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Summarized Picture Presentation on
SALE STRATEGIES

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SUMMARY OF ACHIEVEMENTS:

No of Research Articles Published	: 31
No of Books Published	: 3
No of Online Courses	: 121
No of Professional Memberships	: 17
National and International Awards	: 23
No of Honorary Degrees Received	: 7
No of Conference Attended	: 19
No of Seminars and workshop Attended	: 20

SALES PSYCHOLOGY: HINTS

- ❖ **People buy for their reasons not our reasons**
- ❖ **People fear naturally new things. Instead of presenting product as new, present it as an improvement of existing one**
- ❖ **Many people will not buy anything until they have recommendation from somebody they respect**
- ❖ **I am not going to try to sell you anything right now, all I want to do is show you some of the reasons why so many others bought this product and only tell me whether or not this is applicable to you**
- ❖ **When a prospect poses an objection, first complement him on it, thank him for it and answer it completely**
- ❖ **Don't stress with high quality when the presenter is professional and well dressed with good presentation; automatically company assumed high quality**
- ❖ **At every call with prospects, ask yourself what you did right, and then improve next time**

SETTING A CALL CONVERSATION FOR SALE PURPOSE

- ❖ The introduction must be planned in advance. 10 first second is enough to get person's attention by asking planned questions, and answers to that tells you whether or not they are in the market for the product. Further, discover the key reasons they might buy
- ❖ People buy only benefits not products, so instead of focusing on presenting the products, keep presenting its benefits, and never say about price
- ❖ People will buy after being convinced you are their friend and they are acting in their interest
- ❖ Thank the prospect for the time and repeat the time/date of next appointment
- ❖ One of the basic rules of selling is to treat everybody like a million dollar prospect
- ❖ If definitely refuse, use the go ahead close, tell him to go ahead but you know he will come back to you for the best deal
- ❖ As you end up leaving, ask the reasons he didn't buy. When given that reasons go back and try to close again
- ❖ Lastly, ask what other factors have we not discussed that are important to you?

CONTROL MIND OF PEOPLE IN SALE

- ❖ Since the people are never liking risks, try to give free, trail or taste to downsize their doubt,
- ❖ The people buy stories since your products is traded by many more; so tell different stories about product, new features within, new benefits and further update on it
- ❖ Seek for all strategies to take action now
- ❖ Secret: let me tell you the secret with lower voice (about the product)
- ❖ Ask if you can make a call after a week, a month or....
- ❖ What would it take for you and I to do business today, then manage to handle the reply
- ❖ Try to create a desire in their mindset

POWERFUL SALES STRATEGIC QUESTIONS

Investigating Needs & Wants

- ❖ How long have you been thinking about this?
- ❖ When you went to your existing suppliers and shared your frustrations about this problem, what reassurances did they give you that it wouldn't be repeated?"
- ❖ Who is ultimately responsible for this?
- ❖ Have you used this type of product/service in the past?
- ❖ What is your strategy to fix this problem?
- ❖ What practical options do you have to address this?
- ❖ What goals and objectives do you have in general for this?
- ❖ What is your biggest challenge with this?
- ❖ What are your key objectives with this?
- ❖ What options are you currently looking at?
- ❖ Have I covered everything off?
- ❖ Can you give me an example?

How Much Money Have You Got?

- ❖ What sort of budget do you have in mind?
- ❖ What is your expectation of investment required?
- ❖ Have you done this before, and at what investment level?
- ❖ Does your budget to solve the problem, match the severity of the problem?
- ❖ From what you've told me, your competition is enjoying a huge advantage over you because of this. How much have you budgeted to take the lead back?
- ❖ Ok, so we know this is costing you X amount of sales every day/month/quarter/year. (Calculate a figure that is close to the cost of your top package) Have you budgeted at least that amount to fix this?
- ❖ From what you've told me, this issue cost your organization \$X every month. So what are you going to invest to stop that?
- ❖ This is a multi-faceted problem that will take time to get completely right. But for right now, how much do you have to take the first step?
- ❖ Like the old saying goes, "You can eat an elephant if you do it one bite at a time." How much do you want to commit for the first bite?

Decision Makers & Decision Making

- ❖ What's the process for making a decision on this?
- ❖ What other options are you considering?
- ❖ How broad a search are you conducting for this purchase?
- ❖ Have you got a deadline for making this decision?
- ❖ Who makes the final decision? Is that you?
- ❖ Assuming that you love the proposal I put together as well as the price, what would we do after that?
- ❖ If we were able to solve your problem, what would this mean to your company?

Establish Possible Issues & Barriers

- ❖ What obstacles do you see that would prevent this project from going forward?
- ❖ Have I covered everything you need to know? What, if anything, do you additionally need to hear from me?
- ❖ Does what I've said sound like what you have in mind?
- ❖ For all the good you are trying to achieve, do you see any unavoidable negative consequences?

Handling Objections

- ❖ **What would satisfy you? (Make the buyer answer the objection.)**
- ❖ **What can we do to overcome that? (Makes the buyer answer the objection and demonstrates joint accountability).**
- ❖ **When you say too expensive/cost too much/etc., are you referring to the price or the cost?**
- ❖ **I completely understand that you want to think about it. But please allow me to help you with that... what is it that you want to think about? I'll be thinking about it too, and that way we can come up with an answer faster.**
- ❖ **Of course, I understand that you want to think about it. Please help me so that I know that I didn't leave out any important information. What is it that you need to think about? (Do not wait for an answer to this question, Instead begin immediately posing possible answers)**
- ❖ **I apologize. If you need to think about it, then I must not have given you all of the information you need to make a decision. Let me double check...Did I show you how this solution will solve the problem today and in the future?**