



Value-Added Selling Seminar

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Steps Defined



2 Types of Selling

1. HypoDynamic
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2. HyperDynamic
 - a. Value added selling
 - b. Steps to Value-Added Selling
 - 1) Preparation
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 - 3) Perfection



The Psychology of the Customer:

1. People want to be included
2. Customers will take the path of least resistance and utilize the price objection when they perceive no value
3. If a customer isn't completely sold, they may buy once but will allow a competitor in at a lower price
4. Customers want fewer social sales calls and more professional, sincere visits and consultations
5. Customers are great advertisements
6. Customers don't think sales people understand their needs
7. Customers may already have an opinion of you and your company before you ever stop or call
8. Customers have problems they want eliminated
9. The more a customer and/or evaluating staff participates in the process, the greater they perceive the value of your problem solving skills and service; therefore, price becomes less important.
10. The demand for value is constant; the desire for quality is unquenchable



About the Sales Person:

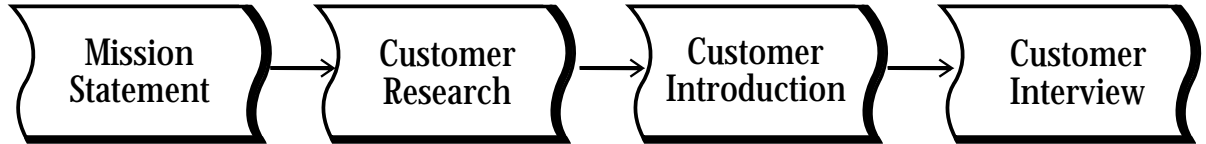
The Value-Added Sales Person:

1. Has a sincere, total belief in Value Added Selling
2. Has a sincere commitment to quality
3. Is very competitive
4. Creates the perception of value in the customers' mind
5. Raises value versus lowering price
6. Understands customers wants and needs, inside and out
7. Never stops selling even after the P.O.
8. Goes the extra mile to service customer
9. Networks
10. Is professional in every respect
 - a. Dress
 - b. Grammar
 - c. Presentation
 - d. Case, samples
 - e. Preparation
 - f. Misc.
11. Is a living, breathing asset to the customer
12. Focuses on customer needs, problems, and goals
13. Is a great listener
14. Is HyperDynamic
15. Doesn't let the customer train him/her
16. Forecasts objections and prepares rebuttals
17. Practices
18. Doesn't over sample
19. Demonstrates

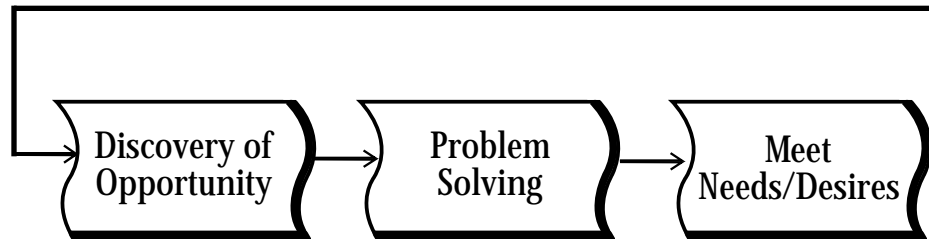


Steps To Value-Added Selling

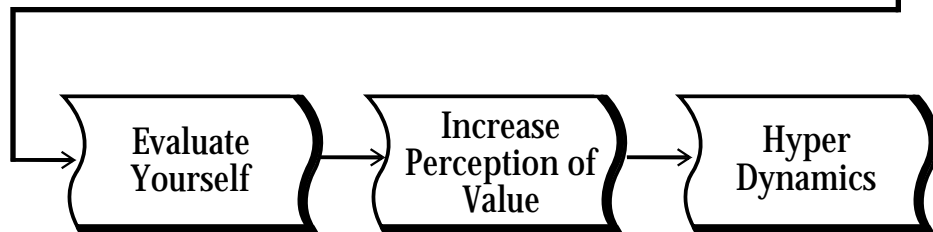
Preparation



Perception



Perfection





Mission Statement

Steps To Value-Added Selling: The Mission Statement

Used in all decisions:

