

Win More Business

By Mastering The Sales Process

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PRICE is what You Pay
VALUE is what you Get

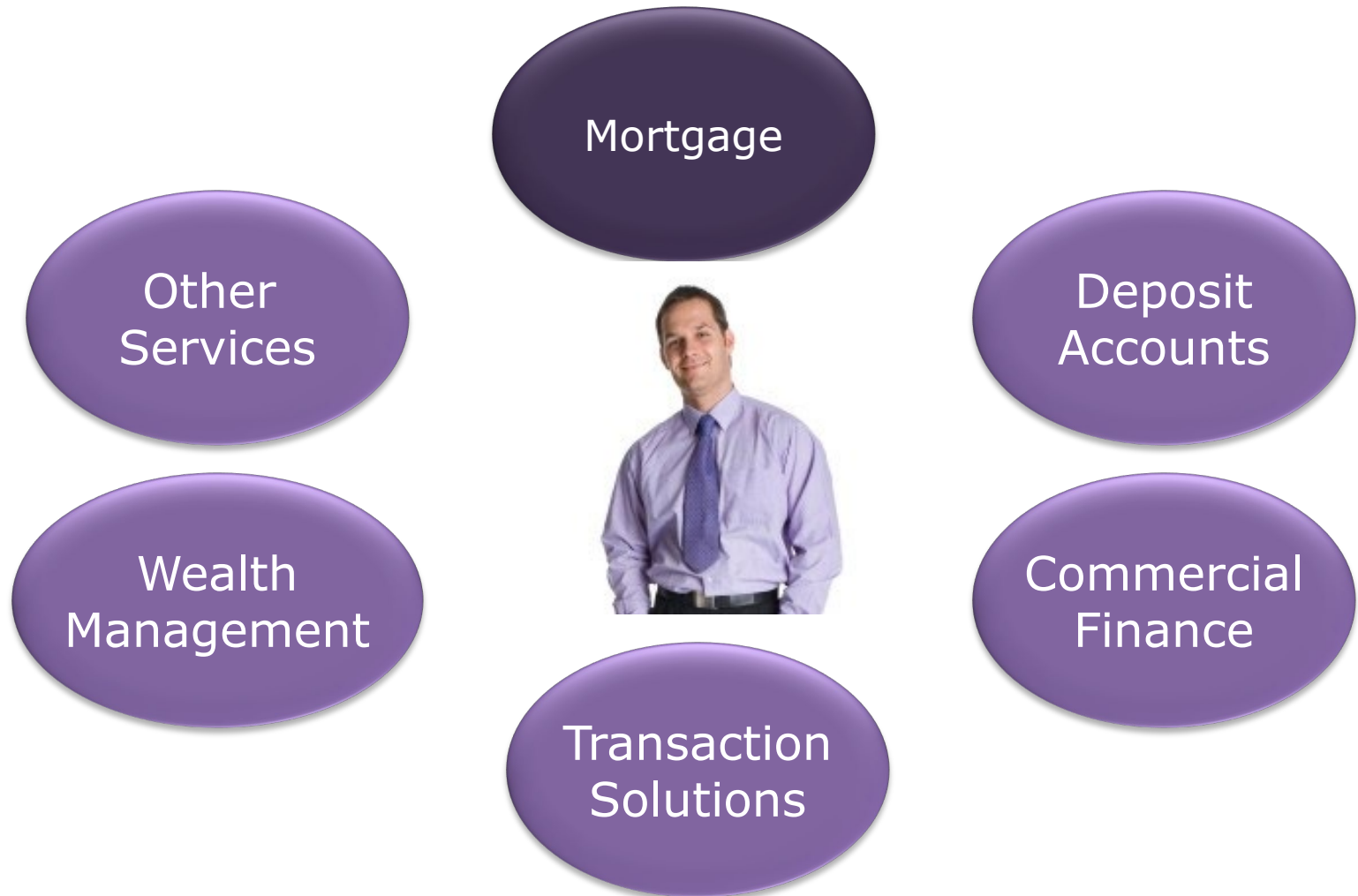
- Warren Buffett -

Always Position Yourself as a Valuable Financial Partner Not a Quoting Machine

- Joe Micallef -



WHAT is Your Value Proposition



Win More Business

By Mastering The Sales Process

- The Sales Process?
- 9 Steps to Sales Success
 - ❑ Phase 1: Prepare
 - ❑ Phase 2: Propose
 - ❑ Phase 3: Proceed

