

PRESSING THE CLIENT

28 TECHNIQUES FOR THE SAME DAY SELL

COMPETITIVE INTELLIGENCE

Why cannot sell immediately? 2 ways before starting to press the client. Benchmarking technique. Competitors analysis table. 3-step model of competitors' analysis: questions, invisibility, e-mail. Accuracy analysis.

Practical exercise: Phone call to the competitor, obtaining the required information, analyzing the applied techniques.

CUSTOMER ANALYSIS

Bypassing "filter-people". 3 minutes to collect the information about suppliers and customers. 4 data sources: employees, candidates, social media, media outlets. YAP-method. 2-step sales model. Overcoming barriers technique. Secret of the 25th acoustic frame effect. "Friend or Foe" principle. 7 legends to obtain information from the secretary: "Straight Forward", "Letter", "Forgot", etc.

Practical exercise: Phone call to the client, "negotiations with the secretary".

FOLLOW UP CALL

Working in "negative environment". "I need to pull myself together", "I need to gather my thoughts", "I need to find out more" and other unnecessary excuses for yourself. Neutralize fear according to Emelianenko's method. Two fears, one desire and genetic memory - the roots of anxiety. Danger or fear – "brain's terminology"?

SALES-SCRIPT

Pressing the client by phone. 6 options to start the conversation. "Coefficient of Performance 100" method: Contact, Sale, Arrangement. 2 general sales-scripts. How to continue the conversation even if the client says that it's "bad time" to talk? "30 seconds" rule. How to demonstrate insistence instead of pushiness. News hook. Methods to make the second, third, fourth call to the client easily. "Date". "Expertise", "News", "New facts", etc. The technique to finish the conversation so that you can always call in the future and get a positive "yes" reply!

Practical exercise: Follow up call with a complicated client from the stage and in groups.

OBJECTIONS AND EXCUSES

2 general approaches: DDP and Parker's triple structural method. Dealing with price. Techniques for processing objections: "I'll consider", "Nothing new", "It's expensive", "Let's get back to it in a week (in a year)", "Please, send the information to our e-mail!", "We do not need anything", "We already have a supplier", "I don't have time for the meeting", "Call back later", "I would like to get a discount", etc.

MEETING (for B2B and B2C)

Pressing the client at the meeting and in retail business. Gira's method. locations change, digitization of benefits, pseudo-reduction of the desire to sell, proper "step aside", cloudy prospects, etc. How to press the client to get more here and now?

CUSTOMER RETENTION

Cross-selling and post-selling strategies 2 for 1: Offline and online strategies: groups in social networks, video marketing, website, e-mail marketing, applications for smart phones, CRM, automated scripts and more.