Sales Workshop

Outline

Day 1

❖ Sales Objective

❖ Sales Channels

❖ What Makes a Sale

❖ Sales Model

❖ Phrases to Avoid in Sales

Day 2

❖ Maximization

❖ Treating Objections

❖ Follow Up

❖ Useful Programs or Applications for Managing the Sales department
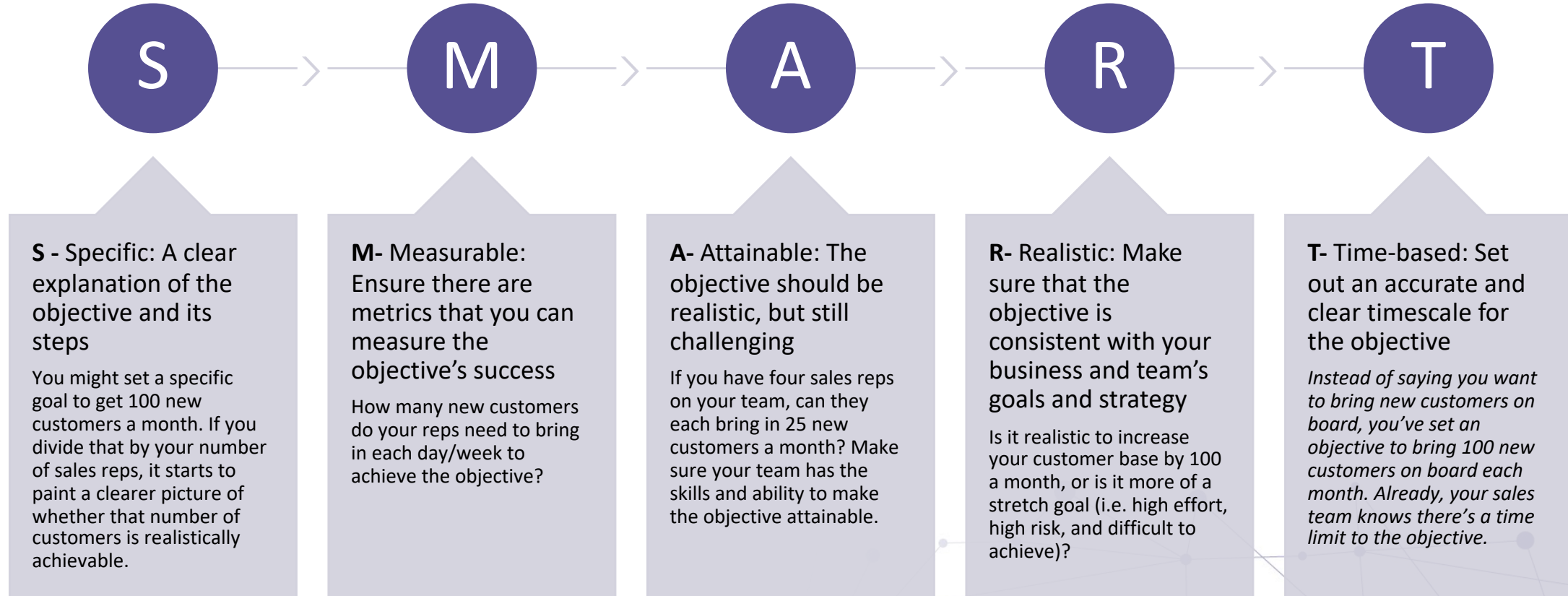
Sales Objectives

Sales objectives provide your sales team with a clear road map of what they must do to support your business's overarching objectives. Each objective includes clear, quantifiable steps that salespeople can use to ensure that their own and the team's objectives are met.

The secret to setting sales objectives is making sure they are not only realistic but also attainable. A Bridge Group report found that 68% of sales reps meet their regular sales quota; how can you ensure that you're one of them?

Sales Objectives

Any sales goal that has a chance of success must be broken down into manageable steps. In other words, you need to think about creating **SMART** goals for your sales team.

(S) **(M)** **(A)** **(R)** **(T)**

S - Specific: A clear explanation of the objective and its steps

You might set a specific goal to get 100 new customers a month. If you divide that by your number of sales reps, it starts to paint a clearer picture of whether that number of customers is realistically achievable.

M- Measurable: Ensure there are metrics that you can measure the objective's success

How many new customers do your reps need to bring in each day/week to achieve the objective?

A- Attainable: The objective should be realistic, but still challenging

If you have four sales reps on your team, can they each bring in 25 new customers a month? Make sure your team has the skills and ability to make the objective attainable.

R- Realistic: Make sure that the objective is consistent with your business and team's goals and strategy

Is it realistic to increase your customer base by 100 a month, or is it more of a stretch goal (i.e. high effort, high risk, and difficult to achieve)?

T- Time-based: Set out an accurate and clear timescale for the objective

Instead of saying you want to bring new customers on board, you've set an objective to bring 100 new customers on board each month. Already, your sales team knows there's a time limit to the objective.

Sales Objectives

- *The sales goals you establish must make sense for your company or department. You may have sales goals that are centered on:*

So, they can sell more is also a sales objective.

Sales Objectives

❖ *The sales goals you establish must make sense for your company or department. You may have sales goals that are centered on:*

1. Objectives around your sales team's capacity

- *This can be as simple as cutting down the amount of time sales reps spend on data entry. (Let them fill in the most relevant information)*
- *Increasing the number of time reps spend on sales calls. (Using CRM)*
- *Decreasing the amount of time, it takes for a deal to be closed.*

Example: If the rep spends a lot of time following up through emails and calls.

*One change you make could be to cut the heavy lifting for the sales rep and invest in **automatic email** nurturing. This would take away their manual involvement in a lot of the selling process and help free up more of their time.*

Sales Objectives

2. Objectives around selling products

- *Increasing the size of average deals*
- *Increasing annual up-sells*
- *Increasing quarterly cross-sells*

CRM software makes it easier for sales reps to follow up on opportunities like upsells so that they can meet sales objectives.
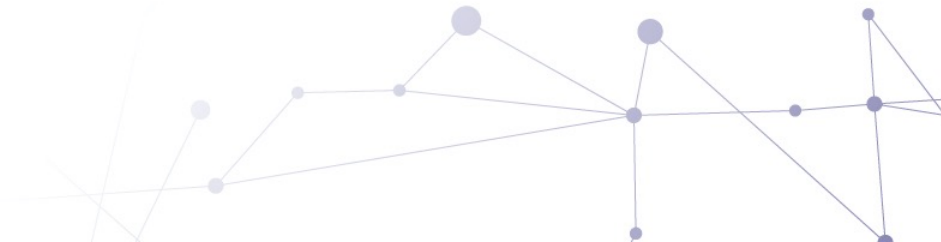
Sales Objectives

3. Objectives around your sales team's capabilities

- *Expanding your sales reps' product knowledge to encourage upsells/cross-sells*

- *Putting aside an hour each month to prioritize training on tools or apps in your tech stack.*

- *Increasing the strength of leads coming into the funnel and tightening up your qualifying processes. The more qualified the lead, the more willing they are to buy and the fewer calls that reps need to make to close deals*

Sales Objectives

4. Objectives around gaining (and retaining) customers

- *Developing a database of loyal customers to increase engagement and retention*
- *Increasing time spent nurturing existing customers.*

Sales objectives and key performance indicators (KPIs) around gaining and retaining customers could mean targeting customers with a more significant revenue spend, developing a process to tackle common sales objections or focusing more on nurturing the ones who've already signed up for your product.

