

MODULE 2

SELLING SKILLS AND STRATEGIES



OUTLINE:

- ◉ Selling and buying Styles
- ◉ selling skills, situations
- ◉ selling process
- ◉ sales presentation
- ◉ Handling customer objections
- ◉ Follow-u action.

Selling is one of the most challenging professions of the modern world.



SELLING SKILLS

These are the sum total of aptitudes and skills such as communication skills, listening skills, conflict resolution skills, problem solving skills and negotiation skills.

SELLING AND BUYING STYLES



BUYING STYLES

Buying styles vary depending upon:

- ◉ Capability to pay
- ◉ Quantity of purchase
- ◉ Ability to take risk- Innovators Vs Laggards
Theory of diffusion
- ◉ Bargaining power of the buyer
- ◉ Competitors
- ◉ Personality traits

TWO TYPES OF BUYERS

- ◉ Innovators
- ◉ laggards

INNOVATORS

- ⦿ People who are adventurous and have high risk capital are the overnight buyers.
- ⦿ These buyers are the INNOVATORS In the market place.
- ⦿ Who mostly buy on impulse and consider non functional reasons for making a choice.

LAGGARDS

- This set of people are followed by another group who accept new products and innovations after observing the innovators using it.

- ◉ Similarly customers personality traits also influence the pattern and style of buying.
- ◉ The risk - averse customers always take multiple variables into consideration before they make a final decision.

