



PRICELESS
GETAWAYS

7 Steps of a Sale





AGENDA

The Approach

Determining Needs

BREAK

Present the Product

Overcome Objections

LUNCH

Close the Sale

Suggestion Selling

Break

Building Relationships

Wrap Up



WAYS OF FINDING CUSTOMERS



**Customer
Referrals**

Employer Leads

Cold Canvassing

Module 1

THE APPROACH

Objectives:

- Demonstrate how to properly approach a customer to open a sale.
- List three retail approach methods.





**"You can make or
break a sale during
the approach."**

Discuss the following with your table group:

- 1. Why do you think the initial approach is so important in sales?**
- 2. What could turn a customer off during the initial approach?**





The actual sales presentation begins when you approach customers to open the sale and determine their needs.

Step 1: The Approach

The approach, also known as the sales opening is the first face-to-face contact with the customer.

Salespeople can make or break a sale during the first few minutes with a customer.

The approach sets the mood for the other steps of the sale in order to establish a positive relationship with the customer.



**Treat customers as
individuals**

**Grab the customer's
attention**

**Be aware of the
customer's
personality and
buying style**

**Show interest in the
customer by
maintaining good eye
contact**

**Learn and use the
customer's name to
personalize the sale
when possible**

**ACHIEVE
EFFECTIVE SALES
OPENINGS**

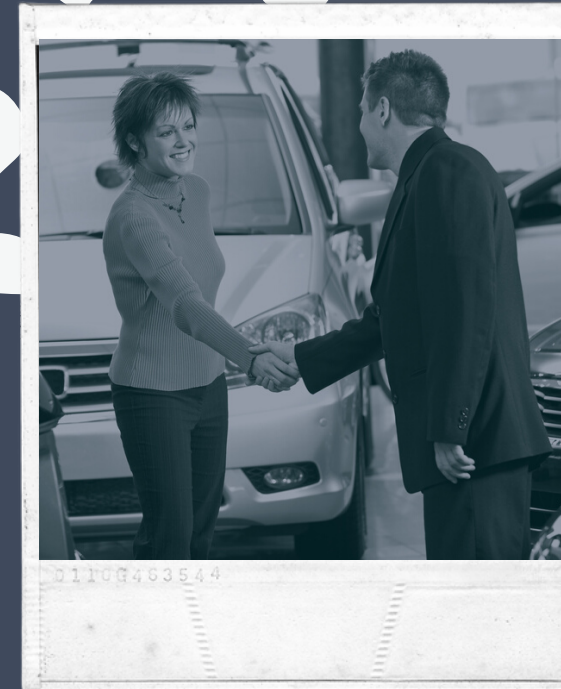
Timing the Approach

Timing the approach depends on the types of customers and what is being sold.

Many customers appreciate a salesperson what allows them to shop around first.



APPROACH METHODS



Greeting Approach

The salesperson welcomes the customer to the business.



Service Approach

Salesperson asks the customer if they need assistance.



Merchandise Approach

The salesperson makes a comment or asks questions about a product in which the customer shows interest in.

Greeting Approach



Welcome customer to store

Be available to answer questions

Smile and be friendly

Service Approach



Ask if assistance is needed

How may I help you?

Ask open-ended questions

Merchandise Approach



Make comment about customer interest

Tell about features or buying motives

Focus on customer's interest

Practice

GET INTO
GROUPS OF 3

SCENARIO

A couple have entered your travel agency. With your group, role-play how you would approach this couple using each type of sales approach.