Win-To-Win Strategy

- Keep in mind, business is not about just selling products. Business is about developing and helping people who build loyal and contribute to the bottom line. While no one can win all the time, 100% of everyone's effort must lead to improving the percentage of wins vs. losses.
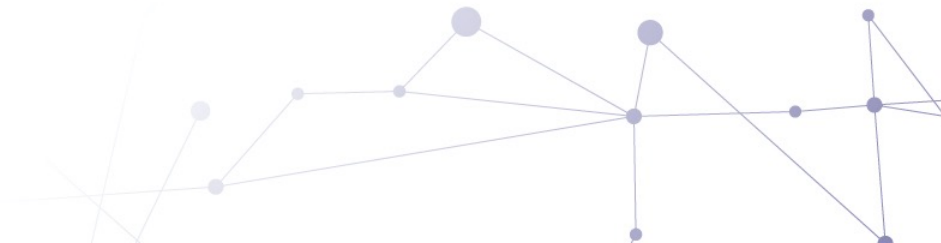
Sales Channels

Offline
- Distributors
- Own Store
- Franchises

Online
- E- commerce
- Marketplace
- Social Media
- Email Marketing

Sales Channels - Offline

Distributors

a business strategy that aims to increase the market reach of products from various companies. Their primary responsibility is to promote a product made by a third party, using their distribution networks and market access to boost the performance of the brands they frequently partner with.
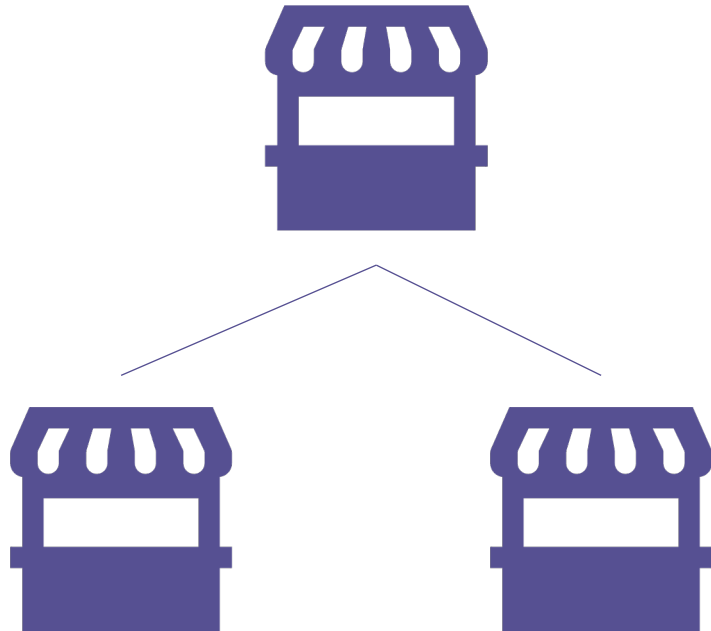
Franchises

The owner in this situation consents to third parties using the brand. It is the franchisee who decides to launch a new branch of the company, where they will act as the company's owner. The brand's standards and guidelines can be followed when opening a new unit in an existing physical location, eliminating the need to start a business from scratch. (KFC, Starbucks)

Sales Channels - Offline
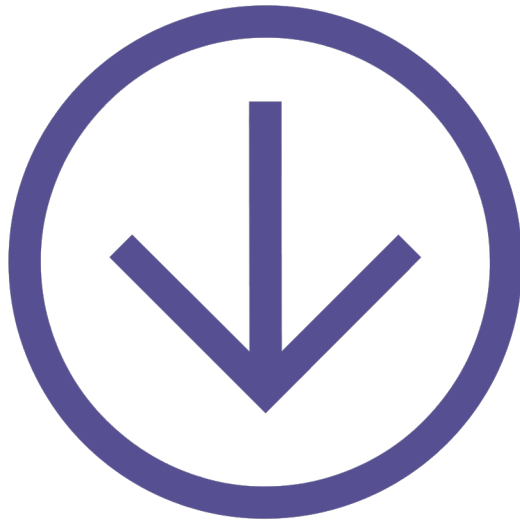
Own Store

A physical location is a great tool for attracting customers and fostering a sense of community. They can have a unique experience there, which will bring them closer to making a purchase.
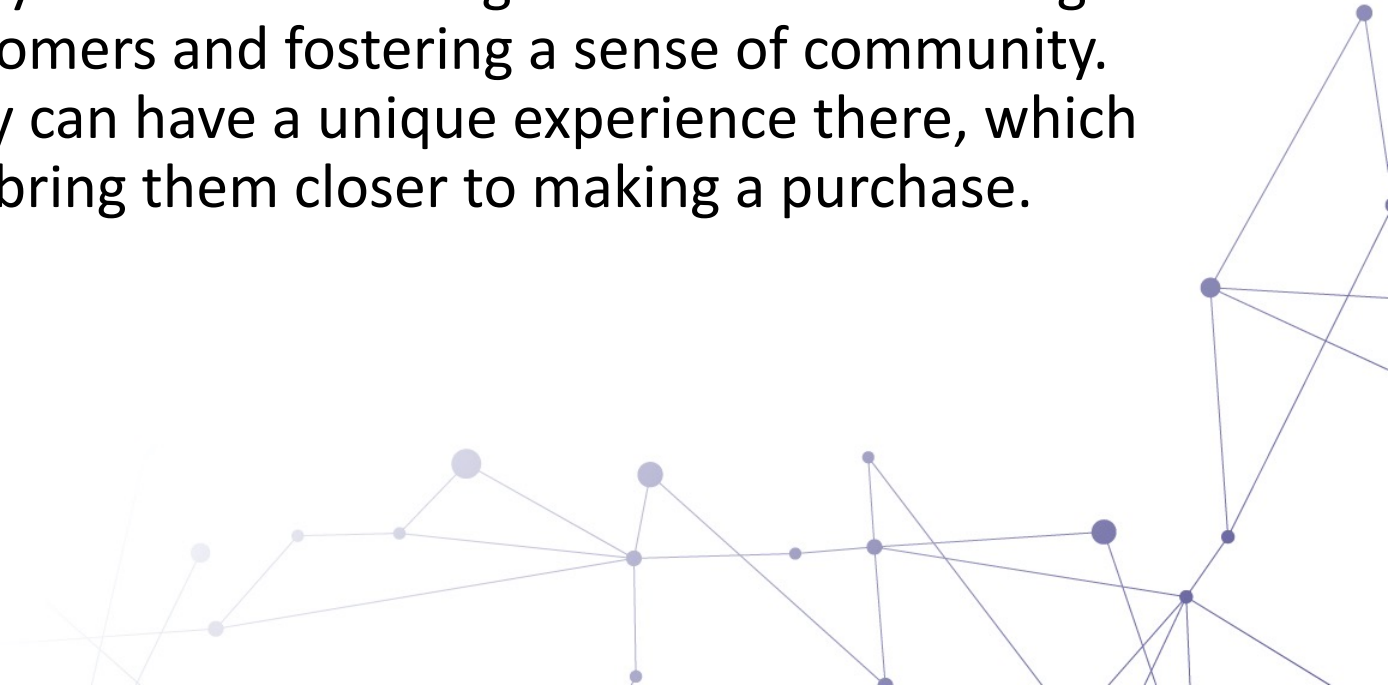
Sales Channels - Online

Ecommerce

E-commerce is simply a digital store selling its goods or services to numerous customers online.
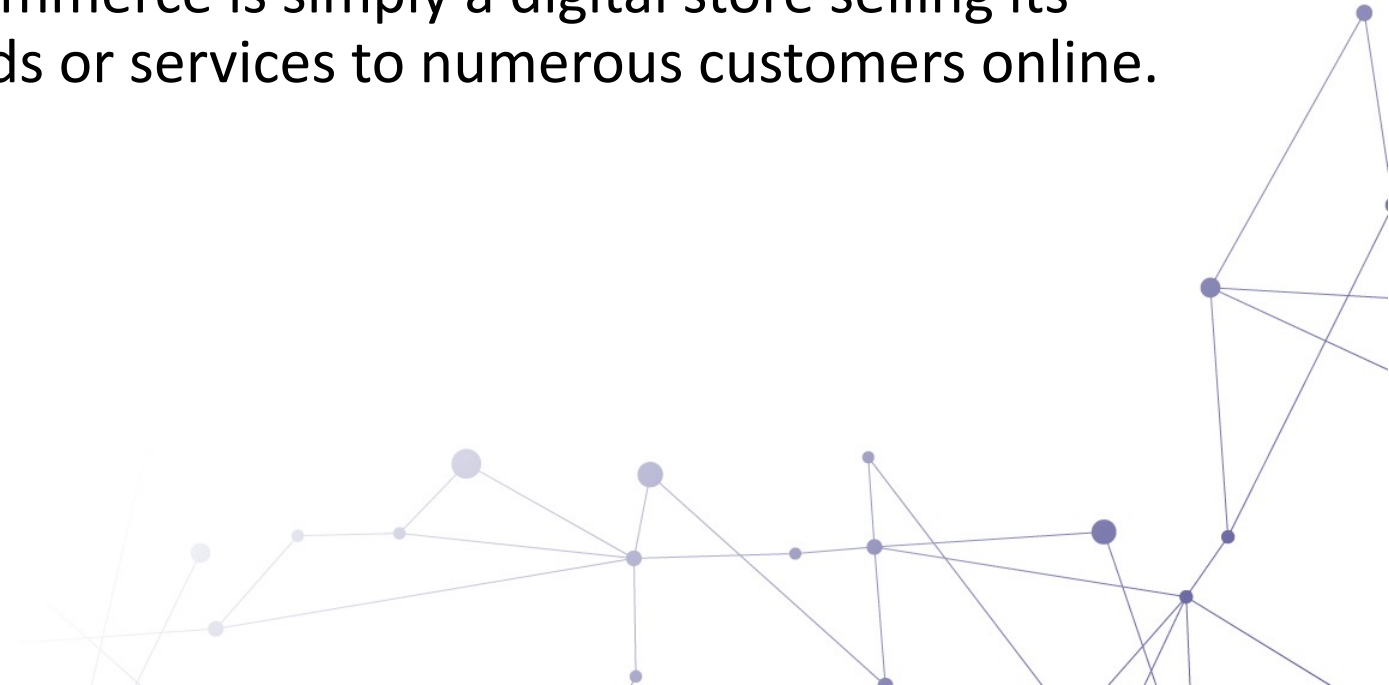
Sales Channels - Online