BUYING STYLE- B TO B

- ◉ Number of competitors
- ◉ Prevailing level
- ◉ Quality
- ◉ Switching cost

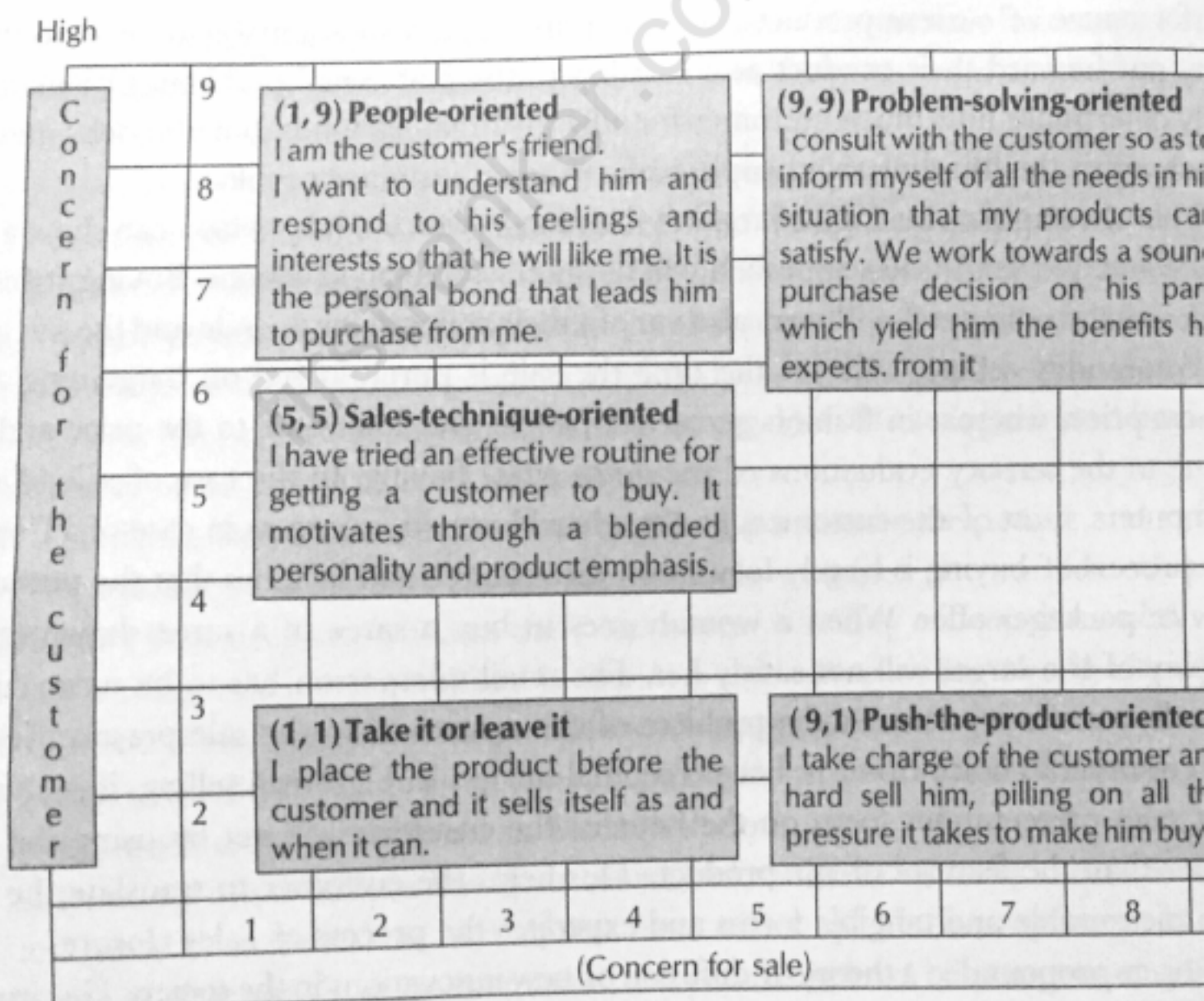


Figure 2.1 Selling and buying styles
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Selling and Buying Styles

Concern for the customers

9
8
7
6
5
4
3
2

(1,9) People Oriented

I am customer's friend,
I want to understand him and
respond to his feelings and
interests so that he will like me. It
is the personal bond that leads him
to purchase from me.

(5,5) Sales technique Oriented

I have tried an effective routine for
getting a customer to buy. It
motivates through a blended
personality and product emphasis

(1,1) Take it or Leave it

I place the product before the
customer and it sells itself as and
when it comes.

(9,9) Problem Solving Oriented

I consult with the customer so
inform myself of all the need
situation that my products can
solve. We work towards a sound
decision on his part, which yields
the benefits he expects from

(9,1) Push the product Oriented

I take challenge of the customer
hard sell him, putting on all the
pressure it takes to make him

1 2 3 4 5 6 7 8

SELLING SITUATIONS



SELLING SITUATIONS

- A typical selling situation says what kind of customers a salesperson is going to face and what kind of sales approach will help him to closing a sale in that situation.



SELLER FACES DIFFERENT SITUATIONS IN THE PROCESS OF SELLING

- ◉ **Organizational selling**: the customer represent a group interest/ purchase dept in the organization.
- ◉ **Service and solution selling**: customer does not come with a specific parameter and during the sale presentation the customer may unravel the problem & develop criteria.
- ◉ **Retail selling** : the customer walks in to the store with the intention of buying a product.
- ◉ **Cold calling** : make an unsolicited visit or telephonic call to someone in an attempt to sell goods service



- ◉ **Pharmaceutical selling**; the sales person makes a sales presentation to doctor who is not the original customer but customer decision making largely depends on what the doctors prescribes.
- ◉ **Creative selling** : the salesperson tries to sell an abstract thought to the customer.



SELLING SITUATIONS

- ◉ It explain what kind of customers a salesperson is going to face & what kind of sales approach will help
- ◉ Telecalling- More chance of rejection
- ◉ In B to B - specific pattern , problem and solutions are defined
- ◉ Service & solution selling- unravel his problem , identify his interest
- ◉ Retail- customer walks in with intention to buy
- ◉ Cold call or door to door- no intention from customer, salesman identify the potential

SELLING SKILLS



SELLING SKILLS

- ◉ Communication
- ◉ Listening skill
- ◉ Conflict management skill
- ◉ Problem solving skills
- ◉ Negotiation skills