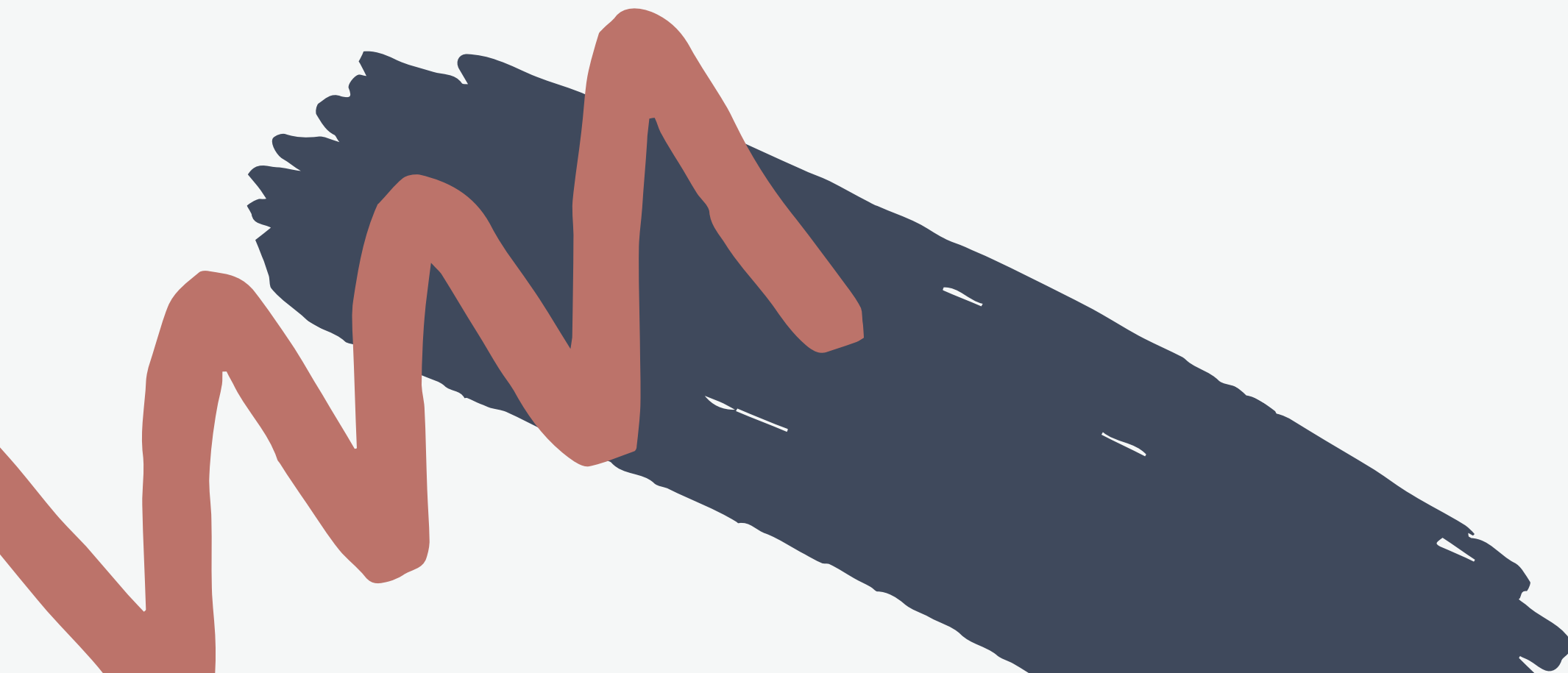
Module 2

DETERMINING NEEDS



Objectives:

- Discuss when and how to determine customer needs





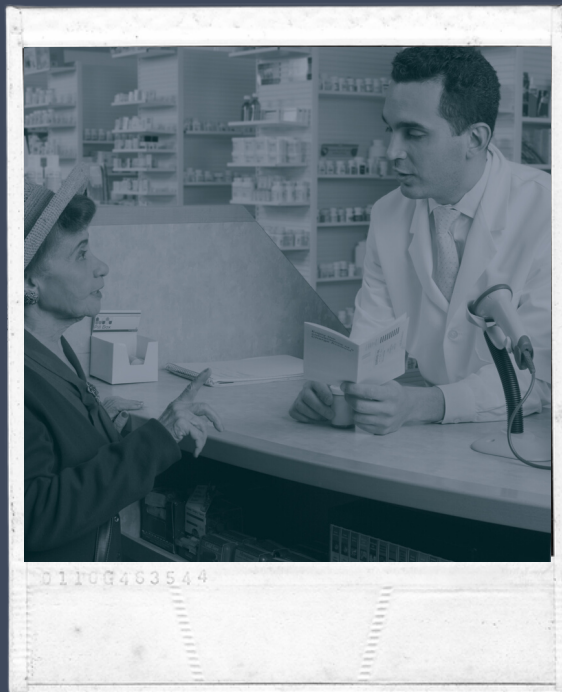
To make your sales presentation meaningful to your customers, you need to know their needs early in the sales process in order to recommend solutions.