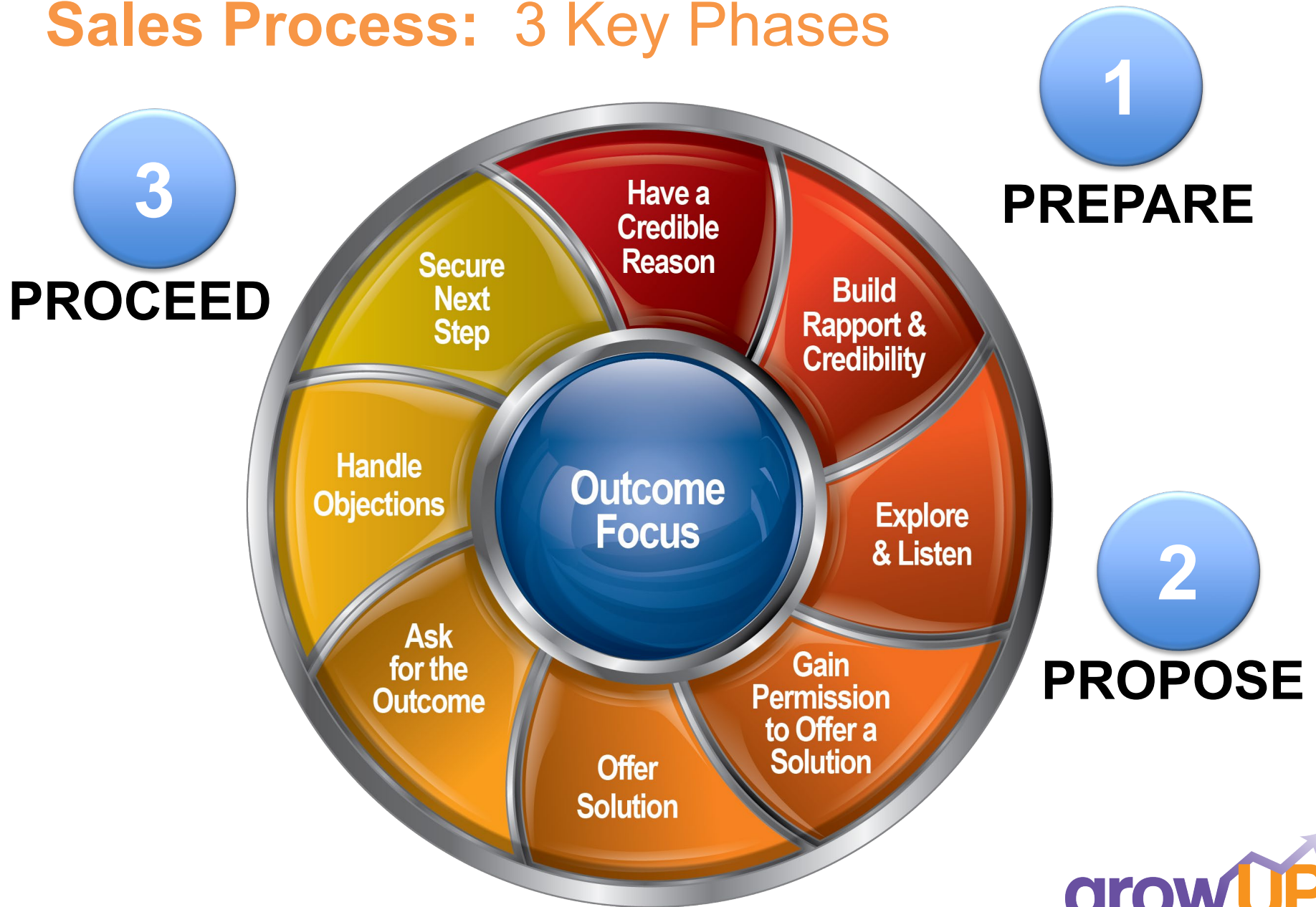




Sales Process: 9 Steps to Sales Success



Sales Process: 3 Key Phases



Sales Process: Outcome Focus



- Have a SPECIFIC Focus
- Consider outcomes before action

TASK

Consider Outcomes for a
FIRST or PROGRESS
Meeting

Sales Process: Have a Credible Reason



- Have a COMPELLING Reason to Engage
- Use Weapons of Influence:
 1. Liking
 2. Reciprocity
 3. Authority
 4. Social Proof
 5. Scarcity
 6. Proximity