THE GOOD SALESMAN

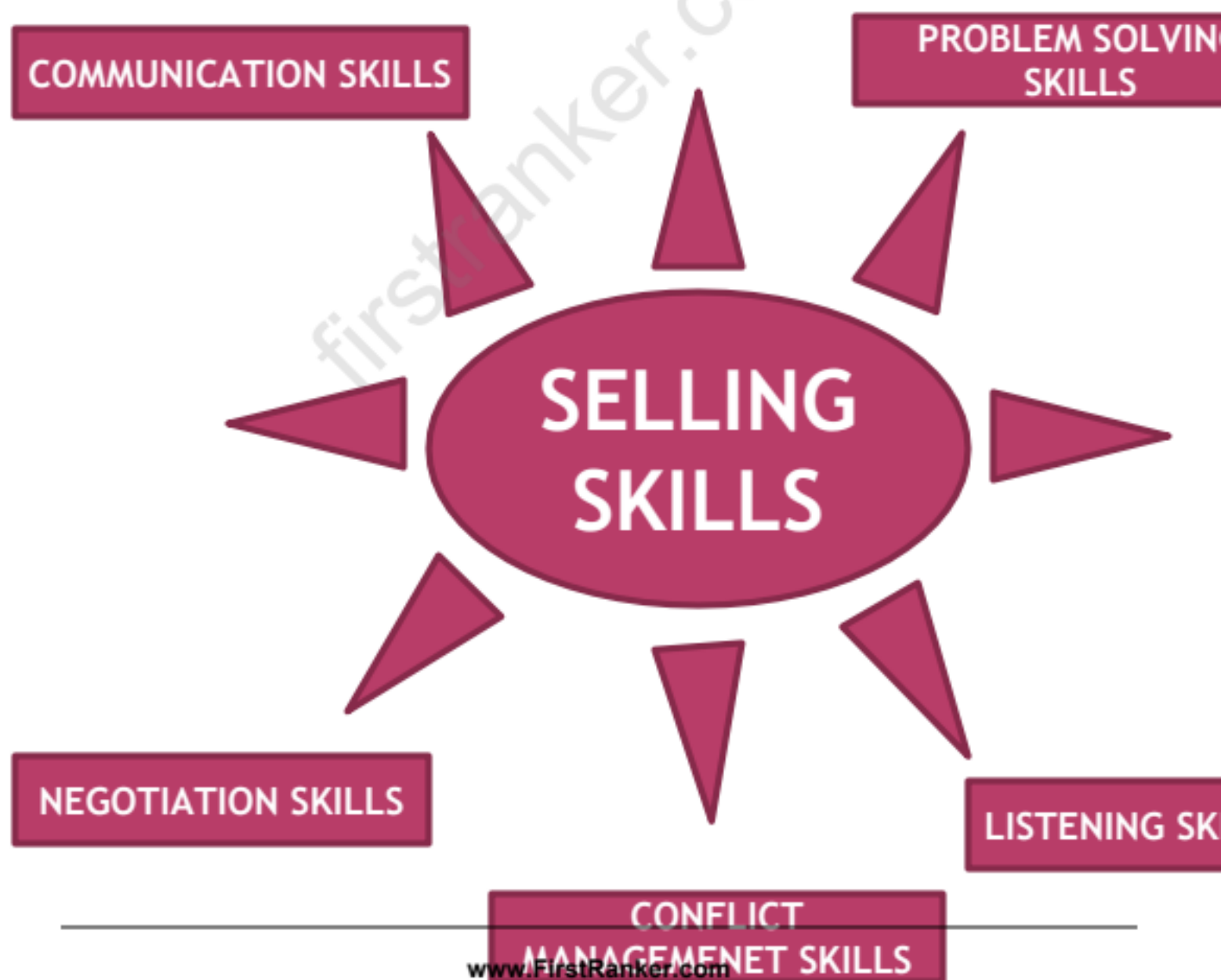
Honest
Admits the mistakes
Possesses problem solving capabilities
Friendly but professional
Dependable
Adptable
Well prepared
Knows my business
Patient

THE BAD SALESMAN

Does not follow up
Walks in without appointment
Begins call by talking casual
Puts down competitors products
Has poor listening skills
Makes too many phone calls
Makes lousy presentations
Fails to ask about needs
Lacks product knowledge
Wastes time

THE UGLY SALESMAN

Has a alec attitude
Calls customer de
sweetheart
Gets personal
Does not give
purchasing peop
credit for their
intelligence
Lies
lazy



COMMUNICATION SKILLS

Communication is exchange of idea and information between two parties.



