



Canadian Marketing Team

Mastering the Sales Process

Presented by
The Canadian Marketing Team

"Eliminate the time between ideas and the act, and your dreams will become a reality" C.M.Team



A Little Housekeeping

- Welcome
- Be 100 % Present
- Take Notes
- Special Offer!!!



HOUSEKEEPING ISSUES

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Why Did You Start Your Own Business?



Time Money Passion 'The boss'

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The Buyers Journey


Information

 Future Buyers Benefits of Ownership Why SHOULD I buy?	 Soon-To-Buy Buyers! Objections to Ownership WHY SHOULDN'T I buy?	 Now Buyers < 1% Vendor Selection WHO should I buy from?
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Prepare Your Mind

- How Do You Think About Sales?
- Do you have a written process?
- Do you know your numbers?

"Great minds discuss ideas, average minds discuss events, small minds discuss people."



The Numbers Most Owners Avoid

Do you know:

- Your close rate?
- Your average sale?
- Your lifetime value?
- Your cost of client acquisition?



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Cost of Client Acquisition (CAC)

"All business is simply a numbers game."



1. Cost of Client Acquisition

- Total marketing + sales spend ÷ number of new clients

Are you under-investing or overpaying?

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Lifetime Value (LTV)



"All business is simply a numbers game."



2. Lifetime Value of Client

- Profit per visit x No. of visits x No. of years in area
Example: \$2,000 x 3 x 5 years = \$30,000 client value

3. Conversion Rates

- Advertising \$ to leads generated
- Leads to sales.

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Profits: Step by Step

	<u>Baseline</u>	<u>10% Increase</u>	<u>50% Increase</u>
Leads (56)	1000	1100	1500
Conversion Rate (67)	25%	27.5%	37.5%
Customers	<u>250</u>	302	562
# of Transactions (43)	10	11	15
Average Sale Value (41)	100	110	150
Total Revenue	<u>\$250,000</u>	\$366,025	\$1,265,625
Margin (49)	25%	27.5%	37.5%
Profit	<u>\$62,500</u>	\$100,656.87	\$474,609.37

"Learn the rules... keep score... have FUN!"

10 Second Value Test



Can your team clearly answer:

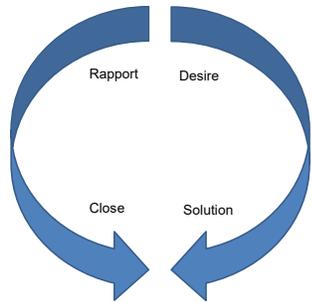
- What makes you different?
- What measurable outcome do you deliver?
- Why should someone choose you?
- What risk do you remove?

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The Psychological Cycle of Every Sale



Rapport
↓
Disturb / Educate
↓
Relieve / Reassure
↓
Close
↓
Back to Rapport



Trust → Awareness → Safety → Decision

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Improve Your Close by Improving Your Open



1. Rapport

- Matching: *If client is tradesperson no tie, if professional wear tie*
- Mirror: *When they speak slow you speak slow, fast, you speak fast*
- Show genuine interest: *LISTEN to what your prospect is saying – don't just sell*
- Treat as your only client: *How many people call you and then put you on hold!*

Most important is to make a friend

They don't care how much you know...
Until they know how much you care!

To get a hand on their wallet you need to
build a bridge to their heart

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Improve Your Close by Improving Your Open 

<p>1. Rapport</p> <ul style="list-style-type: none"> • Matching: clothes • Mirror: voice • Show genuine interest. • Treat as your only client 	<p>2. Disturb / Educate</p> <ul style="list-style-type: none"> • Create a need. • Hot Buttons. 	<p><i>Is your mechanic honest?</i></p> <p><i>Ask your mechanic if they get a commission on parts.</i></p>

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Improve Your Close by Improving Your Open 