TASK

Consider 1 – 2
Compelling Stories
to Engage Customers

Sales Process: Build Rapport & Credibility

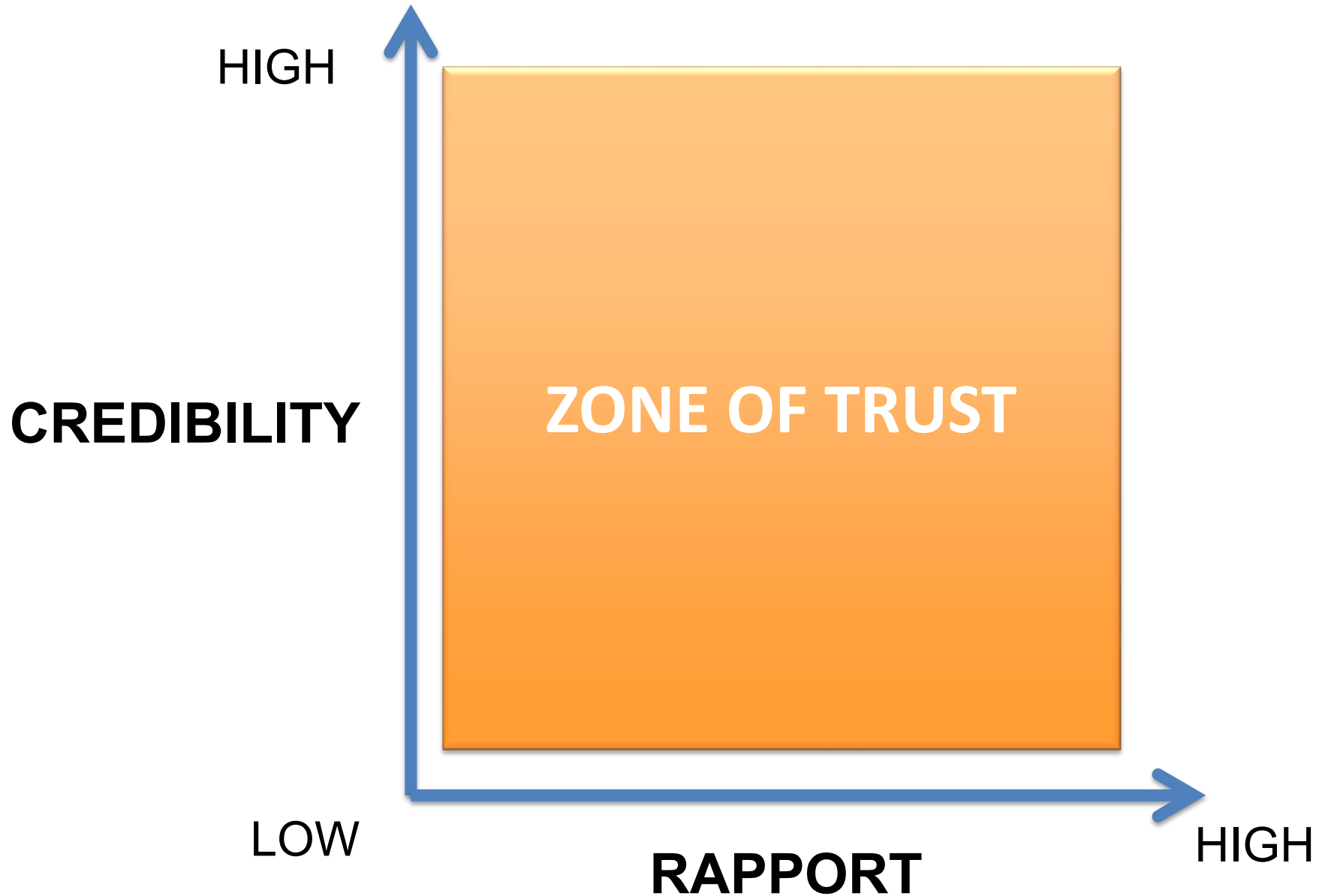


- Deliberately show GENUINE interest
- Become an Authority
- **Understand Zone of Trust**