COMMUNICATION SKILLS

- Business believes the trust between buyer and seller depends on five elements in sales person behaviour.

COMMUNICATION SKILL

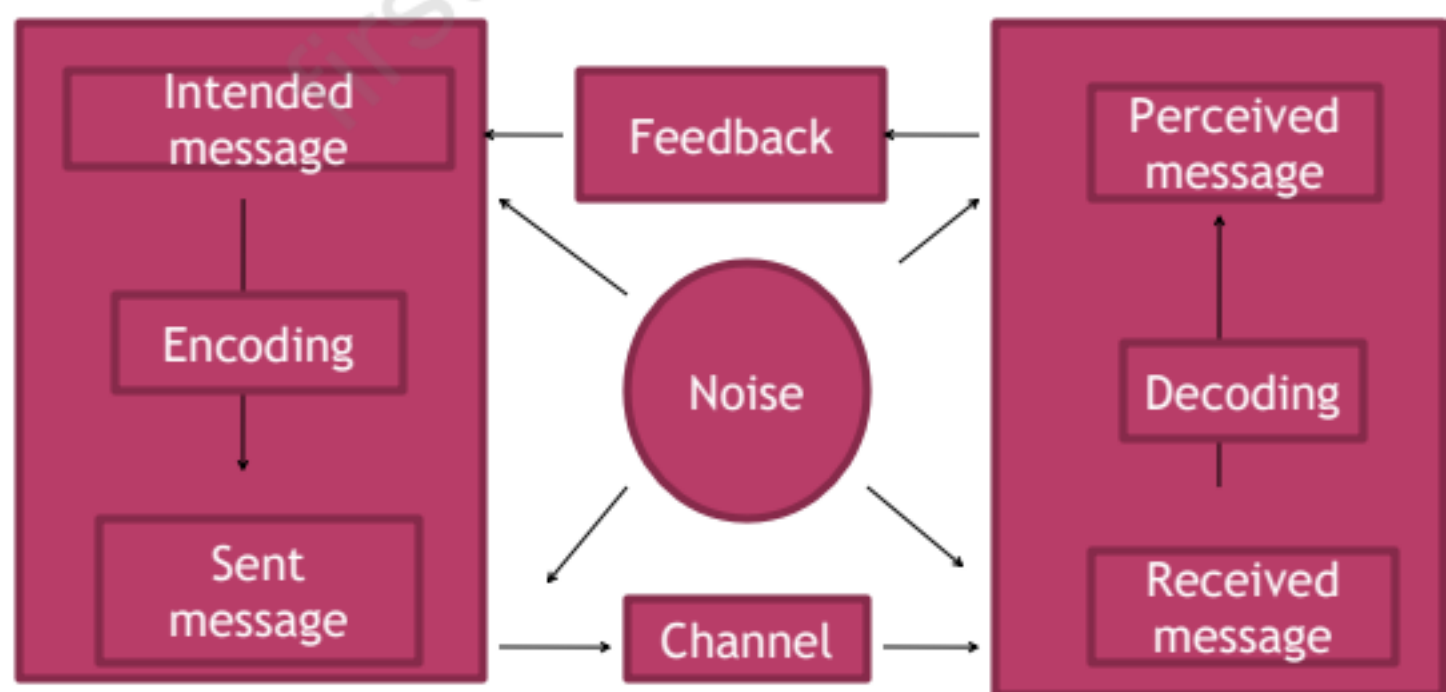
Buyer believes seller because...

