

SALES SCRIPTS

105 Selling Scenarios

ANALYSIS AND CREATION OF SCRIPTS

7 reasons for creating scripts: from low sales to reducing costs for attracting customers. 3 stages to implement a script. 4-step analysis of managers' skills. 11 stages of well-thought-out sales.

SALES AT START

Phone sales at incoming and outbound calls. "Processing" the client within the first seconds of speaking with him on the retail floor. How to turn "waiting" managers into effective ones. Script-training of the first 20 seconds of the conversation. How to "hook" the customer from the first minute. Creating a 5-step script for incoming calls. VIT-scheme. Novoseltsev's principle. Outgoing sales in B2C and B2B. Dealing with "warm" leads. Actions algorithm after gaining a LEAD. Script of the conversation with a challenging customer.

NEEDS

"V-O-V" technique for extracting needs. Avoiding questions on the price and extracting true needs. 300-330-900. Technique for increasing the price and dealing with the customer who is bringing the price down.

SALES FACE-TO-FACE: AT THE MEETING AND IN THE TRADING HALL

4 types of sellers according to the "SPIDER" model: passive, aggressive, smiling, constructive. 3 techniques of personal sales: questions, structure, CBT. 4 techniques for "turning off the customer's mind": moving, fixing on the product, switching attention. Transitive phrases, useful parasite words.

OBJECTIONS. 12 GENERAL TECHNIQUES

How to reduce personal negativity to destructive questions of the client? Gleb Zheglov's 4 principles. Resistance scripts. PS (Understanding + Hooks). Dealing with objections: "I'll consider", "I have another offer", "We already have a supplier", "No time for the meeting", "Expensive". RFP (repeat, support, continue), "Mowgli", technique for neutralizing objections, "1 + 1" technique ("Let's do it together ..."), "For and Against" technique, "Provocations" technique, "Perevertysn", "Objection to the argument", "Rake", "Star", stepping aside, etc.

TRANSACTION

PRICE NEGOTIATION and "EXPENSIVE ": 8 scripts to make the customer proceed with payment. TAID - argumentation. 13 scripts to deal with "Expensive" objection. Ways to bypass the "price issue". Deal with "consumer extremism" (when insisting on a discount). Working techniques of "buyers".

CROSS-SELLING

How to increase an average check: adding two extra items to the purchase. Cross-selling technique: how to make the customer want to buy "something else".

SALES E-MAILS

How to make your e-mail work for you: 21 rules of the "text negotiations". How to create motivating texts after the conversation? What can be read within 2 seconds. E-mail structure: name, introduction, structure, correct question, motivating signature.

MESSENGER

How to build "multitracks" in messengers and social networks. Structure of the message to the client: 3 guidelines for chatting in WhatsApp / Viber / Telegram. Installing reminders without CRM. Non-paying customers: how to increase the frequency of purchases. Special tools for attracting the client post factum.

WAITING, REFUSAL AND DEBTORS

Texts for getting in touch with the client: from messages to a meeting. "SDAM" approach - to deal with failures. Tips for successful debt collections. Case study: call with a debtor.