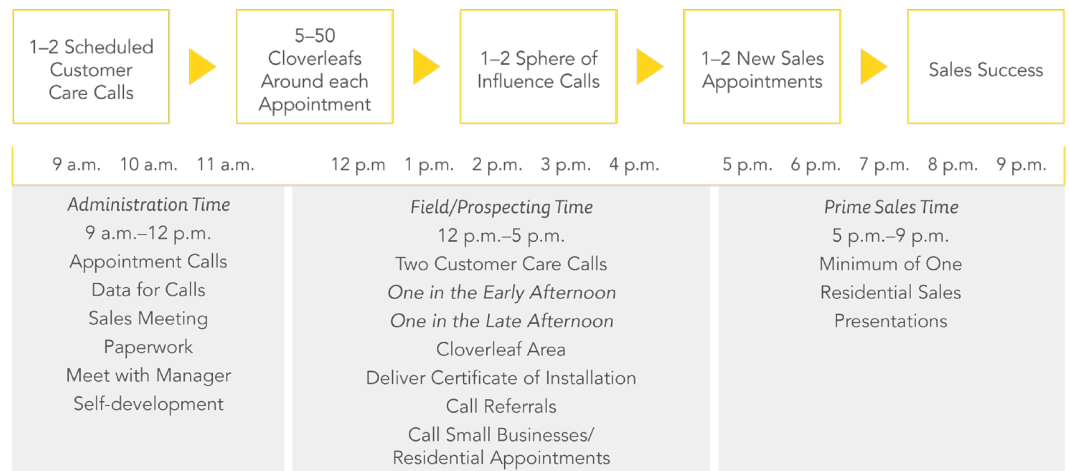
RULE #3 – ASSIGN THE TIME

- Assign the proper amount of time to _____ each task
- Every day should have time allotted for:
 - Planning
 - Face-to-face selling
 - _____
 - Follow-up
 - Networking
 - Self-development

RULE #4 – PRIORITIZE

- Rank tasks in order of _____
- Items not completed go to head of list if they continue to be important
- Concentrate on _____
- Complete this step with a clear mental picture of:
 - What you want to _____?
 - When you are going to complete it?
 - Your _____ for completion

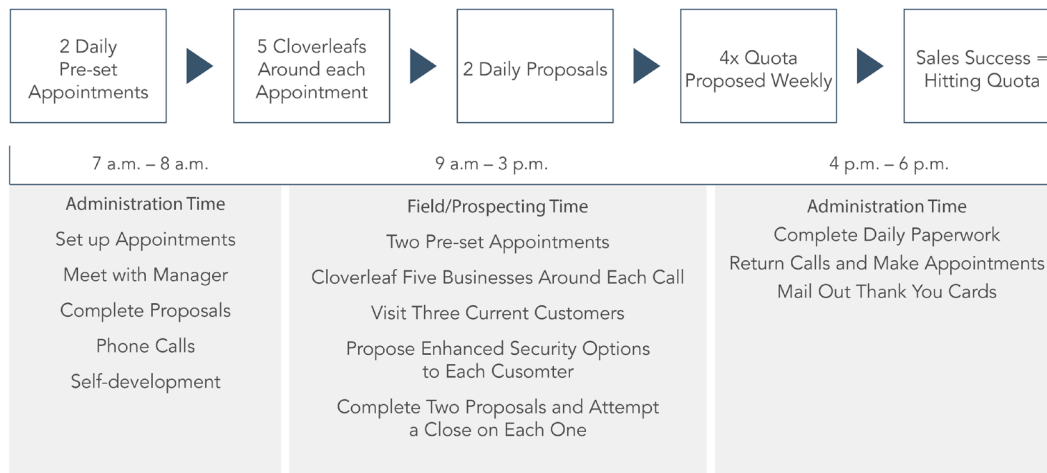
EXAMPLE RESIDENTIAL SUCCESS PLAN



TIME MANAGEMENT

Notes

EXAMPLE COMMERCIAL SUCCESS PLAN



TIME AUDIT

- Time-_____ list
- Sales interviews
- Prospecting
- Networking
- Self-improvement
- Daily planning
- Time-_____ list
- Late starts
- Coffee breaks
- Shooting the breeze
- Office time
- Too much driving

Identify and eliminate time-wasters and amplify time-users

CONTROLLING YOUR PAPERWORK

- Do not do paperwork during _____ hours
- Read-Decide-Do system
 - If urgent, do it _____
 - If it can wait, tickler file
 - If it is action that involves customer, customer's file
 - Technical information, read it and toss it. If it is important, have a technical information file.
 - Assign a importance coding system to your *to do list* A1, A2, A3, B1, etc.