- ◉ Truth of words communicated
- ◉ Predictability of action
- ◉ Competency- ability/knowledge/resources
- ◉ Intent or Empathy
- ◉ Likeability

TYPES OF COMMUNICATIONS

- ⦿ Personal
- ⦿ Non-personal- use of mass media

COMMUNICATION PROCESS



BODY LANGUAGE-NON VERBAL

- ◉ Personal appearance
- ◉ Posture
- ◉ Gestures
- ◉ Facial expressions
- ◉ Eye contact
- ◉ Space distancing

LISTENING SKILLS



LISTENING SKILLS

- Research suggests that people are only 25% efficient in their ability to listen
- Average person remembers 50% after 10 minutes
- Then forget 50 % of that within 48 hours

TYPES OF LISTENING

- ◉ Content listening- Sales representative to customer/understanding the content.
- ◉ Critical listening- Evaluating the meaning/logical level of argument/strength of the evidence
- ◉ Empathetic listening- Understand the feelings, needs and demand so that it can be appreciated

THE LISTENING PROCESS

1. Receiving

- Physically hear message and take note
- Affected by external factors i.e noise

2. Interpreting

- Infer speaker's meaning based on own experience
- Need to understand speaker's frame of reference

3. Remembering

- Store message for future reference

4. Evaluating

- Consider points mentioned and assess their importance

5. Responding

- Reacting to speaker's message

6. Acting

- In certain occasion, action is vital. Put all promises in writing and make sure to deliver promises

LEVEL OF LISTENING

Feedback

Paraphrasing

Clarifications

Empathetic listening

Active listening



BARRIERS TO LISTENING

PHYSICAL BARRIERS

- 1) Noise
- 2) Physical Discomfort
- 3) Physical Distractions
- 4) Distance

PSYCHOLOGICAL BARRIERS

- 1) Emotional Disturbance
- 2) Anxiety
- 3) Over arousal of Emotions

LINGUISTIC BARRIERS

- 1) Improper Message Decoding
- 2) Ambiguous Language
- 3) Jargon

CULTURAL BARRIERS

- 1) Cultural Differences
- 2) Different values
- 3) Different social norms

CONFLICT MANAGEMENT SKILLS

CONFLICT MANAGEMENT SKILL

- 1) Avoiding
- 2) Accommodating
- 3) Competing
- 4) Collaborating
- 5) Compromising

COMPONENTS OF CONFLICT

- ◉ Interests
- ◉ Emotions
- ◉ Values

Frustration and aggression are the major reasons of conflict



NEGOTIATION SKILLS

Negotiation occurs when someone else has what you want, and you are prepared to bargain for it and vice versa.

NEGOTIATION

- ◉ Situations and timings for negotiation.
- ◉ Formulation of a bargaining strategy



THE THEORY AND PRINCIPLES NEGOTIATIONS

Roger Fisher and William Ury proposed four principles for conducting principled negotiation.

- 1) Separate the people from the problem
- 2) Focus on interest, not on positions.
- 3) Invent options for mutual gains.
- 4) Insist on objective criteria.



NEGOTIATION TACTICS

- 1) Acting crazy
- 2) Auctioning
- 3) The good guy bad guy routine
- 4) Big pot
- 5) Budget bogey
- 6) Get a prestigious ally
- 7) The well is dry
- 8) Limited authority
- 9) Divide and conquer
- 10) Whats the rock bottom price?
- 11) Get lost/stall for time
- 12) Take it or leave it