Marketplace

We are referring to sizable online marketplaces that serve as a middleman between customers and businesses by bringing together goods from various brands. Only by making a connection between those who want to buy and those who want to sell, the market serves as a platform for these products. (Amazon, eBay, and Ali Express)
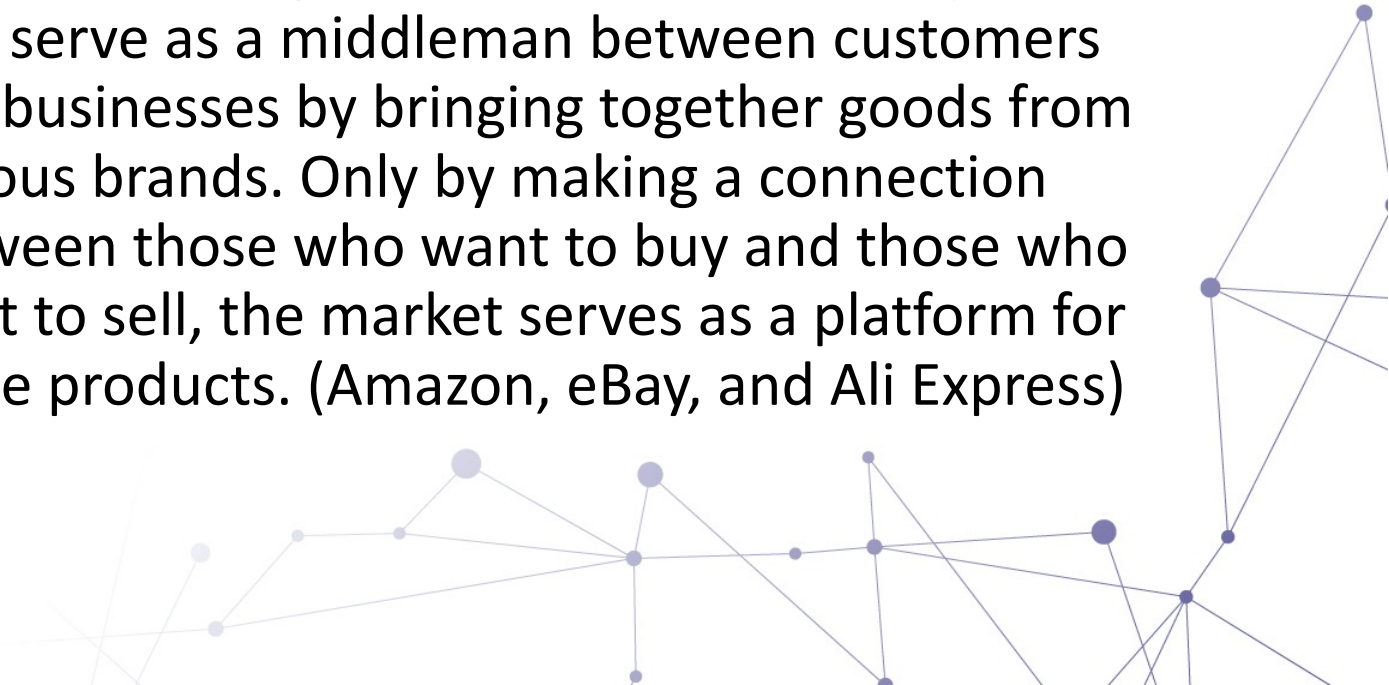
Sales Channels - Online

Social Media

Social networks today directly connect to other channels like online shops. Platforms like Facebook and Instagram already offer direct purchasing options, so they go beyond simple product promotion.
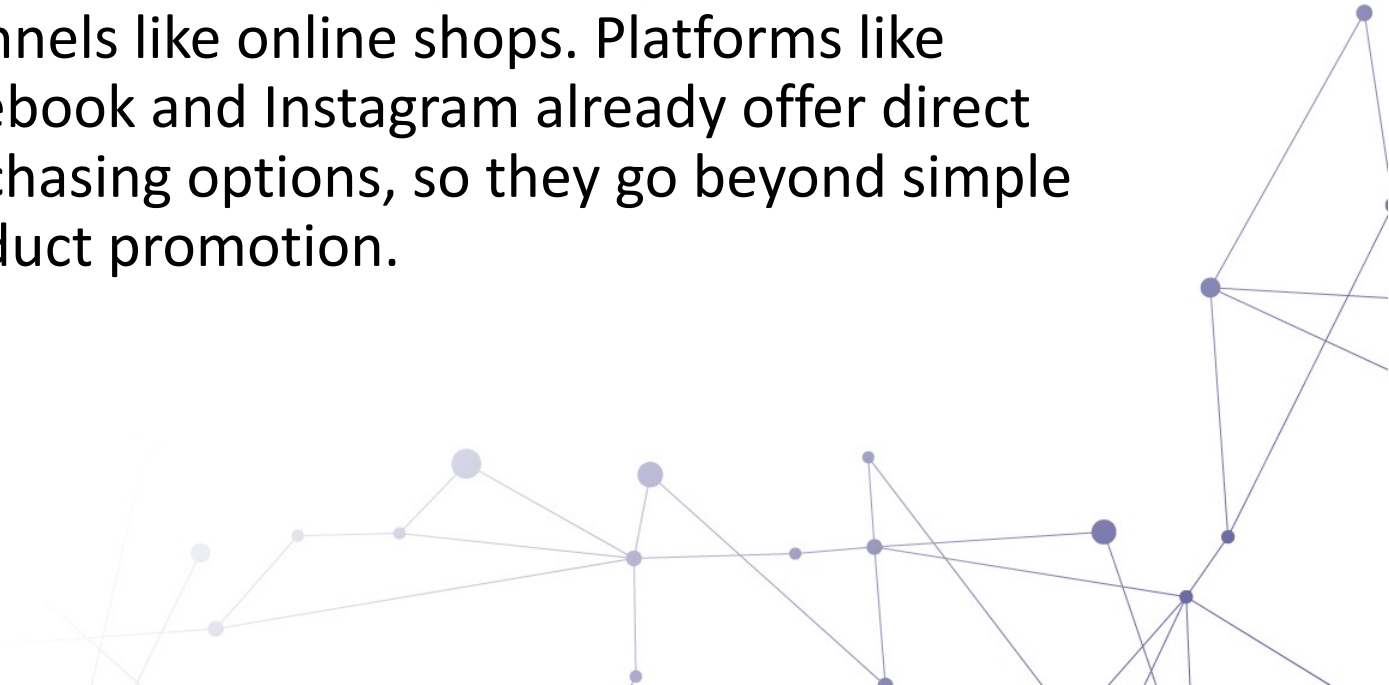
Sales Channels - Online

Affiliate program

In this channel, affiliates are the individuals who will help spread sales links for the business's various goods in order to promote the brand. Every purchase made using the affiliate link results in a commission, so the arrangement is straightforward. (Telesales)

