

Selling Essentials: Presenting Solutions, Overcoming Objections, and Closing the Sale



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Course Objectives

Upon completion of this course, you will be able to:

- Effectively present solutions using the Presentation Model
- Describe the features and benefits of a product or service
- Identify typical customer objections
- Deal with and overcome objections using the Objection-Handling Model
- Describe the steps for closing
- Demonstrate how to close the sale

Presenting Solutions

During the presentation portion of the selling process, the sales rep should tell the product “story” in a way that speaks directly to the prospect’s needs. Typically, a highly customized presentation is the key component of this step.

At this point in the process, prospects are often allowed to hold and/or inspect the product and the sales rep may also demonstrate the product. Audiovisual presentations and/or PowerPoint presentations may be appropriate. Sales brochures can also be shared with the prospect.

Sales reps should strive to engage the prospect during the presentation. It is important to address the prospect’s needs as fully as possible.



Overcoming Objections

When prospects have objections or concerns, it often signals that they need more information in order to make a fully informed decision.

If objections are not identified, then sales reps cannot effectively handle them. Uncovering objections, asking questions to clarify, and overcoming objections are a normal and necessary part of closing the sale.



Closing the Sale

Closing can be defined as advancing to the next step. It is sometimes referred to as “asking for the order,” “closing the deal,” or “making the sale.”

Closing does not *always* mean that the sales rep literally asks for the order; it could be asking the prospect to meet again. It may be asking to submit a proposal or inviting the customer to see a demonstration. Sometimes, it does mean actually asking for the order and closing the sale.



Customer's Perception

You may be asking yourself, “What do perceptions have to do with presenting to customers?”

As sales reps, we may clearly see the fit between a customer need and our product because we have extensive training on that product. We are enthusiastic about making the sale, yet sometimes we don't clearly articulate each detail that we know about the product.

The customer doesn't always see the connection or have the same perception as we do. When we present our solution, we must speak to the customer in a way that relates to what they are feeling and what they need.



Aligning Your Solution with Customer Needs

This e-learning study session provides information and models that will help you avoid misperceptions and problems when presenting solutions to your customers.

You will learn about the Presentation Model, which will help you speak to customers in their language. Using the model will ensure that customers see how your product will fit their needs and solve their problems.



Presenting to Customer Needs

Never present your solution until you have uncovered your customer's strongest need or problem!

It is crucial for sales reps to identify their customers' needs if they are to present their solution successfully and make an impact.

When sales reps present a solution, they must be sure that the customer has a clear perception of how that solution meets his strongest need and solves his problem.

“All our knowledge has its origins in our perceptions.”

—Leonardo da Vinci

Features

A feature is a characteristic of a product or service, and a benefit is the advantage or improvement delivered to the customer.

Too often, sales reps talk in terms of features. Why? That's what they are used to. Good sales reps go a step further. They discover the customer's strongest need and present the benefits that match that need.



Let's look at the features and benefits of this car.

Features and Benefits in a Car

Telescoping steering:
Increased comfort & safety

Anti-lock brakes (ABS):
Increased safety & decreased worries

GPS navigation system:
Increased safety & decreased worries



Side airbags:
Increased safety

Leather seats:
Increased comfort

Center console with power outlet:
Increased safety & convenience

Rear-seat DVD player:
Increased comfort

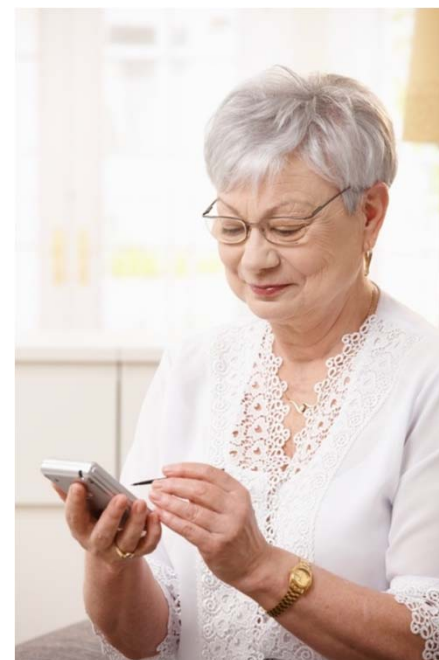
Presenting the Benefits

If you were the rep selling a car to an elderly woman who expressed a need for safety, you'd speak to the key features that addressed safety.

Which features/benefits of the car would you present to this woman?

“The very best presentation is one that’s well thought out and anticipates any questions... answering them in advance.”

—Arthur Helps



Answer

Present the features and benefits that provide safety, not those that provide comfort.

Telescoping steering:
Increased comfort & safety ✓

Anti-lock brakes
(ABS): Increased
safety & decreased
worries ✓

GPS navigation system:
Increased safety &
decreased worries ✓



Side airbags: ✓
Increased safety

Leather seats: ✗
Increased comfort

Center console
with power
outlet: ✓
Increased safety
& convenience

Rear-seat DVD player:
Increased comfort ✗

Presentation Model

Here is a model that provides guidelines to help you present successfully to your customer.

Presentation Model

- **Give a brief overview or high-level description** of the product.
- **Demo**/describe how the product meets customer's strongest need.
- **Talk in terms of benefits.**
- **Involve** the customer in your dialogue.
- **Check** to make sure the product meets the customer's need.

Many reps forget the last step.
Be sure to **check** and ask the customer if the product meets her needs.



Presentation Model Practice

Read each statement and identify which step of the Presentation Model it represents. Click on the “?” to reveal the answers.

1. “What do you think?”	?
2. “The Anti-Lock Brake Systems take right over in case the roads are slippery. You mentioned you don’t like driving in rain. What do you think about that?”	?
3. “The side airbags are one of the safest features you can buy these days. Statistics show they save thousands of lives.”	?
4. “The telescoping steering will adjust to fit your height. I know you said you were concerned about that, right? Would that make you feel safer? “	?

Case Study

Read the following case study and answer the questions that follow in order to put your critical thinking skills into practice.

The sales rep: Michael Evans, Sales Rep at Ace Sporting Goods.

The organization: Ace Sporting Goods sells sporting goods and apparel.

The situation: Michael is helping a customer who is interested in hiking boots. She found a pair that is one of Ace's best sellers. They are waterproof, durable, and lightweight. However, the customer is hesitant to buy them. She says the price is too high and she's not sure that she wants to buy them today. She says she is fairly new to hiking and has not been out on long hikes. She will be going on a hike this weekend on a mountain where there are several small streams and rocky terrain.



Questions to Consider



1. What is the customer's real concern or objection?
2. How will Michael uncover it?
3. How will Michael close the sale once he uncovers the real objection?

Reflect on these questions for a moment and then view the ideas and suggestions provided on the following slides.

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