**ASHESI GLOBAL SERVICES**

**Sales Force training manual**

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**Index**

[**INTRODUCTION** 3](#_Toc22884167)

[**The importance of sales training** 4](#_Toc22884168)

[**Communicating by phone** 4](#_Toc22884169)

[**Main aspects of communicating by phone** 4](#_Toc22884170)

[**The product** 5](#_Toc22884171)

[**Preparing vs. improvising** 5](#_Toc22884172)

[**Elevator Pitch** 6](#_Toc22884173)

[**Script structure** 6](#_Toc22884174)

[**The prospect’s name** 7](#_Toc22884175)

[**Excuses** 7](#_Toc22884176)

[**Objections** 8](#_Toc22884177)

[**Conditions** 8](#_Toc22884178)

[**6 steps to manage objections** 9](#_Toc22884179)

[**Negative vs Question** 9](#_Toc22884180)

[**Closing** 9](#_Toc22884181)

[**Hard Facts** 10](#_Toc22884182)

[**Bibliography** 11](#_Toc22884183)

# **INTRODUCTION**

Once you have your sales work force the next step is to give them the proper training.

Even if the newly hired agents had previous experience in sales it is vital to give them a proper training, with specific objectives that we are expecting from them and provide them the means to achieve them.

In this manual we will talk about the importance, their responsibility and the design of it. With this we want to provide the sales manager or trainer the proper tools to better plan the training for the sales work force. We will focus on the process of telephone sales, its structure and strategies.

# **The importance of sales training**

An increase in the competency, diversification of the economy, a more selective economy, are some of the reasons why the training of sales work force have evolved and is positioned as a fundamental part inside the structure of ever organization that wants to make their way into a market gap and position their brand, product or service.

We can describe the sales training like an organized program that looks to turn agents into grate salesmen. A good sales training must help the agents in a consistent way to improve their techniques, habits and knowledge in this area. All of this is for them to reach the goals and objectives the company set for them.

# **Communicating by phone**

The communication by phone has characteristics that make it different than the communication in person with the client. Here you have some examples and their details:

Traits of communicating by phone:

* It lacks body signals, but body language always helps the issuer.
* It is cold and impersonal mean.
* We have the first 30 seconds to get the prospect’s interest.
* The conversation time is limited.

When a recipient does not interpret correctly the message it is always the transmitter’s fault.

## **Main aspects of communicating by phone**

Phone communication has two nuances, what we say and how we are saying it. Here are the different characteristics:

What we say

* The message
* The vocabulary

How we say it

* The tone
* Intonation
* Guideline
* Active listening

# **The product**

Without a doubt knowing about the product is important. After all who could sell something they know nothing about? However in the case of telephone appointments we don’t have to be experts in the product/service because we are scheduling an appointment for a specialist to give the customer all the benefits with more detail.

When we talk about telephone appointments we must know the requirements we must meet in order for the client to validate it.

Some examples are:

* Name of the person in charge
* Title
* Date and time for appointment
* Details for the current services(number of land lines, provider)

Here it is important to give the details of the project the agents will be working in.

# **Preparing vs. improvising**

Our call will be based on a script. The script will have the message that we want to give out during the phone call.

Why we use a script:

* It helps us say always the same things (without adding or removing anything)
* It gives us the confidence to represent other people or areas, just like they would do it.
* To follow rules or due to legal aspects.

How make it sound more natural:

* Practice and memorize it.
* Knowing where to find support notes (common questions and product details)
* Writing down any new questions to discuss with supervisor.

# **Elevator Pitch**

One day you are taking the elevator and the main prospect you have been thinking of selling your idea or product to gets on. You have 30 seconds before the prospect gets to his floor. During those 30 seconds, what do you tell him to turn him into your client?

You can’t sell anything to him in 30 seconds, but you can get his attention enough for him to agree to have an appointment to talk about your product/service.

This is the method of the “Elevator Pitch”. Getting the attention of the prospect during the first 30 seconds of contact. This model organizes your thoughts to generate a reaction in others so that you can get the desired results.

The main benefits are:

* Makes
* Get others involved
* Creates trust
* Gets the attention

Structure must be:

* Simple
* emphatic
* Memorable

# **Script structure**

1. Greeting and presentation.
2. The reason for the call.
3. Creating expectation (what the customer gets).
4. Qualify the costumer (campaign specification to get a good appointment.)
5. Schedule date and time for appointment.
6. Confirm information and closing.

“Nobody wants to let someone who will take your money in, but we will always welcome someone who comes to give us money.”

It is convenient to give the agents the scripts on this part.

# **The prospect’s name**

The simple fact of calling a person by their name creates a very positive psychological response in the personal relations. It makes us feel listened to, valued and important. Creating a bridge of trust turns people more receptive. This causes a high emotional impact.