TIME MANAGEMENT

WINDSHIELD UNIVERSITY

- Average driver spends _____ hours a year driving
 - That is 60 eight hour days
- Why don't you earn a degree with that time?
- Improve selling _____
- Improve product knowledge
- Customer information
- Motivation
- Audio book

KEEPING TRACK

- Customer Relationship Management tool
- Get _____
- Stop missing opportunities
- Customer surveys, proposals, needs analysis tools
- Neighbors, referrals, insurance agents
- Appointment scheduling
- Event data
- Customer information
- Develop the _____ to keep it updated

DID YOU MAKE A FAIR TRADE?

"What I do today is important because I am exchanging a _____ of my life for it." - Hugh Mulligan



SALES PRESENTATION

Notes

Now that you have landed the appointment, in this course you will learn how to prepare for and give an effective presentation.

EFFECTIVE PRESENTATION FEATURES

- _____ you say – content must relate to solving their identified problems and needs
- _____ you say it – use enthusiasm and power words that tie to their motives
 - Opportunity
 - Genuine
 - Devastating
 - Limited
 - Unconditional –bumper to bumper
- What you show –a picture is worth a thousand words

MAKING A GOOD PRESENTATION

- Tell them what you are going to tell them
- _____ them
- Tell them what you told them
- Build emotion by summarizing benefits
- Hit all the _____ *buttons*
- Provide realities of the benefit your prospect is seeking

SALES PRESENTATION CONFUSION

- Three basic reasons for _____:
 1. People delete information
 2. People generalize information
 3. People distort information
- Know what the customer is talking about
- Ask, don't _____

SALES COMMUNICATION

First scenario:

- Customer:
 - *"All I want from a salesman is good service"*
- Sales response #1:
 - *"You can rely on me for good service"*

SALES PRESENTATION

- Sales response #2:
 - *"What specifically do you mean by good service?"*

A BETTER WAY

Second scenario:

- Customer:
 - *"I want you to return my calls in five minutes regardless of what you're doing"*
- Sales response:
 - *"I'm sure I can do that within 30 minutes. Is that OK?"*
- Customer:
 - *"I suppose that will be fine"*

MIND READING

- The "I _____ what you mean" fallacy
- Unless you've been told, you don't _____
- Don't assume anything
- Get specific information and avoid assumptions

COMPONENTS OF A SALES PRESENTATION

- Preparation
- Arriving and the warm up
- Opening the presentation
 - Outline presentation
 - Get agreement
- Needs Analysis
 - _____ the problem
 - Site survey
- Present the solution
 - Value Selling
- Close - get the _____

PREPARE

- _____ your phone, tablet, and demo equipment
- Test for cell and data coverage - your demo may require it
- Have documents ready
- Arrive early
 - Knock the rust off - prospect

SALES PRESENTATION

Notes

- Remember
 - Don't rush through the presentation
 - Slow down
- Look sharp, feel sharp, be _____

LOOKING AND FEELING SHARP

- Be clean and neat, including your fingernails, teeth, shoes, hair, and face
- Appropriate conservative clothes. Follow the dress code or go one step _____
- Empty pockets, no bulges or tinkling coins/keys, etc.
- No gum, candy, or cigarettes
- Bring briefcase or portfolio case and _____ equipment
- No visible body piercings (nose, eyebrow, tongue, etc.) – wear minimum jewelry and cologne

ARRIVING AT THE PRESENTATION

- Arrive early
- _____ and be friendly
- Demonstrate a positive attitude
- Use good eye contact
- Shake hands _____
- Use good manners
- Don't interrupt and don't argue
- Don't chew gum
- Take catalogs and/or other pertinent information

WARM-UP PROSPECT

- Be observant
- Develop a _____ with prospect
- Remember key likes and dislikes to be used during presentation and _____
- Be friendly and sincere
- Observe the DISC profile

OPENING THE PRESENTATION

- Present so the prospect wants to _____
 - Set the tone – be memorable
 - Outline the presentation
- Help them start a _____ consideration versus price
 - Comparison between the benefit your product will offer them and what would happen if they did not have that product/service

SALES PRESENTATION

TIE IT DOWN

- Tie-down the _____ and conclusion
- What must be accomplished?
 - Full perimeter protection
 - Lifestyle
 - _____
- Is there anything else they want to accomplish?