<p>1. Rapport</p> <ul style="list-style-type: none"> • Matching & mirroring. • Genuine interest. • Treat them as your only customer. 	<p>2. Disturb / Educate</p> <ul style="list-style-type: none"> • Create a need. • Hot Buttons. 	<p>3. Relieve / Reassure</p> <ul style="list-style-type: none"> • Reassure people: <i>30-day free trial</i> • Guarantee: <i>100% satisfaction guaranteed</i> • People are indecisive: <i>Too many options mean maybe and maybe means no – don't offer too many options</i>

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Improve Your Close by Improving Your Open 

<p>1. Rapport</p> <ul style="list-style-type: none"> • Matching & mirroring. • Genuine interest. • Treat them as your only customer 	<p>2. Disturb / Educate</p> <ul style="list-style-type: none"> • Create a need. • Hot Buttons. 	<p>Ask them to Buy</p> <p><i>Assume The Sale</i> <i>When would you like it installed</i></p> <p><i>Will that be cash or charge Silence</i></p> <p><i>Once you've asked, don't keep selling</i></p> <p><i>Once they buy, sign</i></p>
<p>4. Close</p> <ul style="list-style-type: none"> • Ask them to buy. • Assume the sale. • Power of silence. 	<p>3. Relieve / Reassure</p> <ul style="list-style-type: none"> • Reassure people. • Guarantee • People are indecisive. 	

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Using a Script and Tonicity of Voice

	Faceto Face	Telephone
Body Language	70%	0%
Words	7%	25%
Tone	23%	75%

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Voice Tones

- The voice of authority
- Recognize my voice?
- What a charming voice!
- Pace and match



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Know The Difference Between a Question and an Objection

- Do You Sometimes Confuse the Two
- Be wary of your body language for weakness
 - shoulders down, breathing shallow, no eye contact
- Be strong with chest out, even over the Phone!
 - how long for delivery – what colours are available: are questions
 - I never make a decision on the day – the price is a little out of my price range are objections
- Always agree/relate with objections
- People answer 'questions' by discounting price and adding to the offer?
- Asking if you deliver is not someone asking if the delivery is free
- Be strong and confident

"Objections thrive on opposition... die with agreement"



Are You Asking Subordinate Questions to Close?



- Asking 'What do you think?' or Yes/No Question
- Positive means yes they will buy
- Negative does not necessarily mean 'no'
 - 'So Mr. Prospect... have you sold yourself?'
 - 'If you were going to start saving money... when do you think would be the time to start?'
 - 'Now that you have decided your health is an absolute priority... when do you think the best time to start will be?'
 - 'Is the platinum or gold model more appropriate?'
 - So... how do you feel Mr. Prospect?
- Great way to close is to put your hand out and smile

"Not Necessary to Give Them the Option of Saying No"

- Ask questions like:
 - "Is there any way you feel that we could improve the products and services to better suit your needs?"
 - "If you were to go ahead, would you like to pay cash, cheque, or credit card or would you like to use our easy payment plan?"

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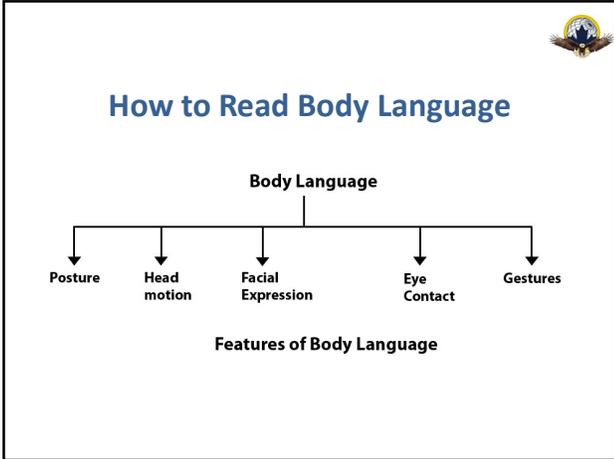
Make sure you come prepared with a couple of closing questions. However, as always, make sure you are able to adapt to whatever happens during the meeting with your prospect.

Write two closing questions for your products/services.