Sales Channels - Online

GoSocial
Digital Marketers
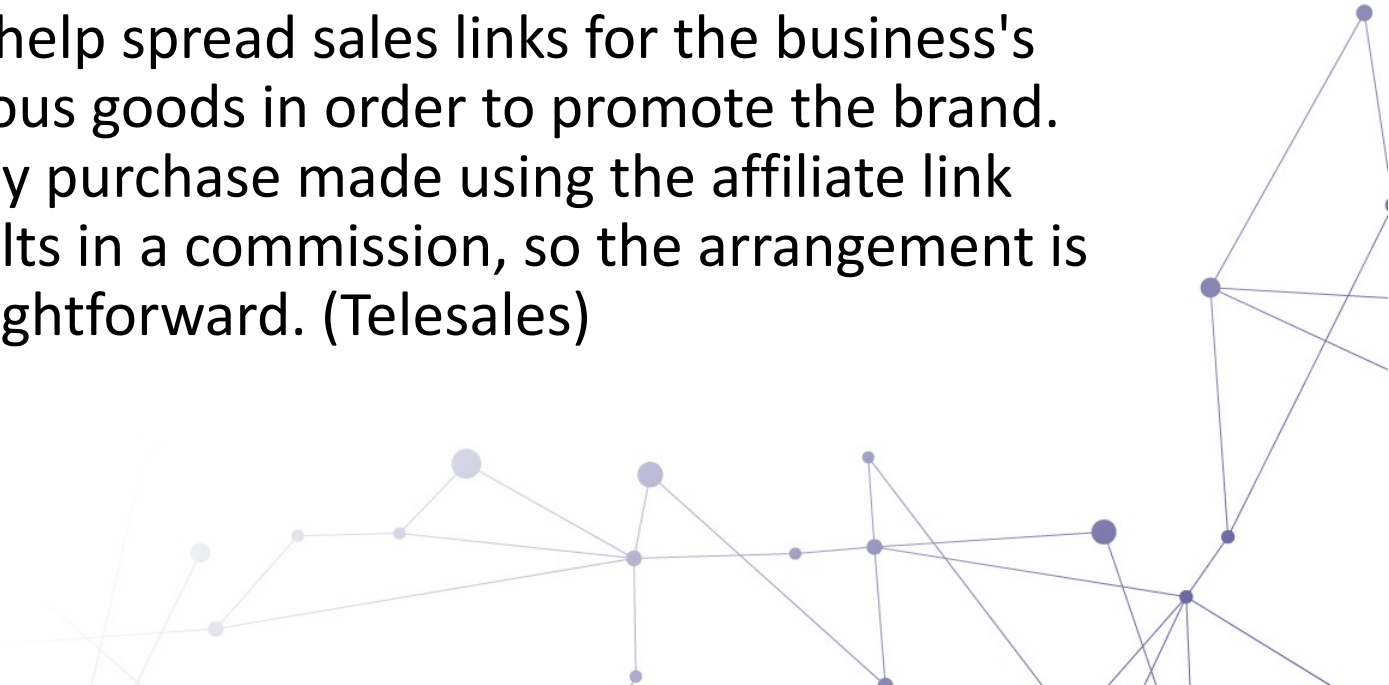
Email marketing

Using email marketing as a sales channel is an essential component of digital strategy. The emails start to become more direct once customers are prepared, aware of the product, and ready to purchase. Individuals receive messages instructing them to close a deal or buy a product all of which occur at the appropriate time and without skipping any steps.

Online Channels VS Offline Channels

| Feature	Offline Sales Channel	Online Sales Channel
Cost and Inventory	Operating from a fixed physical location, is more expensive than working Online, the initial investment a company must make to get his product in the market is much higher than working via the internet.	working on an online channel is considerably cheaper than a physical store, the fact that you don´t need to pay rent, employees, logistics of movement.
Working Hours	With a few exceptions, the offline business world tends to trade only on certain days at specific times.	On Online channels, everything is always available 24 hours per day and up to 365 days per year. This gives you a lot more opportunities to make a sale.

Online Channels VS Offline Channels

Featurec	Offline Sales Channel	Online Sales Channel
Credibility	More Credible.	In these times the internet remains a mysterious place, where people enjoy using it but there are still cautious about the way their information and money are used.
Tangible	The offline shop is still the first option for buying something; 55% of shoppers still prefer to see and touch their product with their hands before they buy it.	Intangible
Competition	The number of competitors in the offline business is less.	With an online business, the amount of instant competition is considerably greater than with an offline store. That is why you need to make your product unique and different from any other product.

Sales Channels - Multichannel

❖Multichannel selling can be defined as using different channels to sell to the people you want to sell to.

❖Opening a social media account to promote your own store is a good way to combine offline and online channels.
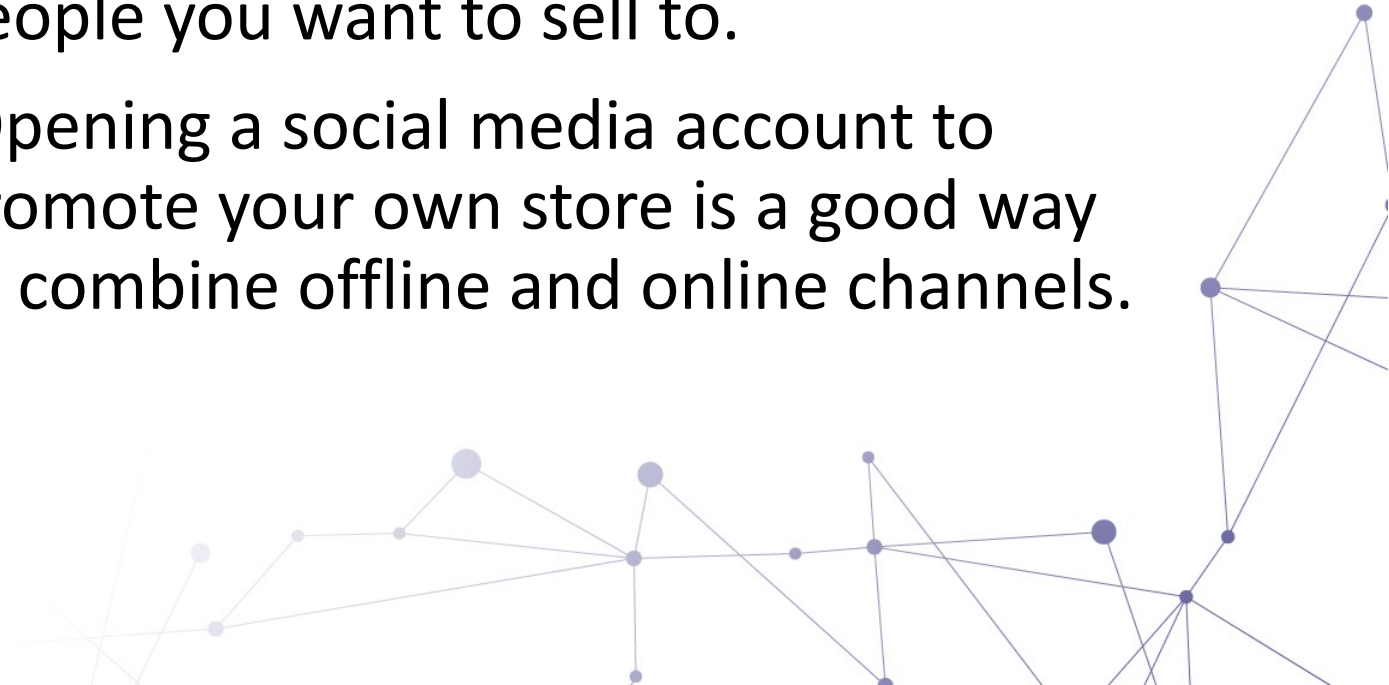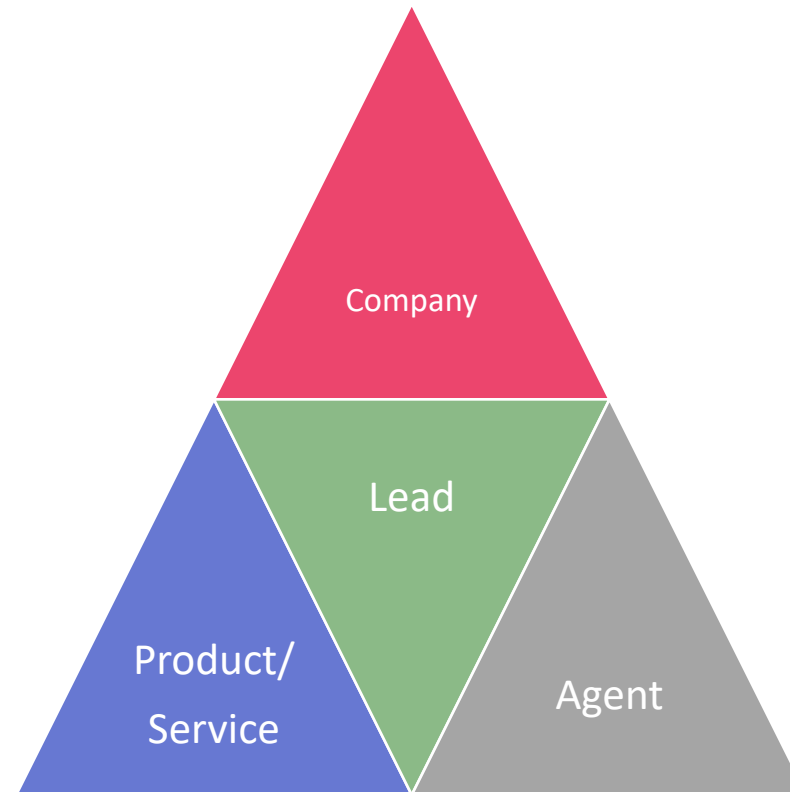
Sales Channels - Multichannel

❖Pros

- Improve your customer trust
- Get more leads
- Enhance your targeting
- Collect better customer data
- See your ROI (Return on investment)faster
- Increase your customer base

❖Cons

- It requires technical capabilities
- It takes from your marketing budget

What Makes Sales?

