

FACE TO FACE SELLING SKILLS
MODULE 2 – SELLING FUNDAMENTALS
Pre-Tutorial

ACCOUNT MANAGER'S WORKBOOK



Introduction to the Module

Welcome to Module 2 of Face to Face Selling Skills. In this Module we shall explore the fundamental aspects of selling. No doubt you will be familiar with some of these issues and others may be new. The important thing to remember is that we want to consider these fundamentals not in theory but specifically in relation to your current customers; so, many of the exercises will ask you to think about your specific situation and your particular customers.

This Work Book contains the preparatory work for the Group Tutorial.

When you are ready to start, turn to the next page and the first Task.

Topic 1 – What is selling?

This whole Program is all about further developing your selling skills, so a good place to start is to ask – “what do we mean by selling and what does a sales person actually do?” Look at the question underneath and note your first thoughts. There are no right or wrong answers – just ideas – we will discuss these ideas when we meet in the Tutorial.

When you hear the word “salesperson”, what immediately comes into your mind?

.....

.....

.....

.....

.....

.....

.....

Now watch Video Unit 1 in Module 2 (M2 U1) which will discuss some of the typical problems and prejudices many people have when they talk about sales and sales people.

Task 1 – What is selling?

Now consider this situation: – you meet someone at a party, the other person asks “what you do for a living”, you say that you are a sales person, the other person asks – “but what exactly is selling?”

What is your one line answer?

Selling is

.....

.....

.....

Once again we will discuss this topic when we meet at the Tutorial.

Now watch Video Unit 2 in Module 2 (M2 U2) which will offer a definition of selling. This Video Unit will also discuss the importance of repeat customers and will make the point that a satisfied customer is more important to you in the long term than making a quick sale.

Topic 2 - The importance of satisfied customers

What do you think about points made in the video? Does it makes sense to focus on helping the customer or really should the sales person just try to sell as much as possible?

.....
.....
.....

Think about your own customers – how many of them actively recommend you and your products or services?

What can you do to increase this?

.....
.....
.....
.....
.....

Topic 3 – The buying cycle

Now watch Video Unit 3 in Module 2 (M2 U3) which will introduce and discuss the idea of the buying cycle.

Now do this – think about a recent purchase you made, something which you don't buy every day – it might be a car, a piece of electrical equipment, a holiday and so on. Think about the buying cycle which you went through and see if you can summarise your thoughts and action using the simple AIDA process.

I bought a

The process was:

<u>Stage</u>	<u>What did I do?</u>
Awareness
Interest
Desire
Action

Topic 3 – The buying cycle

Now think about your customers – what is the typical buying cycle they go through?

.....

.....

.....

.....

.....

Do I have different customers which behave in different ways?

.....

.....

.....

.....

Topic 3 – The buying cycle

Select one of your customers - draw a map of their buying cycle stages and be ready to discuss this in the Tutorial

Customer name:

Buying cycle process stages for this customer:

What are you likely to see at each stage of the buying cycle for this customer?

Topic 4 -Explaining the ideas - Preparation for the Tutorial

The best way to ensure that you fully understand a topic is to explain it to someone else. Please be ready to explain the following at the Tutorial...

We define selling as “helping people to buy” – would you add anything to this?

.....
.....
.....

How important are referrals to your business? If you could add one more referral each month would this make a difference?

.....
.....

What is the buying cycle and what does it tell us about your customer’s requirements at the different stages?

.....
.....

Topic 5 – Features and Benefits

Now watch Video 4 in Module 2 – (M2U4) which introduces the idea of features and benefits and discusses what customers really buy.

Then watch Video 5 in Module 2 – (M2U5) which introduces the idea of customer segmentation.

We will discuss both of these issues during the Group Tutorial.

Next step

Now that you have completed all of the pre-Tutorial work, we will look forward to seeing you at the next group session.

FACE TO FACE SELLING SKILLS
MODULE 2 – SELLING FUNDAMENTALS
Post-Tutorial

ACCOUNT MANAGER'S WORKBOOK



Post Tutorial Work Book

Welcome to the second part of the Module 2. This Work Book covers the post-Tutorial activity.

When you are ready to start, turn to the next page and the first Task.

Topic 5 – Features and Benefits

Individual Task – part 1

Consider one of your products or services and one of your most important customers. List the benefits (what it actually does for the customer) which this product or service actually deliver to the customer. How many of these benefits are difficult for your competitors to copy?