HOW TO DETERMINE NEEDS



Observing

Analyze a customer's nonverbal communication which will provide clues about a customer's interest.



Listening

Give customers your undivided attention and listen with empathy.



Questioning

Engage customers in conversation by asking open-ended questions to assist you with uncovering a customer's needs.

Observing



Pay attention to nonverbal communication clues

Focus on the amount of time the customer has been holding a product

Listening

Give customer your undivided attention

Show empathy

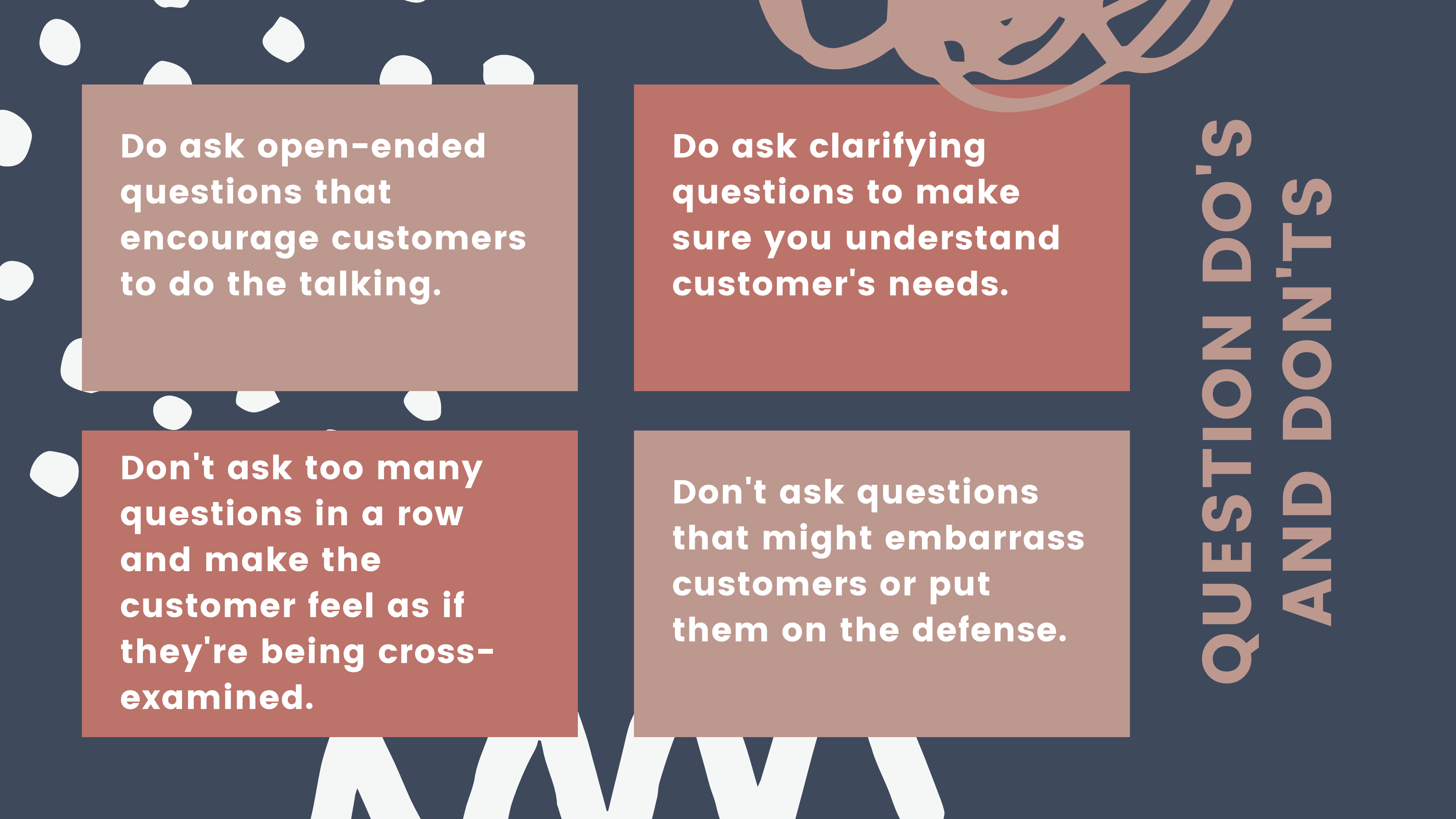


Questioning



Uncover the customer's needs

Uncover the customer's buying motives



Do ask open-ended questions that encourage customers to do the talking.

Do ask clarifying questions to make sure you understand customer's needs.

Don't ask too many questions in a row and make the customer feel as if they're being cross-examined.

Don't ask questions that might embarrass customers or put them on the defense.