Agent

❖**The agent should be an Expert**

- Has good knowledge about the organization and the product. That will happen first through the training and through his experiences during the work

- Has good Skills:
  - Active listener
  - Kind
  - Reliable
  - Respectful
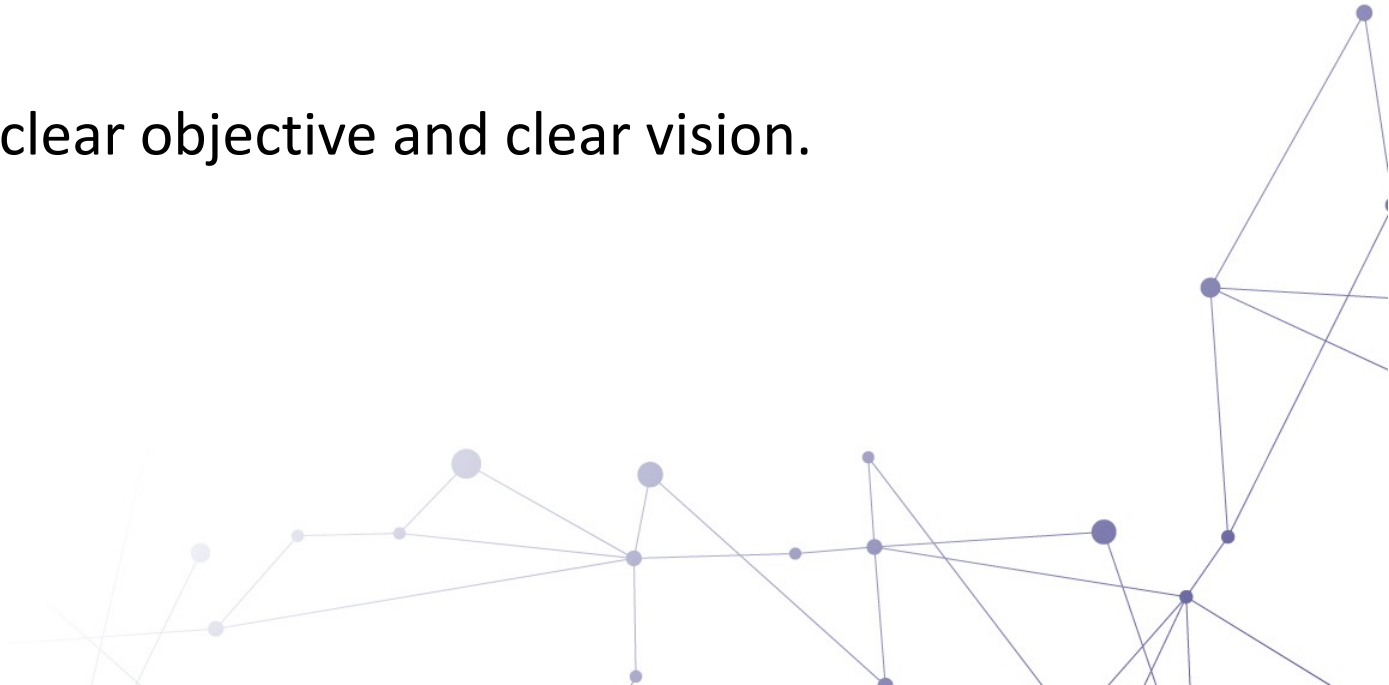 - Fluent
  - Committed

Product/ Service

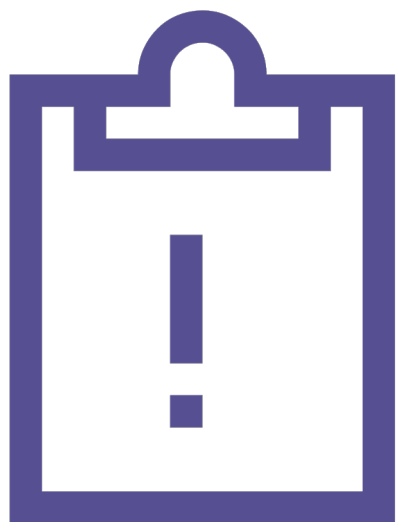This should be clear and match the customer's needs.
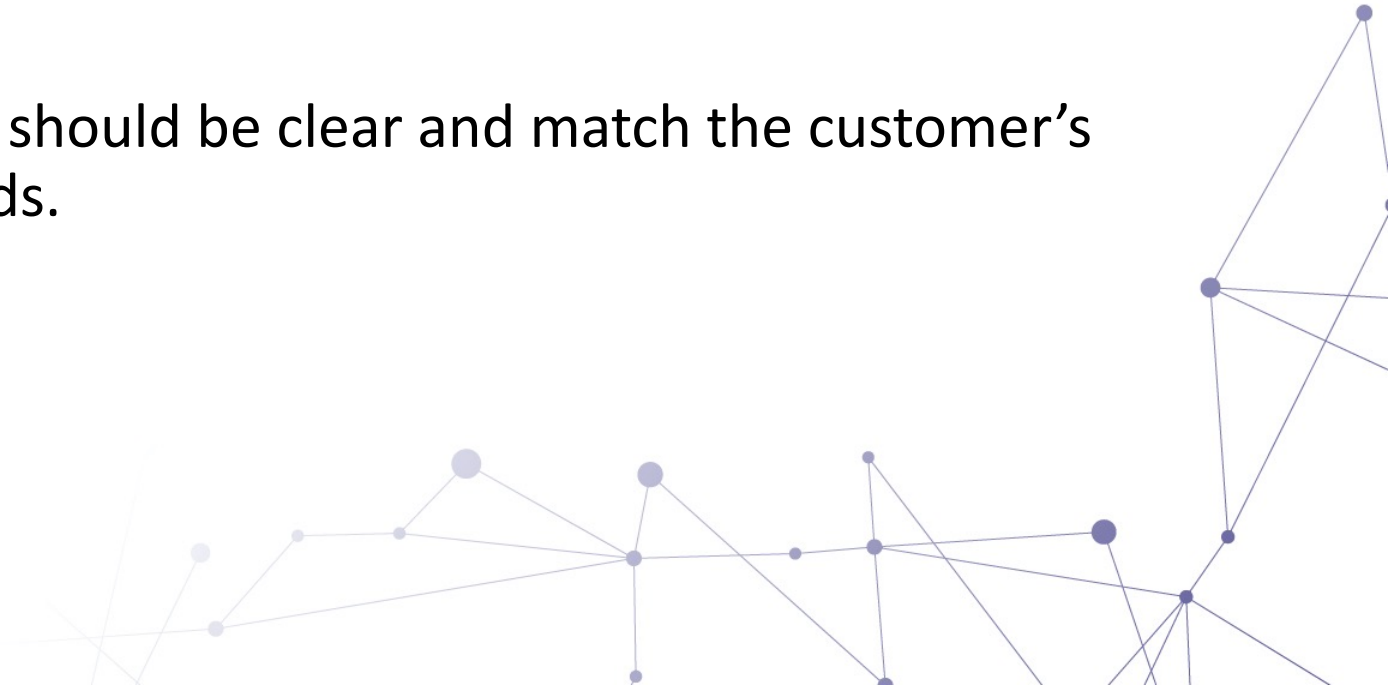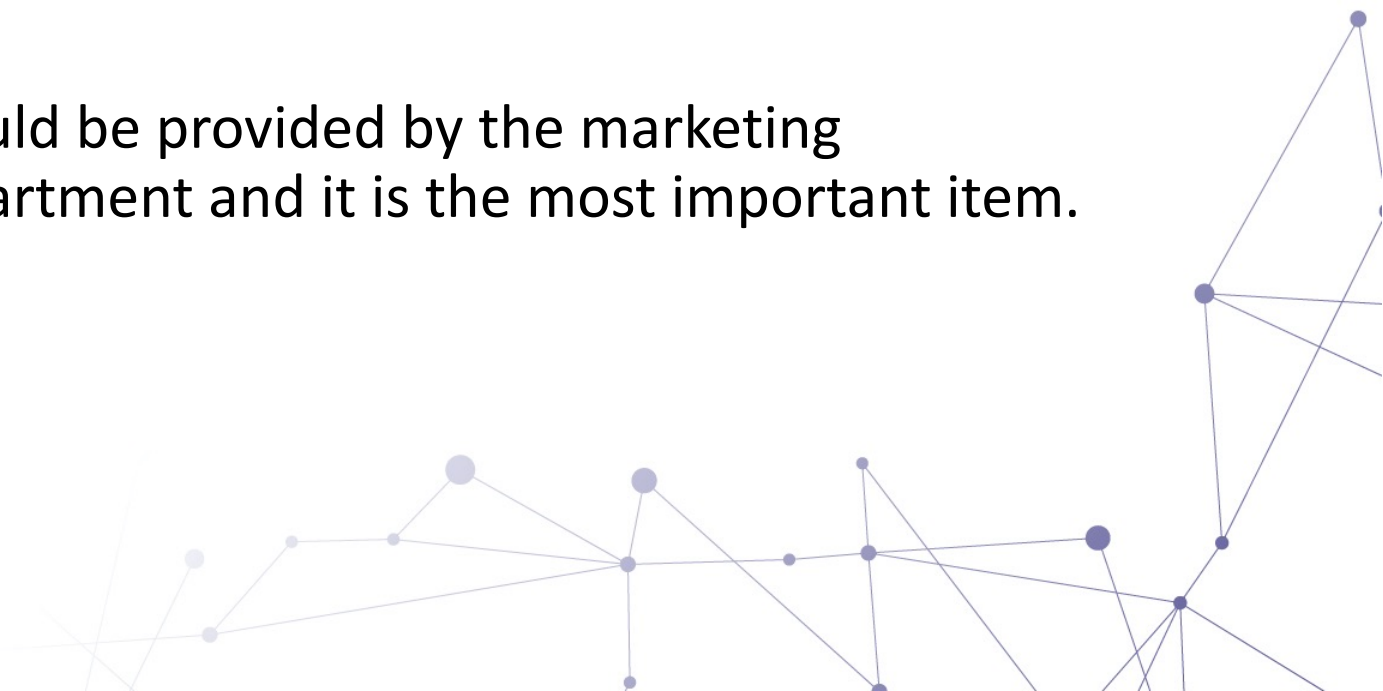
Company/ Organization