Benefits – my view

What does it do for the customer?

Easy to copy?

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

Topic 5 – Features and Benefits

Individual Task – part 2

Now meet with the customer and ask the customer to tell you what benefits your product or service actually delivers.

How many of these benefits are difficult for your competitors to copy?

Benefits – customer’s view

What does it do for the customer?

Easy to copy?

.....

.....

.....

.....

.....

.....

.....

.....

Topic 5 – Features and Benefits - Buddy Task

Now that you have a clear understanding about the benefits which you deliver for at least one important customer it is worth considering the learning and implications.

Consider the following questions – then make a time to review your answers with your Buddy:

What did you learn from this task?

.....
.....
.....

What surprised you?

.....
.....
.....

What will you do differently as a result?

.....
.....
.....

Topic 6 – Customer Segmentation

Assessed Task – part 1

Think about the discussion in the Tutorial about customer segmentation. Consider your list of customers – what is the most useful way to segment your customers? You might choose - buying behaviour, size, industry, geography, growth, attitude, needs or some other criteria.

Segment your customers using your selected criteria

Criteria

Customers

Topic 6 – Customer Segmentation

Assessed Task – part 2

Consider your segmented customer list – what is the ideal profile of customer for you? You might consider size, growth, location, buying behaviour, needs, capabilities, attitude and so on.

My idea Profile customer is:

.....
.....
.....

My current customers which fit the ideal profile are:

.....
.....
.....

Topic 6 – Customer Segmentation

Assessed Task – part 3

Then consider what this is telling you – in particular:

What proportion of your customers meet your ideal customer profile?

.....
.....

Are you actively seeking more customers which meet the ideal profile?

.....
.....

What proportion are growing their business overall?

.....
.....

What will you do differently as a result of this exercise?

.....
.....

Topic 6 – Customer Segmentation - Assessed Task – Manager’s Review

Having reviewed the results of the Assessed Task on Customer Segmentation, are you satisfied that the Sales Person:

Has clarity about how to segment his/her customers? Yes/No

Has identified the criteria for the Profile customer? Yes/No

Has gained the right level of learning from this task? Yes/No

Has clarity about what can be done differently to improve performance? Yes/No

Comments:

.....
.....
.....

Signed:

Name:

Position:

Module 2 - Key Points Summary

Use this summary to remind yourself about the key points in this Module – note any point which is not clear and raise this at the next Group Tutorial

- **Different people have different views about selling**
- **Effective selling which results in repeat customers relies on helping people to buy**
- **Helping people to buy does not rely on using clever techniques**
- **Repeat customers are the best customers**
- **There are four phases of the buying cycle – attention, interest, desire, action**
- **It is important to know which phase the customer has reached because this will cause you to respond differently**
- **Customers do not buy products and services – they buy what the products and services do for them - the benefits**
- **Not all customers are equal – segmenting the customers by buying behaviour is important**

My Capability Scorecard

Complete the Scorecard for Module 2. Identify any issues which need further development. You can discuss these in the next Group Tutorial if you would like input from the Group or with your Group Buddy, your Line Manager or by booking a one-to-one coaching session with a Group Coach.

CAPABILITY BEST PRACTICE SCORECARD - SELLING SKILLS MODULE 2 SELLING FUNDAMENTALS			
This Scorecard defines the Best Practice for Module 2 of the Face to Face Selling Skills Program - Selling Fundamentals. Having completed the Module, each Delegate should be able to answer 'Yes' with a high confidence level for each of the 10 Best Practice Criteria			
Best Practice Component	Yes/No	My confidence level (1-10)	Is there anything I must do to improve this?
1 I can explain the value I bring as a sales person			
2 I can explain what selling is and what it is not			
3 I recognise that underpinning my sales effectiveness is knowledge of my customer			
4 I have a plan to increase the number of referred customers I receive			
5 I can explain the buying cycle my customers use			
6 I can explain why not all my customers are buying now			
7 I can explain the specific benefits each of my customers are seeking			
8 I can explain the benefits delivered by the various features of my product/service			
9 I have selected relevant criteria and have segmented my customers			
10 I have defined my profile customer			

My Personal Review and Action Plan

I have achieved the following since the last Module

As a result of this Module, I will do the following

What?	By when?	Done?
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>