

NIATx
Counselor Selling Skills



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Buying and Selling

BUYING PROCESS

SELLING SKILLS

1. Relationship	50%	Call Preparation, Clarity of Purpose, Build Trust, Positive Intent
2. Motivation	35%	Question, Listen to Understand the Client's Key Goals, Summarize
3. Selection	10%	Select Minimum Required Information, Present as BIV\$ or Business Case
4. Decision	5%	Handle Objections and Gain a Commitment to Action

1. Relationships

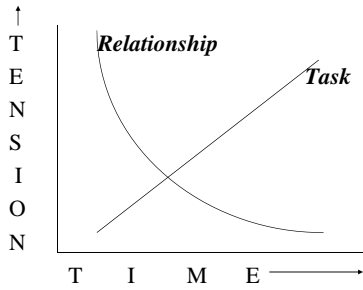
Tension

Trust

Positive Intent

Call Plan

The Time & Tension Model



Trust

Who do you trust and why?

Introduction: *Positive Intent*

- Introduce yourself and your... **Purpose and Agenda**
- **Ask** an engaging question

Your intro statement and question:

...practice helps to smooth out your start...

Call Plan

Account name _____

Person's name and title _____

History _____

Your reason for the call _____

Possible resistance _____

Your introductory statement _____

Desired result or desired next step _____

2. Motivation

Question

Listen

Summarize

Questioning

1. Prepare **written** questions before the call
2. Be prepared to **take notes**
3. Reasons for questioning:

To **qualify** the funding source

Demonstrates your expertise in their business

Further develops the relationship

Builds your understanding of their key goals

Developing Questions

1. Ask permission to ask questions
2. Your first question should be interesting and engaging
3. Move from the general to the specific
4. Gather both facts and feelings
5. Put sensitive questions toward the end
6. Use lots of follow-up probes, such as;
tell me more...oh?...please go on...really...uh huh...

“Judge a man not by what he says but by what he asks.”
Socrates

Question Categories

- Current Situation
Products, Markets, Application, Current Sources, Volume
- Motivation
Goals, Initiatives, and Priorities
Improvements and Needs
- Importance
Authority Level, Timing, and Budgets
- Consensus
Who decides, Influences, Decision Process
- Payoff Required
Financial, Personal, Strategic, or Organizational
- Action
Committing to the Next Step in the Process

New Customer Questions

What would you ask a potential third party funding source?

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____

Listening

"Intelligent listening is more persuasive than talking"

Drs. Russell and Black

"Listening demonstrates genuine interest"

Dr. Nichols

"Listening seems simple but it's not easy. Every head is a world."

Cuban Proverb

A Listening Exercise

How did you feel?

How did you feel about your partner?

What did you want to do?

Listening Skills

Quantity 50% of the time or more

Preparation assign importance, energy and focus

Active Listening notes, involvement, body language

Selectivity the information you assign value

Reinforcement respond, probe, eye contact, "tell me more"

Empathy paraphrase, demonstrate understanding, summarize their top priorities

Questioning and Listening

Your profession lead the way in this form of counseling...use those same well refined skills when selling!

Summary of Customer's Motivation

A prioritized summary of the customer's key motivation and decision criteria.

Ask for their input or agreement.

An Example: "Let me summarize, you want a new ice machine because yours is starting to failing and it doesn't meet your peak serving time requirements. You want a new one that will fit in a 26 inch kitchen slot, make 1,000 pounds of ice a day and be more reliable than your last machine. Is that it?"

3. Selection

Presentation Preparation

Select Information: One or Two Key Points

To Whom: the Decision Maker & Top Influencers

Plan Participation: Get Them Involved

Delivering Your Presentation

Emotion...let your belief show

Communication Style

Language...positive and professional

Presentation Outlines:

• **Benefit (B)**

• **Involve (I)**

• **Visual (V)**

• **Payoff (\$)**

Business Case

current state, desired state,

changes required, investment,

and return

Finish each Frame

Positioning Price

Changing the comparison

From → Initial Purchase Price to Initial Purchase

To → Total Cost, Outcomes,
End User Satisfaction, or
Client Retention Rates

Conclude Your Presentation By:

Building Consensus through the Decision Maker

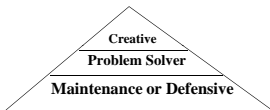
Ask or Suggest Action

4. Decision

- Objections
- Price Objections
- Commitment

Objections Are:

- An Emotional Shock to You



- An Indication of Customer Interest
- A Symptom of the Underlying Problem

Handling Objections

1. Recognize and compose yourself, don't react
2. Make a passive acknowledging response
"I'm sorry to hear that, please tell me more about it" or
"Wow, that sounds bad, let's figure out what happened."
3. Clarify the underlying concern with questions
Probe to find the immediacy, size, seriousness and cause of their concern.
4. Present your answer
Three possibilities: I, We or Delay
5. Ask for their agreement

An Application

Select a common objection from your job:

Acknowledgement _____

Questions _____

Solution _____

Ask for agreement _____

Price Objections

1. Acknowledging response ...
"Price is always an important issue, let's discuss it."
2. "Apples to Apples" ... use a check list
3. Value probes

Value Probes

1. If price was not part of this decision, whose would you buy?
Why?
2. What do you think your patient will find most important when selecting and using your service?
3. What patient outcomes are you guaranteeing?
4. Do you have any other concerns about going with us as a provider?

Pricing Justifications

- Increased productivity or outcomes
- In context of total investment
- Education with \$ comparison

Enhanced Productivity or Outcomes

Tape	3M	X
Cost	<u>\$5.00</u>	<u>\$4.00</u>
Wraps required	2	3
Inches used	6	9
Motors/roll	100	67
Cost/motor	<u>\$.05</u>	<u>\$.06</u>

“In Context” of Total Investment

Training	X	Y
Filter System	\$800	\$500
Compressor	10,000	10,000
Labor	5,000	5,000
Total	\$15,800	\$15,500

A price difference of 60% becomes less than 2%

Education with \$ Comparison

You can pay \$ 5,000 to waterproof your basement or you can pay \$ 1,000.

If you invest \$ 5,000 you get BOCA (Building Officials and Code Administration) approval.

Based on that approval you will recover 80% of the investment when you sell your home, the loan is pre-approved and you get a national and local warranty.

Now, let's discuss how our process is different and better than any other alternatives.

Asking for the Order

1. Ask for their agreement with your proposal, or
2. Suggest the next action steps

Sales Call Evaluation Form

	Rating	Comments
1. Preparation	1 2 3 4	_____
2. Call Introduction	1 2 3 4	_____
3. Questioning	1 2 3 4	_____
4. Listening	1 2 3 4	_____
5. Summarized their motivation	1 2 3 4	_____
6. Present (BIV\$ or Bus. Case)	1 2 3 4	_____
7. Handled Objections	1 2 3 4	_____
8. Closed to Next Step or Order	1 2 3 4	_____

Who talked most? Buyer.....50/50.....Seller

Conclusions 2010

1. You have a service business
2. Funding sources will be changing
3. You will be selling your service to new funding entities
4. To survive you must continue to provide quality service and make quality sales calls

Thank You

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