Has clear objective and clear vision.

Lead

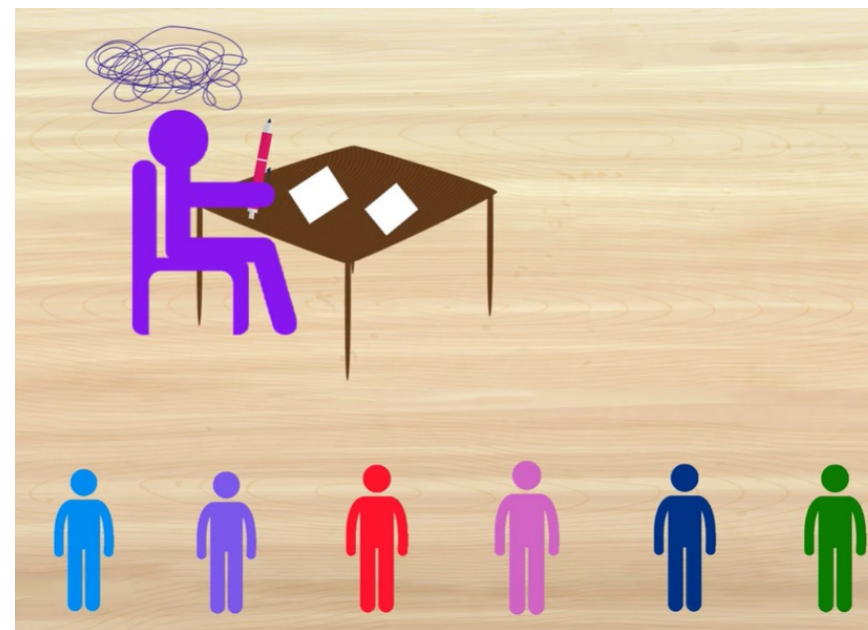Should be provided by the marketing department and it is the most important item.
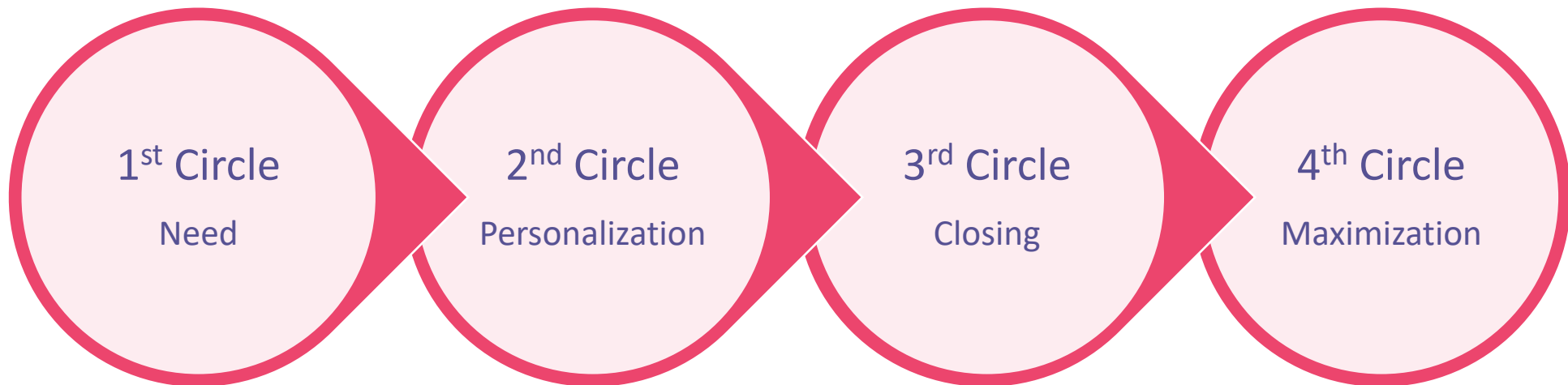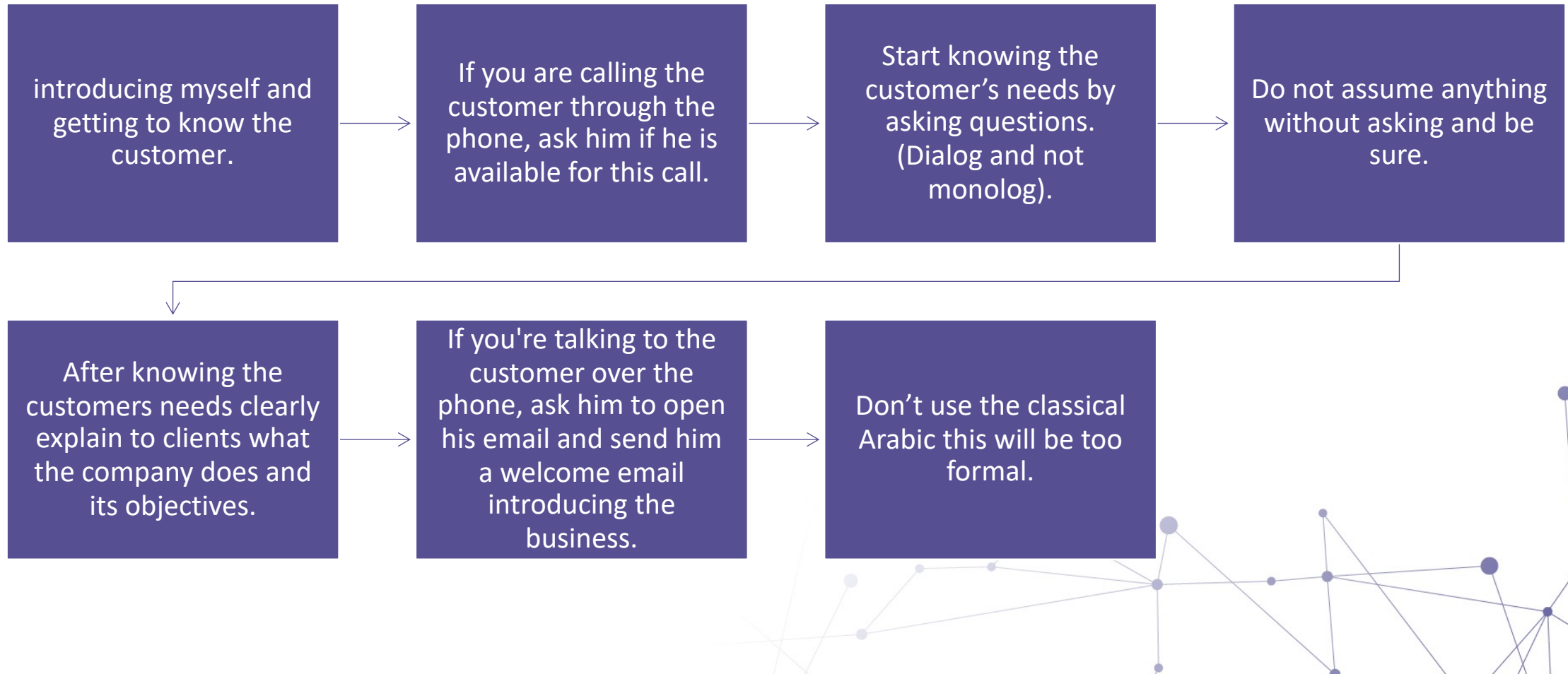
Sales Model

Sales Model

- Let's Try!