1. _____

2. _____

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Gesture	Meaning
Arms crossed	Disapproval
Leaning back	Lack of interest
Leaning forward	Interest
Head tilted forward	Interest
Head supported	Bored
Rubbing face	Lying
Tugging at collar	Guilt
Itchy nose	Lying
Grabbing ear	Discomfort
Hands facing up	Open, honest
Hands rubbing	Anticipation
Scratching chin	Reaching decision
Hand covering mouth	Lying
Rubbing eye	Avoiding unpleasantness
Hands on hips	Defiance

- ### The Handshake
- What does a weak handshake communicate?
 - What does a crushing handshake communicate?
 - What does no eye contact communicate?
 - What does holding too long communicate?
 - Stand up and practice for 30 seconds.

The Business Card Exchange



- When you hand someone your card:
 - Do you slide it?
 - Or present it?
 - Do you maintain eye contact?
 - Or look down?
- This is your first positioning moment. Authority or uncertainty.

The Bridge



- Knowing this is one thing.
- Installing it is another.
- Most businesses fail here:
 - No scripts
 - No tracking
 - No rehearsal
 - No accountability
 - No measurable benchmarks
- Process beats personality.

Where Are You Now?



- Is your sales process written?
- Can your team repeat it?
- Do you know your close rate?
- Do you know your LTV?
- Do you know your acquisition cost?
- Most businesses do not need more leads. They need tighter conversion.

Finding It Hard to Stay Motivated?





Sappers



Zappers



Do you have written goals and plans?

Do you have a written marketing plan or business plan ?

Do you have a Mentor/Coach/Advisor?

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Why are you here?

- **New Business?**
- **What has changed?**
- **Are you trading time for money?**
- **Heard it all before?**
- **Are you doing it?**
- **Are you doing it effectively?**
- **Is your business profitable?**
- **As profitable as it could be?**
- **What is the next level? How quickly do we get you there?**
- **Olympic Athletes don't become Gold Medalists overnight**
- **Top performers have a coach. It just makes sense!**

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Hard to Stay Motivated

1. The Right Tools: to get the job done!
 - Can't play golf with just a putter.
2. Practice: time spent working with those tools!
 - Can be bad or good!
 - We learn mistakes as fast as we learn correct methods.
3. An Instructor, Mentor or Coach!
 - Someone who knows what you're going through!
 - Someone who sees your business from the outside!
 - Someone who tells you the truth! (Without fear of...)
 - Someone who can keep you on track.

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Sales and Marketing Audit

Put yourself on the **'Hot Seat!'**

- 1) Let us work out 'your baseline'
- 2) Let us work out where you would like to be
- 3) Let us show you how to increase your referrals!
How to Double your Sales and Triple Your Profits!
- 4) 120 Questions – Strategic Sales & Marketing Audit Book
- 5) Develop a list of 25-49 Ways to Grow Your Business and Increase Your Profits
- 6) Create a bullet-proof roadmap to outline your future success
- 7) Special Pricing for Attendees
- 8) Yellow Card
- 9) Suitable Time for both of us to sit down.

If I can't give you 10 times the value in ideas and strategies,
then don't pay us –
I'd literally be too embarrassed to accept your money anyway!

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2 Hour Sales and Marketing Audit

The **'Hot Seat!'**

- 1) Today's special and time sensitive until the yellow card is returned,
get the Sales and Marketing.



Focused Networking Ltd
Cowichan BC -
Consultants

"I have known Odin for at least 10 years and many years ago worked along side of him He is a very talented person and excellent at sales and marketing. Odin has a wealth of information and offers extremely informative and valuable boot camps I encourage you to participate and experience Odin's knowledge and information that will be passed down to you. -"



Tap Into Genius
Burnaby BC - Product Design
Services

"Odin has great ideas for marketing and thus business growth. He not only shares the idea, shows you how to implement and then you can go do it yourself! Odin is great to work with to build your business."

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Thank you!

*"Man's mind, once stretched by a new idea,
never regains its original dimensions."*

Oliver Wendell Holmes, Jr.

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