

In our last two Newsletters we talked about customer service and problem solving. These are critical tasks in the life of a sales rep. No matter how well they are handled they can take us off our game.

How can we get back on top? What can we do to regain control and get back in that cycle where our customer is buying?

The answer is effective communication, asking good questions.

The specific tool I like to use at this point is the Trial Close. We may not be ready to ask for the order yet, but we need to rebuild that bridge between us and the customer

Here is an example: you have just gone through the paperwork that should correct a problem with a recent delivery. You are tempted to ask a "Customer Service" question:

"Is there anything else I can do to help?"

In many cases this just keeps you down in the muck and mire.

Instead, let's change the game and ask some progressive "Selling Questions:"

"How do you feel about this solution?"

"You seem to like the approach!"

"Is there any reason we shouldn't move on to that next order?"

"Let's look at my last quote and make sure we have everything included."

You will want to bring to bear all of your selling skills in this sequence. Watch the customer's body language, make eye contact, speak in a firm commanding voice. You must be organized, this is not the time to fumble for that last quote you sent the customer.

Let's say this works, the customer is ready to place that next order. There may be some hesitation because of the previous problem. Be careful here, if you are reading the customer and the signs are green, he is ready to sign, DO NOT bring up old issues. That can stop you in your tracks.

On the other hand, have a simple remedy, a step you are both taking to improve customer service on the new order, be ready to mention it in passing but only if the customer is hesitating.

We all have different selling styles which will cause us to act differently. The Sales Pro has the ability to adjust his style to fit the environment and the customer.

Good Selling,

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Give us a call today!

Let's Build our Sales Capacity!