GET A COMMITMENT

- Ask for a commitment:
 - If I can do that, can I ask you a favor?
 - Referrals
 - _____
- If the prospect cannot or will not make a _____, then you must make a decision
 - Find out why and overcome
 - Proceed for practice
 - Reschedule

CONGRATULATIONS

- You made your first _____
- These are called minor point closes
- They help you kill a stall or objection later
- Plus you have communicated the outline of your presentation and gotten approval to proceed
- Now move into the need's _____

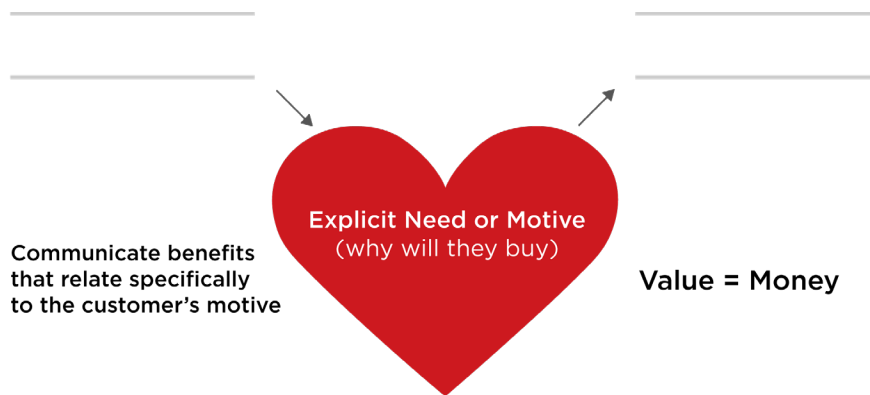
SEVEN PRINCIPLES OF SELLING

- Talk the problems, then the product
- Talk in prospect's interest
- Be _____ and to the point
- Encourage prospect to talk
- Get agreement on major points
- Never argue with customer
- _____ the presentation

SALES PRESENTATION

Notes

UNCOVER THE MOTIVE



FORMULA FOR QUESTIONS

- Mindful of the "So What Rule"
- Develop at least _____ questions (Needs Analysis)
- Determine motive and need or no need
- Learning how to communicate value as it relates to the _____
- Write them down and modify as you learn what resonates and what does not

WHY QUALIFY

- To save time and _____
- To control the sale
- To help customer identify wants
- To be able to recommend product
- Determine if there are _____ that make the sale impossible to make

POINT OF CAUTION

- Asking questions aggressively can result in confrontation
- Focus on the needs of the prospect and be _____ in efforts to serve
- Be aware of your body language
- Make sure you listen and _____ you are listening carefully to their response

SALES PRESENTATION

BE THE SECURITY EXPERT

- Don't try to provide a security solution to a site you have not _____
- Position yourself as the security _____
 - Map the layout of the home/business
 - Walk property with the customer
 - Determine wants, needs, and motives
 - Get minor point decisions
 - Layout of equipment for installer

SECURITY REVIEW AND DESIGN

- Complete interior and exterior security review
- Review all security concerns
- Pay attention to prospect's _____
- Note concerns on the Location Record
- Design a _____
- Ask and get customers to buy in on their solutions

PRESENT THE SOLUTION

- Technical - _____ and Function
- Bridge
- Emotional - Benefit and _____

GET THE DECISION

- Decision
 - _____
 - No
 - Continuation

SALES PRESENTATION SUMMARY

- Be _____
- Outline your agenda and get agreement
- Control the presentation
- Uncover the _____
- Site survey 100% of the time
- Sell value - "So what rule"
- Get a decision