

### The 5 Step Sales Process

- 1. Establish rapport:** Remember, people who are like each other tend to like each other. Rapport is essential as it provides a foundation and a gateway for good communication. The process of matching and mirroring between you and the client is what establishes rapport. This takes place in the early stages, during introductions and general chitchat and it continues throughout the whole sales process. Areas for matching and mirroring are:
  - Physiology
  - Tone of voice
  - Breathing
  - Language Preference V.A.K. (Ad) / predicates / phrases
  - Key wordsBecome like them. Make it a game. Do not mirror them overtly, do it covertly. Amazingly, 93% of rapport is established outside of most people's conscious awareness.
- 2. Ask questions:** Ask questions directly related to the area of concern for the client. Get them to reveal information. Ask open-ended questions that expose the pain that they are experiencing. Make sure your questions are couched the language of their main interest (research and talk the language of their business). Start with general questions and get more specific as you go on.
  - 'What do you do? What are you interested in?' Etc.
  - 'For what purpose do you want...? What is your biggest problem regarding...?'
  - Ask your client for their definition of success.
  - Ask 'do you have (their definition of success) right now? What is preventing you...?'
  - Find out client's primary rep system and desired state (self and business)
  - Discover client's Motivation, Decision, Convincer, Reassurance strategiesFind the pain that they are currently experiencing
- 3. Find a need or value:** Establish a need for your product or service. If there is no need, then stop there. Find another client. There are plenty of other clients out there. Establish the value. Propose solution(s) to the client's problem, and then ask, "Do you see any value in this?"

Bizarre as it may seem, your job at this point is to quickly eliminate the people who will not buy from you. That means that you need ask the client enough questions so that he/she makes a decision. A 'no' is infinitely better than, 'I need to think about it.' or 'Can you call me back tomorrow?' Remember the spinning plates analogy. Most sales people waste 80% of their time on people who buy nothing. Conversely, if you spend 80% of your time on people who are high probability clients, then it is obvious you will end up selling more of your product or service. Aim for **High Probability Clients**.

While you are on this step, you can also use:
  - Conditional close – 'Do you see any value in this?' or 'Is it fair to say that if we solved this problem then that would be valuable to you?'
  - Tag questions – 'This would be advantageous to you, wouldn't it? We could work together to solve this, couldn't we?'
- 4. Link the need or value to your product or service:** At this point you propose how your product or service will irrevocably solve their problem. Make a clear and concise proposal of how you or your company will provide the solution (with as little detail as possible). Only tell the client enough to make it possible for them to either purchase your product or hire you or your company's services.
  - Contrast Frame: 'Compare it to amount they have invested in their business...'
  - Cause & Effect Frame: (If...Then...) (this would be good for you because...)
  - Agreement Frame: (eliminate the word but). I appreciate and, I respect and, I agree and
  - Future pace 'What would happen if we ...'
  - Utilise strategies if you have discovered them
  - Also repeat client's values & key words as you move towards closingYou are offering them the pill that will alleviate the pain that they are currently experiencing.

# RainWorks

## Training & Development

---

5. **Close:** Ask for the order (then zip your mouth closed, keep quiet, let them talk, play the Zen game)
- You want them to make a decision 'yes' or 'no.'
  - If 'yes', future pace them and re-assure them that they have made a good choice. Get referrals if it is appropriate.
  - If 'no', ask 'why' and get ready to handle objections
  - You do not want to hear 'maybe' or 'I'll call you later' or 'can you send me a proposal?'
  - If they ask for written proposal say 'I will need to conduct a needs analysis and I will have to come and see you?' or 'We get paid for proposals, if you want something in writing I have an blank agreement form. Would you like to see it.'

**Objections: *There are only 4 objections. All objections will fall under one of these.***

1. 'I/we don't have enough time.'
2. 'I/we don't have enough money.'
3. 'It won't work for me/us (my/our needs are different than others).'
4. 'I/we don't believe you.'

**How to handle initial objection(s):**

- Listen carefully and ask more questions so that you fully understand their objection.
- Handle objections to the best of your ability and then loop back to step 3
- Ignore the objection and then loop back to step 3 (establish a need, find the pain)

*This part is about moving the buyer from resistance to buying.*

*You may choose to answer the objection (see below) if you think the objection is significant.*

*Otherwise ignore it and loop back to step 3.*

**Final Objection Close**

1. Listen fully to the client's objection!
2. Act a little bit surprised.
3. Say, 'Oh I get it, you mean that's the only reason you're not buying?'
4. 'If I could show you how to have the time/money would you buy?'
5. The last step is to answer the objection as above and go right back to establishing the value. Establish value by returning to step 3

**More closing techniques:** There are a number of other ways to ask for the order, technically called 'Closing'.

Here are some that are effective:

- Assuming the Sale (both you and the client have to see themselves with your product/service)
- The Blank Order Form Close
- Alternative Choice Question
- Sharp Angle Close

**Resistance:**

Resistance to you and your product indicates lack of rapport. If that happens at any point simply return to step 1 and build more rapport. It's easy.

© Erick Rainey (RainWorks) May 22<sup>nd</sup> 2010

---

**RainWorks Training and Development**  
*watering the seeds of your success*

N.L.P. Presentation Skills, Sales, Personal and professional Coaching  
Tel: 07939 176 644 E-mail: [erick@rainworks.co.uk](mailto:erick@rainworks.co.uk) Web: [www.rainworks.co.uk](http://www.rainworks.co.uk)