

Sales and Marketing: Tips & Resources

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Energy Efficiency Alliance Workshop

Track 1: Fundamentals of FinAnswer Express: Lighting



Sales & Marketing Tips – Agenda & Overview

- Short time together – learn from each other!
- Who is here today?
- Focus on solid foundation, reinforce your learnings
- Tips versus training
- Experts in room
- Apply ideas to several examples near the end
- Start with a talking points exercise

It all starts in your head?

- Attitude is a key element that determines success
- Bad news – we are slaves of habit
- Good news – we can choose the habits!
- Purpose of a business?
- Meet needs or solve customer problems
- Helping someone get what they need, want or desire
- Number one form of communication?
- Are you sold yourself? Does it show?

Four Key Steps:

- a) RELATE – Build ***Trust***
- b) DISCOVER – Assess ***Needs***
- c) ADVOCATE – Present ***Solutions***
- d) SUPPORT – Support ***Decision***
- e) *Decisions previously “stalled” get made based on new information*

RELATE – *Build Trust*

- Top of the “sales hopper”
- Key elements of communication
- Body Language – 55%
- Tone of Voice – 38%
- Words – 7%
- Tips to work on the 93% above? Credibility is key . . .
 - ▶ My intent today is . . .
 - ▶ Finding commonality
 - ▶ Showing competence
 - ▶ Propriety (appearance, manners, handshake, etc.)

DISCOVER – Assess Needs

- People do things for *their* reasons, not ours
- Typical questions to ask up front?
- Discovery – looking for needs? Typical needs?
- Not every customer will have needs you can meet . . .
- Empathetic listening – demonstrate that you get it (paraphrase)
- Discovery agreement (“trial close”)
 - ▶ Present situation
 - ▶ Desired objective
 - ▶ Cause between the two
 - ▶ Ask?

ADVOCATE – *Present Solutions*

- How will your solution solve their problem (meet their need)? Start with where you left them . . .
- Features (what it does) & Benefits (value to customer)
- The paperwork to present (less can be more)
- Validity
 - ▶ Testimonial and third party stories
 - ▶ Facts, statistics, analysis
 - ▶ Guarantees, warranty information
- Ask for the order (then shut up . . .)

SUPPORT – *Support Decision*

- Objections (or hesitations), customer may be feeling “no hurry” . . . Cost of waiting?
- Objections are really questions (asking for more information, looking for benefits that outweigh the costs, reassurance)
- Follow-up your response with clarification questions
- Feel, felt, found
- Sometimes a no becomes a yes based on new information
- Once clarified, ask for the order (again)

Communication Tips

- Most sales people talk too much and listen too little!
- Most people love to buy
- But hate to be sold!
- Future sales? Word of mouth . . .

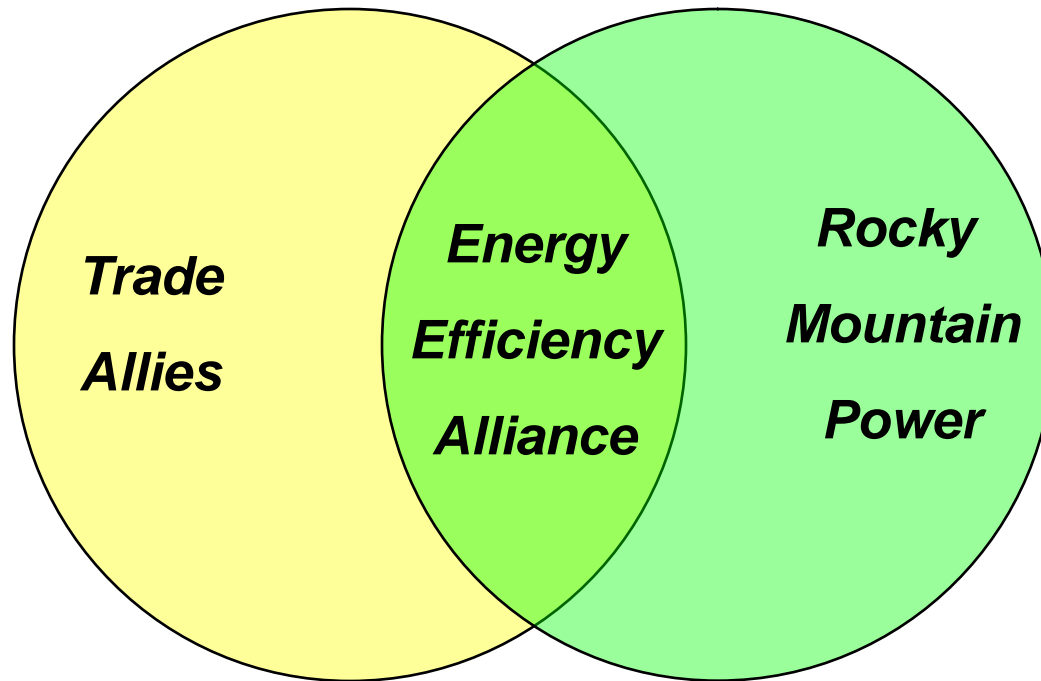
Applications

- Cold Calling, using previous sale as a base
 - ▶ Opening lines
 - ▶ Targeting a decision maker
 - ▶ Appearance, dress
 - ▶ Questions to get started, build trust
 - ▶ Materials and leave behinds
 - ▶ Response time

Applications

- Ways to “delight” your customer
 - ▶ Under promise, over deliver
 - ▶ Thank you notes
 - ▶ Follow-up walk through, phone call
 - ▶ Easy resupply/support options
 - ▶ Others?

Working together to complete projects!



Tips for program communications

- Communicate early – all project proposals require “pre-approval”
- Take the time to make sure applications are complete, correct and timely
- Have realistic expectations on program review, response and approval
- Build relationships over time with program staff based on solid projects, high customer satisfaction and accurate paperwork