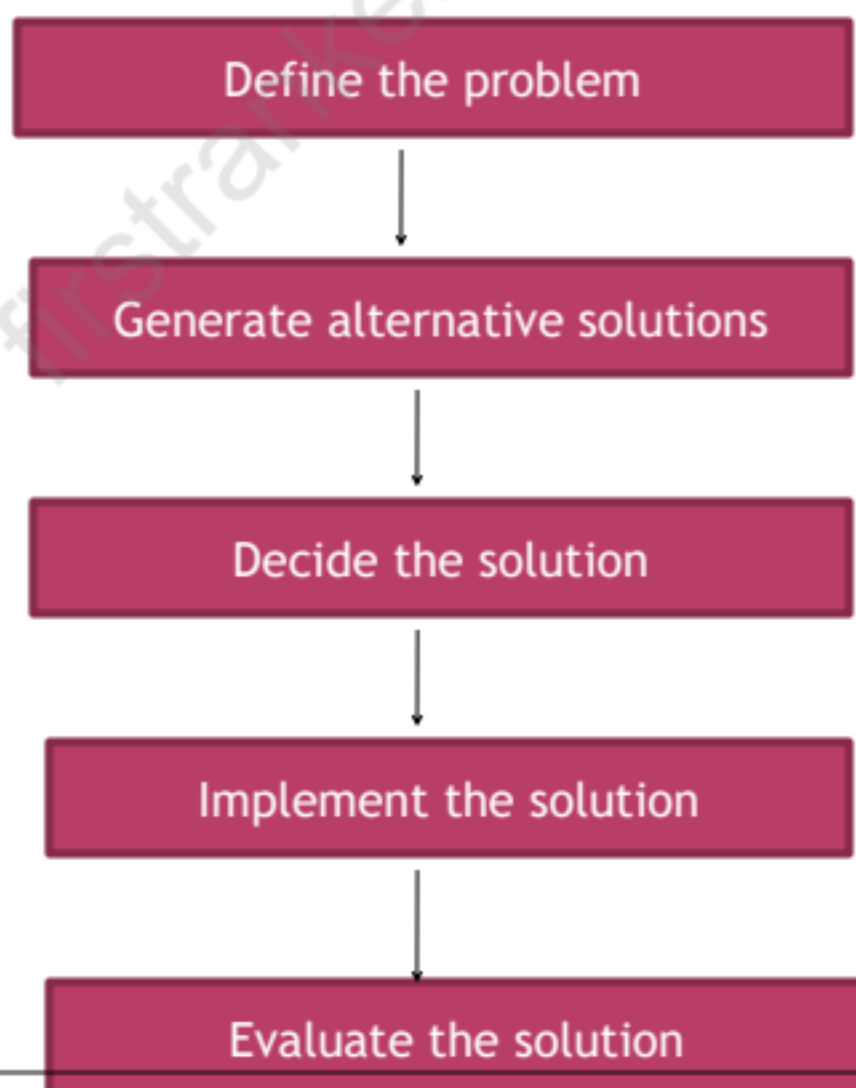
PROBLEM SOLVING SKILLS

A sales person should not be mere order taker, he should rather act as a problem solver and a consultant to the customer.

CHARACTERISTICS OF INEFFECTIVE/EFFECTIVE PROBLEM SOLVER

CHARACTERISTICS	INEFFECTIVE	EFFECTIVE
Attitude	Thinking nothing can be done	Believes the problem can be solved
Actions	Lies back and expects that a solution will come naturally.	Re evaluates the problem several times and look at the issue from different angles.
accuracy	Does not check	Checks and rechecks
<u>Solution procedures</u>	Does not break the problem, let it be as it is.	<u>Breaks the problem</u> and solves.