Do you want to stop sounding like one telemarketing agent more? Then you need to start calling your prospect by his name, this is something that we all appreciate deeply. During the Sales Pitch you must include the prospect’s name a minimum of 3 times, with the intention of keeping the prospect keep focused, create a trust bond and making the conversation more personal.

It is convenient to do the first Role-plays with the agents.

# **Excuses**

An excuse is something that the prospect shares with the agent and is not necessarily his true concern. The excuses are not what we need to focus on.

Some common examples of negatives are:

* Time (to talk)
* The price of the product or service.

The agent will ask questions to the prospect to determine if his comments are negatives or objections. There are almost no true objections, most of them are negatives.

Here you have some examples of how to overcome the customer’s objections:

* I have no time “When would it be a good time for me to call back and give you more information? Or is there something else that requires your attention right now?
* We are not interested “I consider that one of your biggest concerns is how to reduce the cost inside your business, we can help you safe in \_\_\_\_\_\_\_.Is there something specific stopping you right now from getting more information regarding our services during an appointment?

# **Objections**

An objection is the real concern. It is any barrier that is stopping the prospect from moving forward in the process. This obstacle may cause the potential client to drift away, this is a sign that he needs more information. Some examples of objections are:

* I am with another provider.
* I do not want to make a decision right now.
* I don’t trust that your service/ product works.

Identifying and overcoming this objections is crucial to improve sales/appointments.

“The objections are the steps of the stairway to success in sales.” Tom Hopkins (worldwide recognized for making sales champions)

Here are some examples of how to overcome the client’s objections:

* I am with another provider: “If we can help you save a \_\_\_\_\_\_\_ in your service. You would consider that it is worth the try, Right? If you agree I will schedule an appointment for next \_\_\_\_\_\_\_\_ ok?
* I do not want to make a decision right now: “I understand, that is why I would like to schedule an appointment so that one of our specialist can answer all of your questions. So you can feel at ease and can make a decision, are you available \_\_\_\_\_ for an appointment?

# **Conditions**

A condition is a legitimate reason not to have the sale or appointment. Some examples of conditions that may end the recruiting process are:

* I am not the decision maker.
* You do not have service in the area.

This are some of the things we are not able to overcome, all other reason are negatives or objections.

It is important before moving to the next chapter to do Role-plays as many times as necessary until you can dominate the possible negatives and objections.

## **6 steps to manage objections**

1. **Identifying** between objection and negative.
2. **Repeat** the concerns and use empathy.
3. **Manage** the objections before they appear by addressing them like benefits.
4. **Avoid** concerns by asking questions first.
5. **Identify** the obstacles or objections by using your active listening skills.
6. **Answer** the objections with confidence.

# **Negative vs Question**

It is very important to identify the difference between a negative and a question, because there are different ways to board each one of them. The questions always giveaway that the iris interest in the service or product, on the other hand for the negatives you need to look for a solution through the benefit.

Examples for questions:

* Does it really work?
* How do I know what you are telling me is true?
* What if I am not satisfied?

Examples for negatives:

* I am already with another provider that gives me a better service.
* We already have a contract.
* I can’t make a decision right now.

# **Closing**

Don’t forget that in both cases we need to close after giving a response. Since the costumer will not make up his mind on his own.

In sales we have two types of closing, direct and indirect. Depending on the kind of product or service you will need to choose which one to use. When the sale is an “inbound sale” a direct closing is always the best choice, in the case of an “out bound sale” it is important to consider both closings.

Direct closing examples:

* What kind of card will you use for the payment?
* What address should I send it to?
* The appointment be next Monday 11am, okay?

Indirect closing examples:

* Do you prefer to do the payment with a credit card or a debit card?
* What day would you prefer to have the appointment Monday or Wednesday?
* Is 2 pm good for you or do you prefer to have the appointment tomorrow?

The obstacle that stops an agent from closing the sale in their Pitch is the fear of rejection, but it is important to remind them that the worst that could happen is that the customer tells them “NO” at the end of the day that “NO” is something that was settled before the contact.

# **Hard Facts**

It is important to never to remember the hard facts regarding real numbers that will give context to our sales pitch. When you give relevant information from a reliable source you create a relatable situation that may give the prospect a sense of urgency to make a decision.

In the case of a sales or appointment project that has a target market of small businesses (less than 500 employees) of the United States it is convenient to consider the following:

* Small businesses have 52.64% of the work force.
* Only 50% of businesses survive after the first 5 years.
* Only 33% survive after 10 years from starting operations.
* In 2015 25% closed due to sales being lower than their income.

Source: *U.S. SMALL BUSINESS ADMINISTRATION OFFICE OF ADVOCACY*

The context is important and it must be backed up by facts. We must remember that our prospect is no stranger to the subject and giving the wrong information may causes us to lose credibility.

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