**QUESTION DO'S
AND DON'TS**

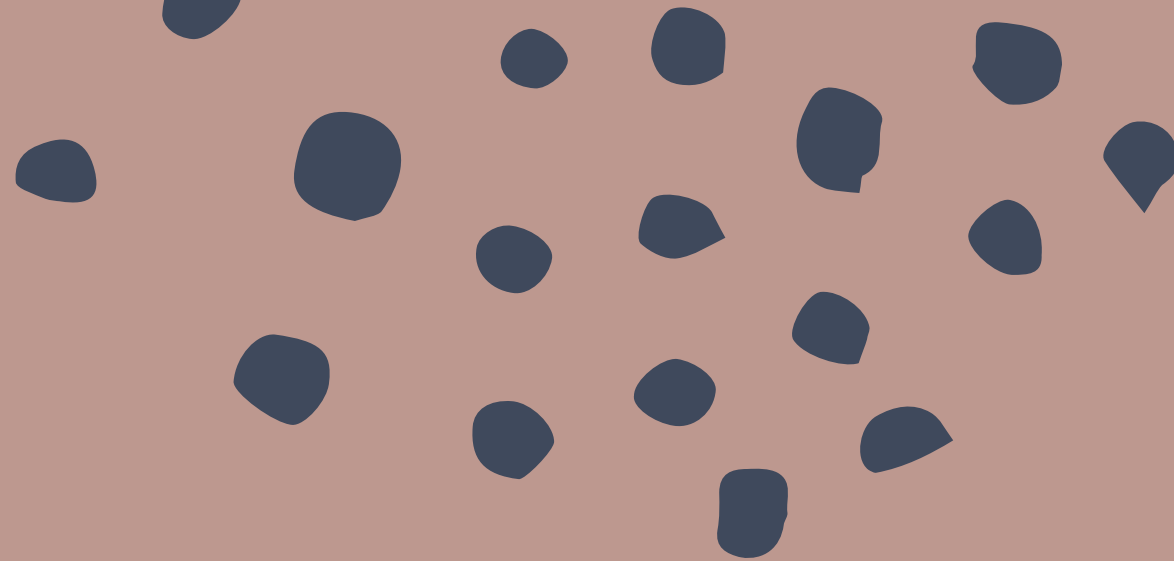
Practice

SAME GROUP OF 3
FROM PREVIOUS
MODULE

SCENARIO

Imagine you are a salesperson for a travel agency specializing in all inclusive resort vacations, which can be quite costly. With your group, come up with at least six tactful questions to help you determine which destinations to present to the couple that has just entered your agency.





Summary

To prepare for a sale, salespeople study products, industry trends, and competition. Then locate prospects.

The approach step of the sales process can make or break the sale.

The three purposes of the approach are to begin a conversation, build a relationship, and focus on the product.

The three sales approaches are service, greeting, and merchandise.

Determining needs is a step in the sales process that should begin as soon as possible and continue throughout the process.

Three methods to determine needs are observing, listening, and asking questions.



15 MINUTE BREAK