

# 10 Steps to a Sale

## Quick Explanation

### 10 Steps to a sale:

1. Approach
2. Introduction
3. Business Place Presentation
4. Qualify
5. Product Selection
6. Product Presentation
7. Vehicle Demonstration
8. Re-Qualify/Trial Close
9. Write-up
10. Close/Turn

A sale starts before you even make contact with a customer. The first step to any sale is the approach. The way that you walk and move, the way that you are dressed and personal hygiene are part of that all-important first impression. Smiling makes you seem like a happy and confident person. A nice suit can make you seem successful. A customer will base their opinions of you on these things, until you prove to them otherwise.

The second step is the introduction. This is the way that your first words are spoken, how you shake hands and make eye contact. A customer judges you based on the way that you seem to be, the way that you are perceived. Clear and confident speech conveys a sense of respectability, mumbling and muttering will lower people's opinion of you. A firm handshake between people is often seen as friendly and confident, it creates a friendly mood. Eye contact is very important, good eye contact seems trustworthy and honest, bad eye contact is perceived as dishonest or having something to hide. The way to handle the introduction is to cheerfully welcome the customer to your place of business, tell them your name and then to ask for theirs in return. A good introduction can help build rapport with your customer.

Business Presentation is the third step. This meant to familiarize your customers with the way that you do business and the background of your company. People feel more comfortable buying from a company that they know something about. The amount of time in business, or how long your owner has been in the community, can add value to your products or services and are good selling points. A customer that believes you are will stand behind a product if they choose to do business with you will feel much more comfortable placing their trust in you.

Customer Qualifying is the fourth step, this is when the customer's needs are defined. As you are talking to your customer try and learn what it is that they are looking for and why. The best way to find out is to ask them! Use open ended questions in order to keep them talking and to get as much information as possible. Getting information from a customer about their needs is always easiest if done in a conversational way.

Step five is Product Selection. Once you know what the customer is shopping for take them to the product that you think will best suit their needs. Come up with a few different ideas for products that will fill their needs, that way you have options to show. Offering the customers a few options gives them the opportunity to offer feedback and to feel as though they have made the final choice. This will help to avoid a customer feeling forced. This also helps you personalize your sales tactics to each customer.

Step six is Product Presentation. Show the customer the features that certain products offer. Always associate a feature with a benefit, explain to the customer how a feature will help them or how it will help to fulfill their needs. If a customer has specific desires then show how your product meets them. Act excited about what you are saying, emotion breeds emotion, if you are excited about the product they will be too.

Step seven is Product Demonstration. This is when you show the product in use. Let the customer get involved, show them how easy to use your product is. Let them be hands on, like this is something that they will want to use every day. This is also the point at which you take control of a sale. Direct them on how to use the product, give them verbal instructions, and get them used to doing what you tell them to do. As a customer gets in a habit of trusting what you say and see that what you are saying works they will begin to ease into the habit of doing what you tell them to do.

Step eight is the requalifying step. As you finish with your presentation start asking the customer how they feel about your product ask them their impressions of it. This is the time when you make sure that your product fits the customer's needs. Ask temperature questions, like; how it compares to what they had in mind, id it fits their needs. If their responses are cold then find out what they would change, and re-assess the product selection. If the customer responds with a warm reply, like "It's fine", then go back over the features and benefits to help try and build up the value. If a customer responds to your questions in a hot or excited way, then you know that you have done your job. The second part of this step is

the trial close. Ask them what they like the most about the product, get them to be specific, ask how it compares to what they had in mind when they first started shopping. They will tell you exactly how to close the deal. They are going to give you the reasons that they want to buy focus on those.

The ninth step is the “Write Up”. This should be the first time that money is discussed in a detailed way. The write-up is when you discuss sales terms, like price, financing options, down payments, monthly payments and any other financial issues. The write up is the negotiation stage. The most commonly used form of negotiating is the seller telling the customer the selling price and the customer making their offer. From there the two parties try to come to amicable terms. The most effective way to do this is to try for small incremental price increases from the customer. There are often back and forth negotiations where the parties go through a series of offers and counter-offers.

Step ten is the close. There are many different ways to close a deal. The most common is called a soft close. This is where the salesman asks the customer "If could meet your demands is there any other reason why you wouldn't buy my product?" This is effective because it is non-confrontational and brings to the surface any reservations on the customer's part. If the customer has no reservations and the seller can meet the terms then you should just “assume the sale” by starting any paperwork required. If a salesman can't close the sale, then he may turn the customer over to another sales person. Often second person that has a different view point can find the right words to convince a customer. A second or third person can also reaffirm what the first sales person said, which lends credibility to the entire sales pitch.

These ten steps are designed to help in many different areas. By following all ten steps in order a salesperson will increase his overall sales. These steps also help to improve profit margins by building the perceived value of a product. They can even help a sale to move along more quickly because sales people don't get bogged down in one place.

***These tens steps can help any salesman improve his results.***