1. What business am I in?
2. What business should I be in?
3. What is my mission statement?
 1. Tells who you are
 2. What your goal/objective is
 3. When /how often you are to do it
 4. Why you are doing it
 5. Where you are doing it
 6. How you are going to go about doing it



Customer Research

Steps To Value-Added Selling: Customer Research

Research:

1. Research your customer's business well enough to apply for his/her job
 - a. Read trade publications
 - b. Read company newsletter
 - c. Attend seminars
 - d. Work a shift in their department
2. Understand all important issues that face your customer
3. Understand industry history/trends



Customer Introduction

Steps To Value-Added Selling: Customer Introduction

Application of Training Tools for the Sale

1. Preparing for the Appointment
 - a. Practice Demos
 - b. Review College of Knowledge package
 - c. Assemble a list of prospects by account type
 - d. List prospects on an alpha-importance schedule

2. Setting the Appointment
 - a. Schedule appointments from lists on specific product line
 - b. Confirm all appointments
 - 1) Phone
 - 2) Letter
 - c. Prepare literature packs, demo kits, samples, proposals and load demo case
 - d. Review customer file
 - e. Review specific product or service to be sold



Customer Interview

Steps To Value-Added Selling: Customer Interview

Taking Care of Business

1. Ask open-ended questions requiring specific answers
 - a. How do you evaluate suppliers?
 - 1) What have the good ones done to impress you?
 - 2) What have the less favorable suppliers done that doesn't meet your needs?
 - 3) Which criteria are performing least for you?
 - b. How do you evaluate products?
2. Ask direct questions
 - a. What important goals/projects are you currently working on right now?
 - b. All companies have problems. Good companies have opportunities. What opportunities are you currently facing?
 - c. Show the customer by statements and actions that you are their partner.



**Discovery of
Opportunity**

Steps To Value-Added Selling: Discovery of Opportunity

Research & Interview Process

Product knowledge and good listening skills
have allowed you to identify your customer's "opportunities"



Problem Solving

Steps To Value-Added Selling: Problem Solving

Utilizing D.A.M.E.S.* will allow your customer to be involved in solving his/her problems

D _____

A _____

M _____

E _____

S _____



Meet
Needs/Desires

Steps To Value-Added Selling: Meet Needs/Desires

Create a perceived value for yourself and your product by utilizing the information that you have acquired via D.A.M.E.S.: *

1. Choose the correct products/services to expedite solution implementation
2. Do this by utilizing correct feature & benefits, demo's, and testimonials



Evaluate Yourself

Steps To Value-Added Selling: Evaluate Yourself

If you don't know how you are doing, how can you become better?

1. Keep a call sheet.
 - a. See example
 - b. If you can't measure it, you can't manage it.
2. Compare what you are doing to what your competition is doing.
3. Ask your customers for a grade card.

CALL SHEET			
Date	What was my best call of the day?	My worst call of the day?	Largest objection I faced today?



**Increase
Perception of
Value**

Steps To Value-Added Selling: Increase Perception of Value

1. **Keep doing what you have been and more:**
 - a. **Otherwise the competition will copy and win on price
(Stay one step ahead)**
2. **Promise the sky and give them the moon**
3. **Continue to keep your customer informed**
4. **Check back often and interview often**

It is easier to become a champion than to remain one.



Hyper Dynamics

Steps To Value-Added Selling: Hyper Dynamics

1. Be competitive
2. Set goals
 - a. Ex: Sell a new product daily.
 - b. Ex: Open a new account daily.
3. Expand sales in existing account
 - a. Demonstrate alternate product uses
 - b. Check to ensure proper usage
 - c. Promote in-service training
 - d. Go in, then out