

No one likes a pushy salesperson - BUT THERE IS ANOTHER WAY TO SELL!

We can teach you the four simple steps to building better relationships with your customers, converting more sales, and boosting repeat business.

You don't have to be a slick sales person to be good at selling - you just need the desire to HELP your customers get what they need.

One mistake many businesses make, is pinning all their hopes on "my next ad will bring 'em all in". The truth is, an increase in enquiry is only a small part in the equation of increasing sales and profitability. If you have an increase in enquiry, it does not necessarily mean you are going to have more sales. Your ability to sell is directly correlated to your success, so it pays to invest the time in the development of strong selling strategies that you and your team can easily follow.

It doesn't matter whether you are selling big-ticket items or small, once you've been taught our easy to understand and apply sales process, you will quickly learn that every sale goes through the same steps.

Are you (or your team) making these common mistakes when selling?

1. Failing to establish the appropriate level of trust at the beginning of your sales process.
2. Failing to ask for the sale (New Zealanders are particularly poor at asking customers to buy).
3. Getting the steps of your sales approach in the wrong order!
4. Failing to find out what your customers really need and then not linking your products or services back to the customers REAL needs!

Stop being an ORDER TAKER and learn the ART OF SELLING!

One of the hardest things to change as a sales person is switching from "quoting mode" to "helping mode". You see there is a major difference between order taking and selling.

An ORDER TAKER is going to find out what they need to quote for - in this scenario the cheapest quote will normally win.

SELLING on the other hand, involves understanding what is going to work best for the customer and then presenting that solution. In order to understand what is best for the customer, we need to ask them questions which help us (the sales person) and them (the customer) to figure out what is likely to be important to them.

The MORE QUESTIONS we ask, the clearer the picture becomes.

The clearer the picture becomes, the MORE LIKELY it is that we will present them an offer that they want and feel the need to buy.



We offer the following training sessions which cover:

Sales Training

- Run through the key philosophies of what makes a good salesperson.
- The difference between ORDER TAKING and SELLING.
- Common traps salespeople fall into and how to avoid them.
- How to engage and build trust with your customer.
- Ways to easily uncover the customers real wants and needs.
- Importance of add-on selling and how to leverage more work from existing customers.
- How best to present solutions to customers and link your product/service back to their needs.
- Ways to close the deal and ask for the order.
- The importance of measuring and dissecting your sales data – leads, conversion rates, average sale, repeat purchase, margin, etc.
- Techniques on how to handle objections.

Personality profiling

- How to understand and use your personality profile to assist in selling.
- The different personality types of customers and how to match your style up to others to bring each type closer to a successful sale.
- How to use personality profiles to get the best out of each of your team members.



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