Impact Selling for Trusted Advisors: In a World Where "Sameness" Abounds, "HOW" You Sell Matters

Joe Gregory, The Sales Catalyst LLC, will teach us his method of how to overcome "sameness" while selling. Use this opportunity to your sales skills.

Program Schedule:

➢ 12:30 – (5-minutes) Sales traps and what to do about them

➢ 12:35 – (5-minutes) Table Discussions: Generate individual sales challenges; Submit your own; or pick from the attached list of common sales challenges. Pick 1 volunteer per table to role play.

➢ 12:40 – (25-minutes) Reverse role play. Each volunteer will role play the prospective customer; while Joe Gregory role plays them on handling the chosen sales situation.

➢ 1:05 – (5-minutes) Share action items and takeaways.

Common Sales Challenges

1. Gone dark – Try calling, emailing, and texting, but a hot prospect is not answering any of your correspondence.

2. Industry experience: prospect asks you about experience in their industry and you know you have little or no experience in their industry.

3. Price: prospect informs you that they cannot afford your price; or your price is unreasonably high.

4. Delays: prospect is giving several excuses that appear to be delay tactics.

5. Poor follow up: I can't seem to get motivated to follow up with customers I think won't buy.

6. Unqualified buyers: I seem to keep following up on people who will never buy. How can I know if my prospect is qualified?

7. Product quality: I think prospect really like me, but I don't think they like my company or product. I never get a clear objection to know why qualified prospects aren't buying from me.

8. Clarity of message: I have difficulty quickly and concisely telling people what I do and how it will benefit them or others who they can refer me to.

9. Poor close rate: I get lots of leads through networking and my website; but I fail to convert these leads into paying customers.

10. Low referrals: I get very few referrals from existing customers or people in my networking group.

11. Poor closer: I have great conversations with customers who need my service, but I can't figure out how to close them on my introductory offer.

12. Unmotivated to call: People in my industry have had great success picking up the phone to call prospects. I am reluctant to call… and am getting killed by not picking up the phone.

13. Maybe: I get a lot of maybes that tent to waste my time with follow up phone calls. I wish my prospect would say YES or NO.

14. No emotion: I know people buy on emotion and justify with fact; but I am unable to generate the right emotion to get a buyer motivated to act.

15. Sales process: I'm told I need a sales process; but don't know how to create one that works for me.

16. Decision maker blocks: I always get a receptionist and am not able to connect with the decision maker. I keep getting his voicemail instead of him.

17. Scripted: I have a cold call script, but I get hung up on when I call because people think I'm a telemarketer. I don't feel comfortable calling without a script.

18. Reneging: A prospect commits to buy from me; and then changes his mind when I give him a contract to sign.

19. Budget priority: I keep getting an excuse that my prospect has higher priorities; but I know that my product should be a much higher priority than others he is picking.

20. Competition: I feel like my product is a much better value than my competition, but I keep losing to my competitors on a competitive sales opportunity.

21. Articulate benefits: I know that I need to discuss benefits, but I tend to be stuck on trying to sell features of my service. How do I change my communication style?

22. No leads: I feel like I can close a qualified prospect; but don't have enough sales leads to meet my desired sales objectives.

23. Premature price: As I'm trying to explain the benefits of my service, my prospect asks about price. When I tell them, they immediately say they aren't interested when I know they don't fully understand the VALUE of my service.

If any of these sales challenges don't ring true with you, please pick your own.