

Sales Process

Research and information gathering

- Research the client – most people don't, so you will stand out.
- Mention something you read on their website or LinkedIn profile. It shows respect and intelligence.
- Ask future based questions e.g. What changes do you see in your industry in the next 6 months?

Sales Process

Listen and confirm

- Listen, not to reply back, but to understand.
- Recap what the client has said.
- Is there anything that you may have missed?

Sales Process

Ensure value and benefit matches needs

- Discuss the value/benefits you offer – don't talk too much.
- Ask if everything you have said makes sense.
- Remind them of their needs, your value/benefit, mention price and ask, "How do you feel about this?"

Sales Process

Allow time for them to think and process

- Be quiet after you mention price. Allow a 5 second pause for them to think about what they say next.
- If they say you're too expensive, don't start talking about your product. Slow it down. Be aware of your body language and voice. Expensive compared to who?
- You will want to speak. Don't. Ask questions. Listen. Then speak.

Sales Process

Follow up actions

- If they want a proposal, send one with testimonials and always have a follow-up date in the diary.
- Don't follow up by email. Pick up the phone or have a Zoom/Google Hangouts/Microsoft Teams meeting.

If You Want RESULTS, contact me

- ✓ Sales Training
- ✓ 121 Mentoring
- ✓ LinkedIn Training
- ✓ Mindset and Goal Setting
- ✓ Overcoming Sales Objections
- ✓ Hitting Sales Targets

...and so much more



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