Sales Model

1ˢᵗ Circle

Need

2ⁿᵈ Circle

Personalization

3ʳᵈ Circle

Closing

4ᵗʰ Circle

Maximization

1ˢᵗ Circle - Need

introducing myself and getting to know the customer.	If you are calling the customer through the phone, ask him if he is available for this call.	Start knowing the customer's needs by asking questions. (Dialog and not monolog).	Do not assume anything without asking and be sure.

After knowing the customers needs clearly explain to clients what the company does and its objectives.	If you're talking to the customer over the phone, ask him to open his email and send him a welcome email introducing the business.	Don't use the classical Arabic this will be too formal.

2ⁿᵈ Circle - Personalization

1

Personalize the product according to the need you just know before.

2

Dialog and not monolog

3

Explain the product clearly

4

Be clear & Don't lie

3ʳᵈ Circle - Closing

- Before moving to the 3ʳᵈ circle be sure that everything before is clear.

- € Offer the price (Don't mention the word "price", say "cost" instead).

- Be as confident as before.

- If you are talking to the customer on the phone, use the HOLD button to give a discount.

- Don't be afraid most people will reject, and the rejection may be real or may not.

- ? Ask about the payment method that the customer will use.

- Close the sale.

Rejections on sales
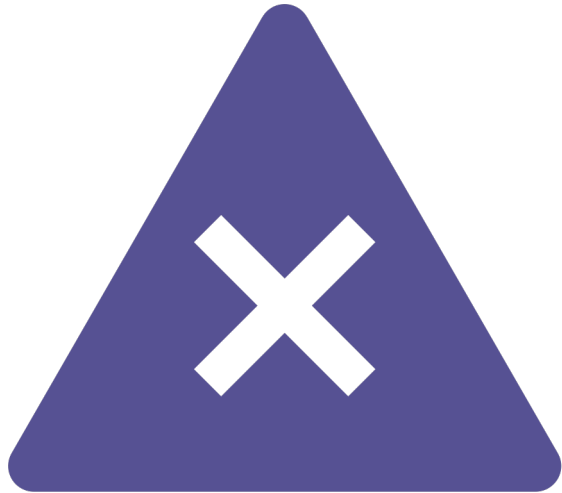
A successful sale typically occurs for the following reasons: the prospect actually needed the service or product, the timing was ideal, and the product or service was within their price range.

The most common name for this phenomenon is BANT (Budget, Authority, Need, and Timing). You should incorporate BANT determination into your standard qualification procedure.

❖ Lack of Budget

❖ Lack of Trust

❖ Lack of Need
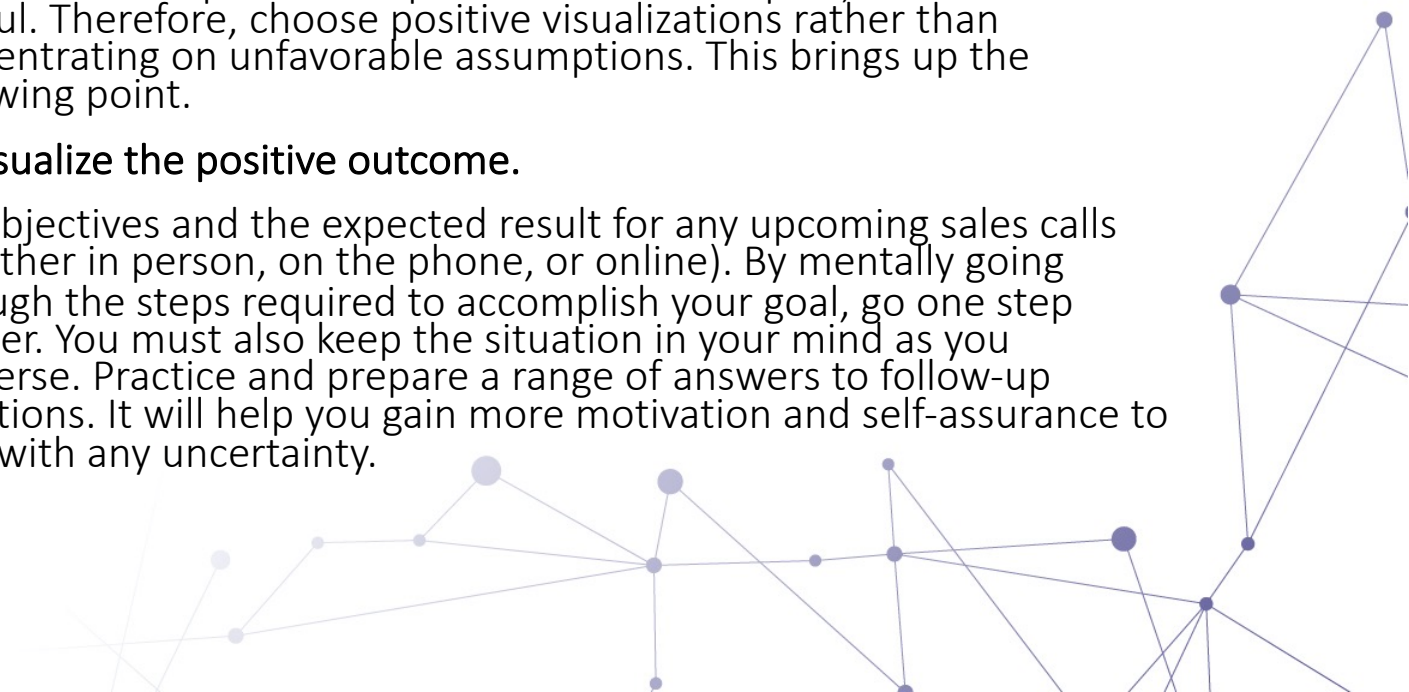
❖ Lack of Urgency
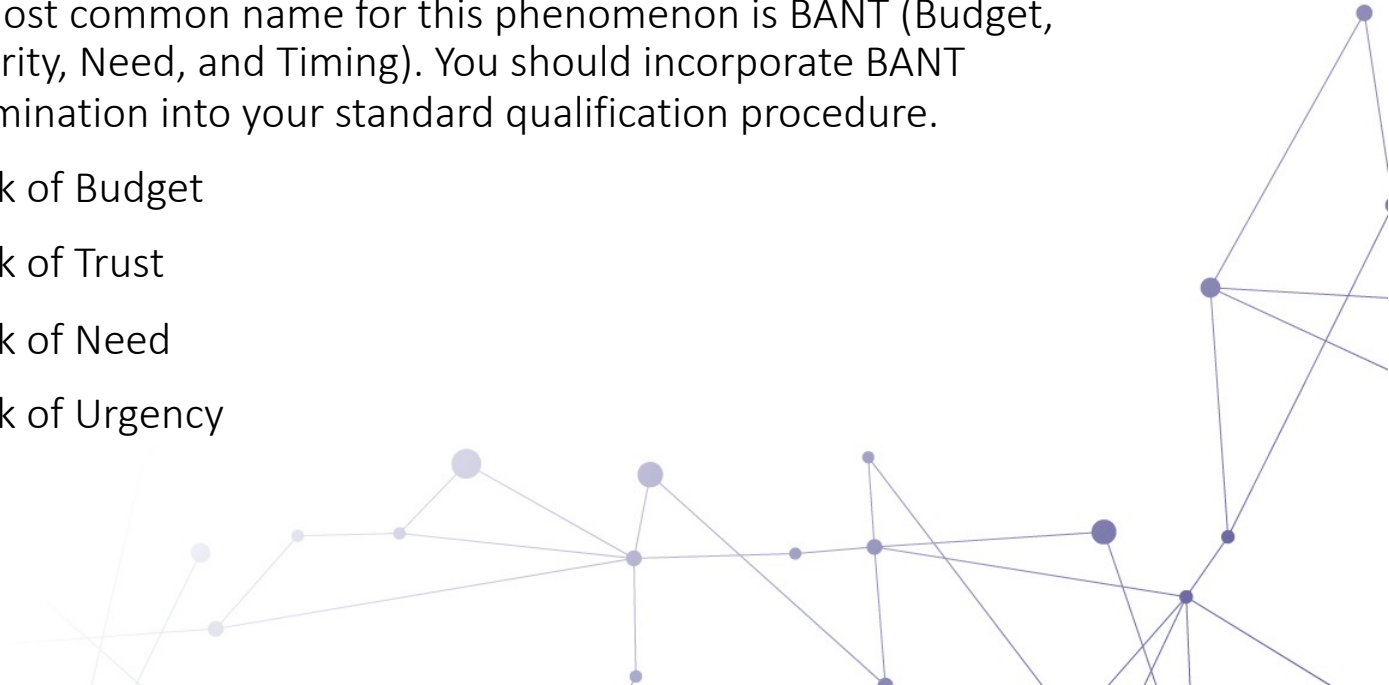
# Fear of rejection in sales
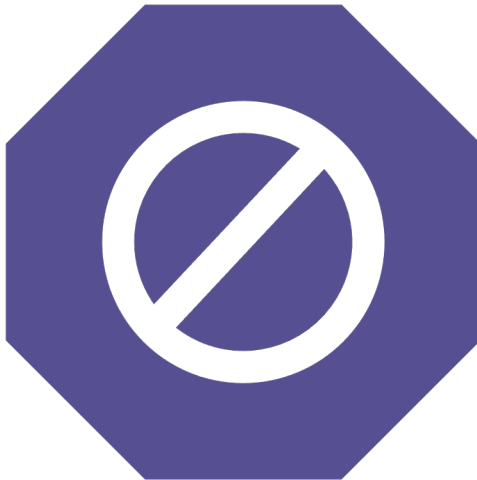
❖ **Stop making assumptions.**