PROBLEM SOLVING- PROCESS





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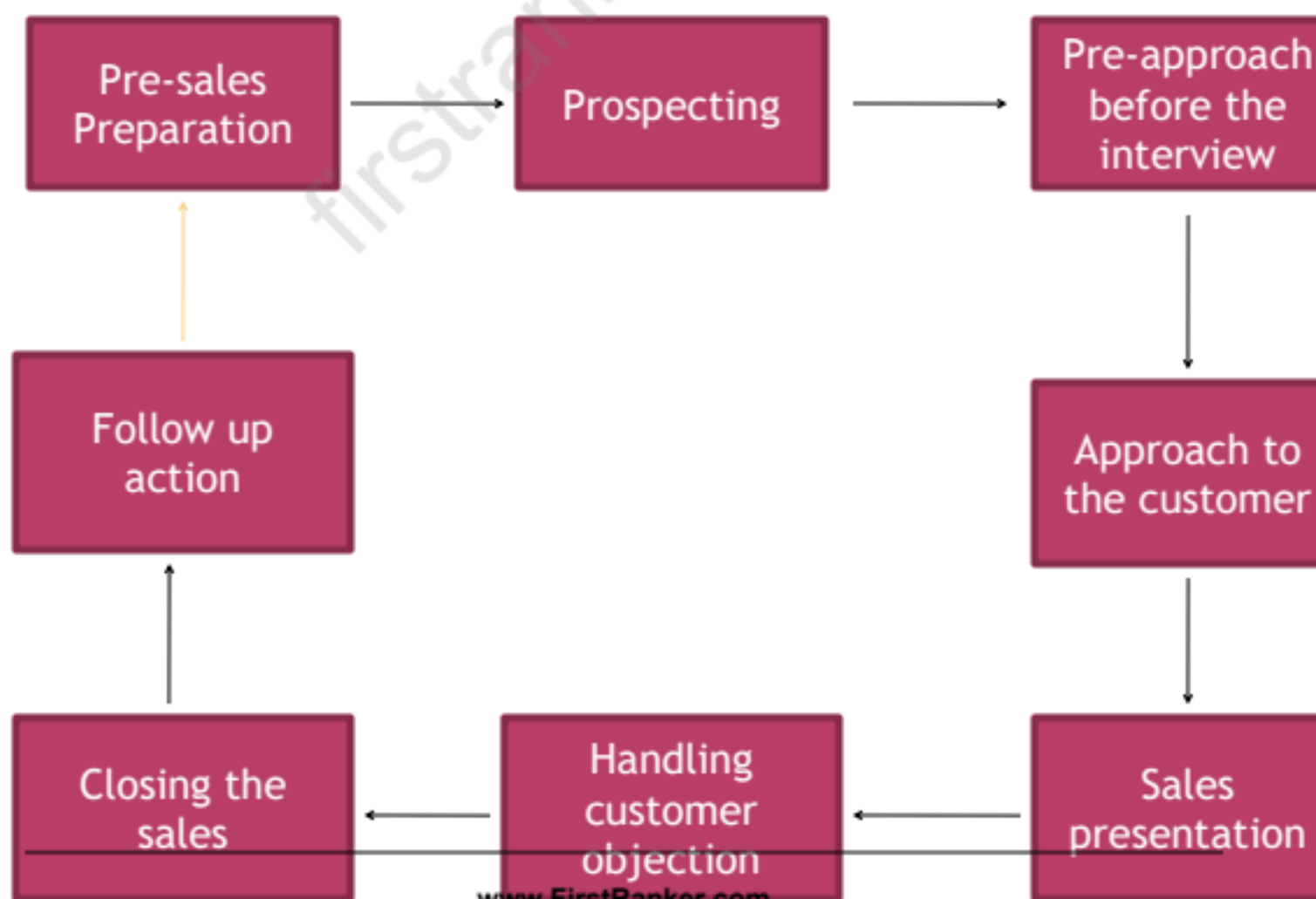
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SELLING STRATEGIES



SELLING PROCESS



PRE-SALES PREPARATION

- ◉ Product
- ◉ customer
- ◉ company knowledge
- ◉ Competitors knowledge

PROSPECTING PROCESS

Identify and define the prospects



Search for sources of potential accounts



Quality the prospects from the suspects



METHODS OF PROSPECTING

- ◉ Cold canvassing
- ◉ Orphaned
- ◉ Prospect pool
- ◉ Centre of influence
- ◉ Direct mail
- ◉ Observation
- ◉ Referral
- ◉ Sales lead club
- ◉ Non competing sales force
- ◉ Trade show
- ◉ Telemarketing
- ◉ Networking
- ◉ Friends

SALES PRESENTATION- APPROACH

- ⦿ Attracting customer attention
- ⦿ Creating Interest
- ⦿ Arousing desire and building conviction

CATEGORIES OF PRESENTATION

- ◉ Canned presentation
- ◉ Organized presentation
- ◉ Tailored presentation

- ◉ Handling customer objections
- ◉ Closing the sales
- ◉ Follow up

ASSIGNMENT 3

- 1. Explain the different selling skills and selling strategies. (Ja
- 2. Write a note on different types of selling skills? (Dec-2012)
- 3. Explain briefly the selling process
- 4. Explain 3 types of sales presentation.

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