We frequently make the worst-case assumptions without even acting. And that's when we start heading in the wrong direction. Assumptions are based on unpleasant experiences from the past, which make us fearful. Therefore, choose positive visualizations rather than concentrating on unfavorable assumptions. This brings up the following point.

❖ Visualize the positive outcome.

Set objectives and the expected result for any upcoming sales calls (whether in person, on the phone, or online). By mentally going through the steps required to accomplish your goal, go one step further. You must also keep the situation in your mind as you converse. Practice and prepare a range of answers to follow-up questions. It will help you gain more motivation and self-assurance to deal with any uncertainty.
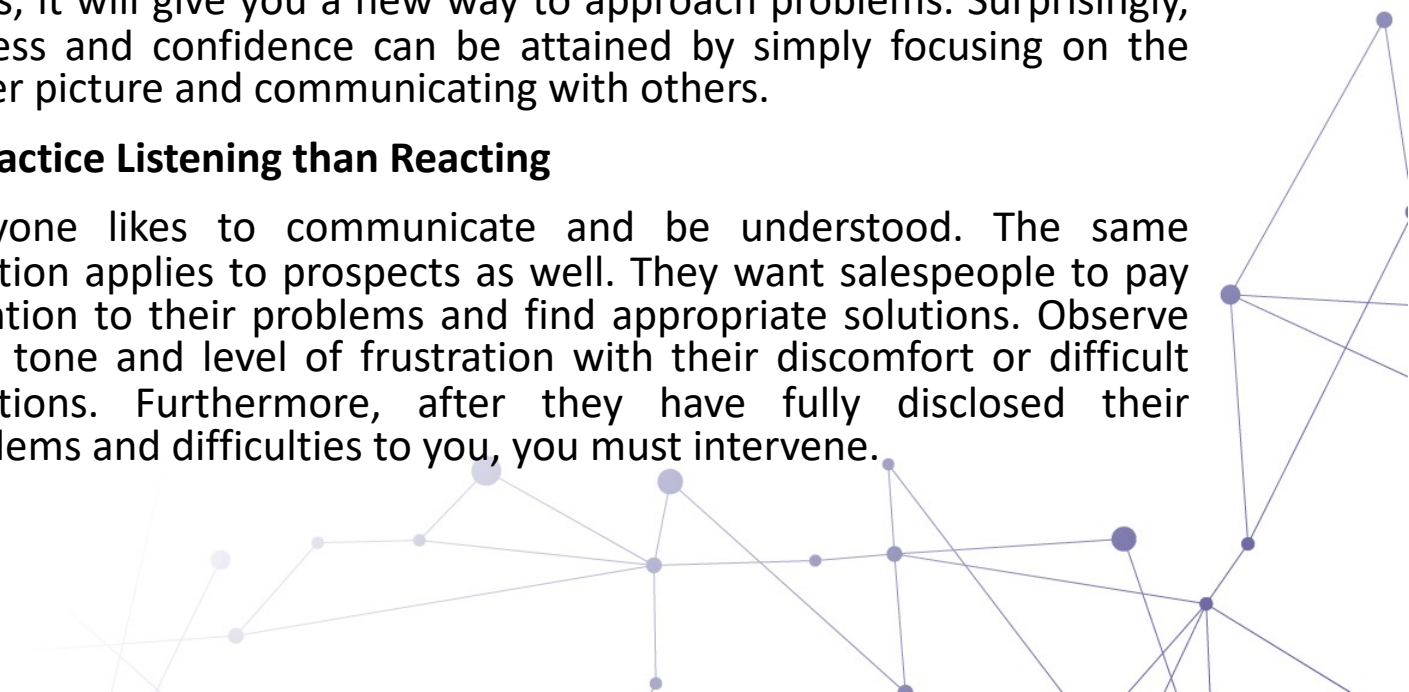
Fear of rejection in sales
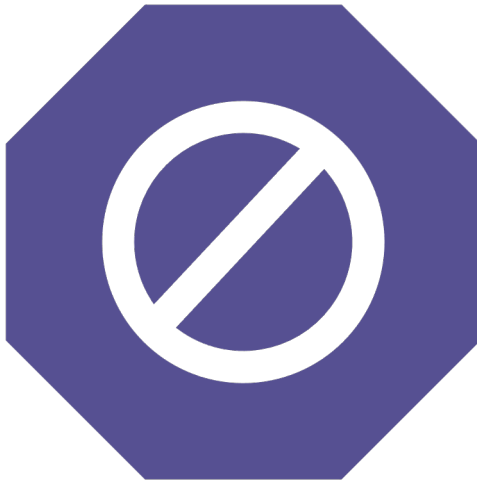
❖ **Shift your focus.**

By speaking with your coworkers' agents, you can learn how they handle sales rejection and failure. If your circumstances are like theirs, it will give you a new way to approach problems. Surprisingly, success and confidence can be attained by simply focusing on the bigger picture and communicating with others.

- **Practice Listening than Reacting**

Everyone likes to communicate and be understood. The same situation applies to prospects as well. They want salespeople to pay attention to their problems and find appropriate solutions. Observe their tone and level of frustration with their discomfort or difficult situations. Furthermore, after they have fully disclosed their problems and difficulties to you, you must intervene.

Phrases not to use in sales

❖ **To be honest with you or Just trust me.**

For the customer base, this phrase raises red flags. You used to lie, right? Why call it out now when you've presumably been truthful the entire time? If you want to maintain credibility with prospects, eliminate this filler phrase from your vocabulary.

❖ **Sorry to bother you.**

You don't need to apologize if you have a good reason for reaching out. Saying "I'm sorry" gives off the vibe that you're a weakling when you ought to be exuding confidence and authority. And even if your potential customer didn't think you were bothering them before, they do now.

❖ **Can I tell you about**

The answer is no. Never request permission before listing a feature of your product. Instead, provide information in a way that makes your prospect want to learn more. You haven't added enough value if you need to inquire about it before talking about your product.

Phrases not to use in sales

❖ **I wanted to / I'd love to / I'd like to / I need …**

Any sales phrase that begins with "what you want" should be avoided. It's not about you in sales; it's about what you can provide for your customers. To avoid drawing attention to yourself, make sure to end every sentence that begins with one of the phrases listed above by stating how you can assist your prospect.

❖ **What if I said …**

Instead of being rhetorical, come straight out with whatever you want your prospect to know.

Before: "What if I said you could double your referral rate in six months?"

After: "87% of our clients double their referral rates in six months."

❖ **Are you the decision maker?**

With this statement, salespeople put themselves and the prospect in an awkward situation. Prospects are unlikely to disclose their decision-making process or want to acknowledge that they do not make the final decision in their lives. And if the reply is "no," you've already run into trouble.

Phrases not to use in sales

❖Do you have the budget for this?

This implies that you haven't done your research (salespeople should have an idea of a prospect's spending capacity at the very least) and that you're assuming the prospect hasn't done his due diligence in eliminating what he can't afford.

❖**Buy (Spend Money).**

"Would you be interested in bringing this item home?"

"Now is the time to follow developments"

GoSocial

Digital Marketers

Q & A