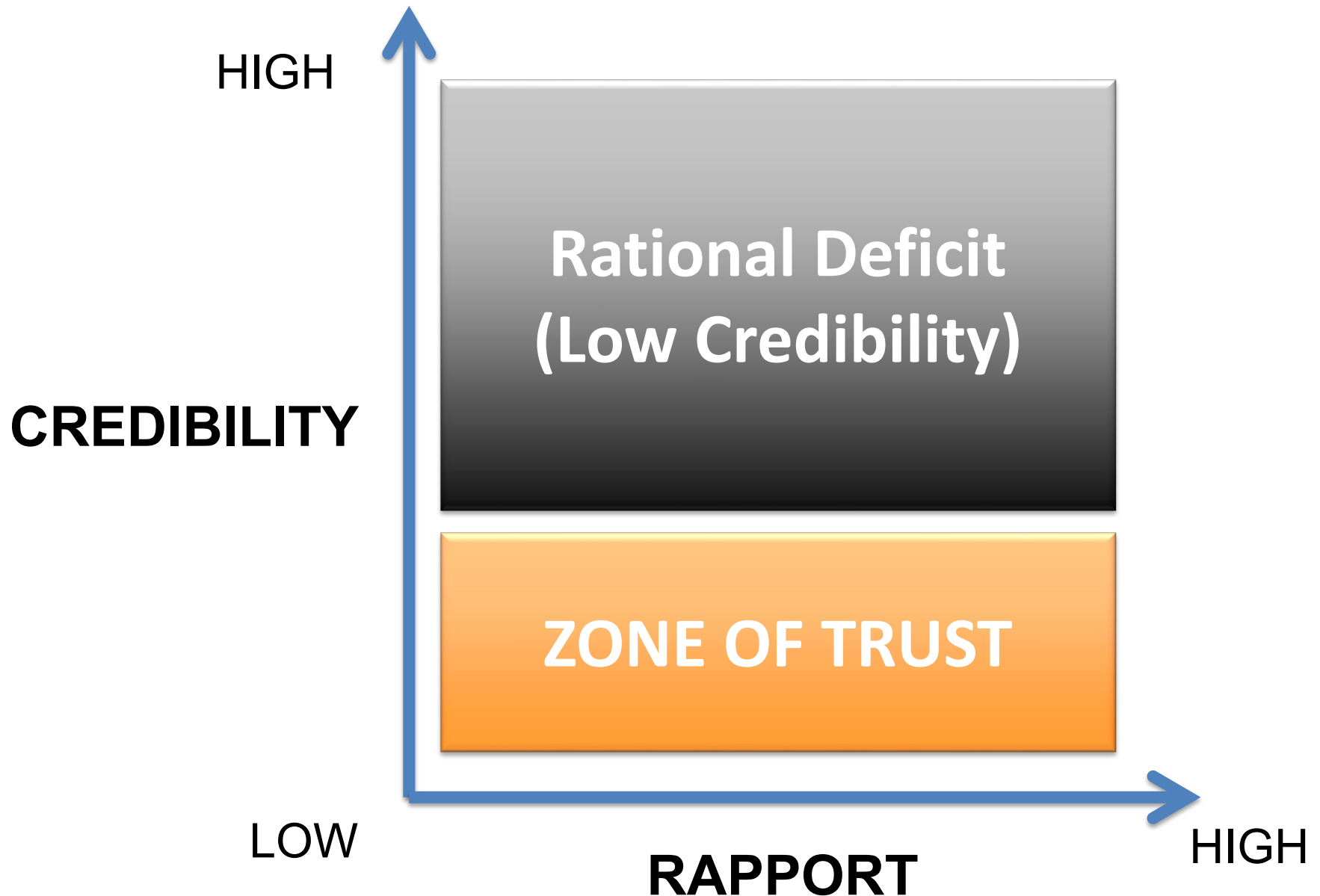
TASK

Consider what you can do to improve Zone of Trust with Customers or Prospects

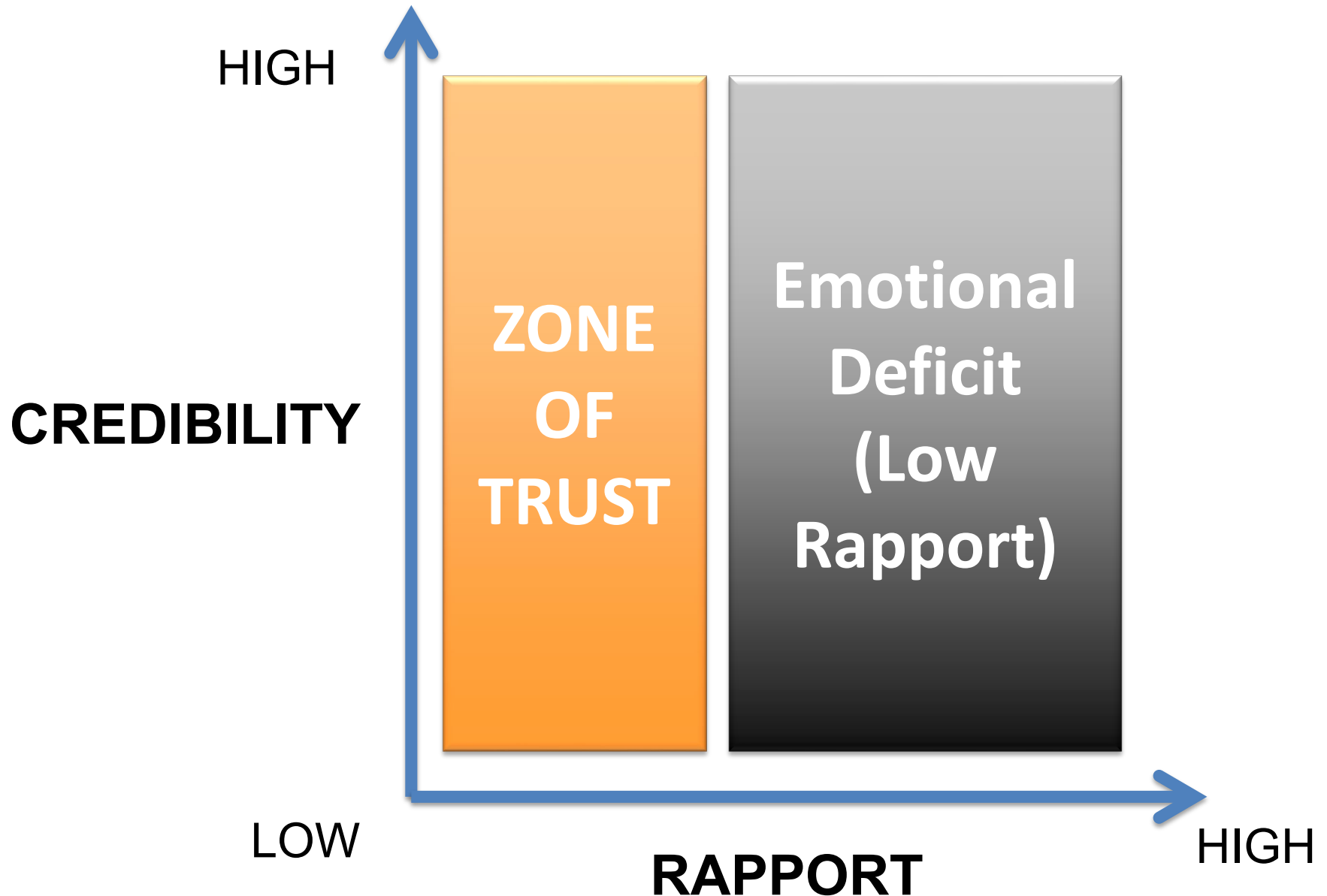
Zone of Trust Model



Zone of Trust Model



Zone of Trust Model



Sales Process: Explore & Listen



- Pre-Determine Broader Needs and Questions
- Gain Permission to Ask
- Listen for Cues
- Be Patient - Don't Be Quick To Sell

TASK

Consider
Customer's Broader Needs
and Identify
Key Exploration Questions

Sales Process: Gain Permission



- Confirm Customer's Needs
- Gain Permission to Help
- Be a Trusted Adviser

TASK

Script how you would
Gain Permission to
Offer a Solution

Sales Process: Offer Solution



- ✓ **Get First 5 Steps Right!!**
- Predetermine Solution For Every Need
- PRACTICE your Valuable Solution
- Create Quality Proposals

TASK

Consider

Customer's Broader Needs and Script (Document) your Compelling Solutions

Sales Process: Ask For The Outcome



- Seek Decision & Action
- Assume Interest & Willingness to Proceed
- BE BRAVE - Overcome Limiting Beliefs

TASK

Script how you would specifically
Ask for an Outcome

Sales Process: Handle Objections



- **Predetermine** Objections
- **Prepare** Responses
- **Practice** Responses

TASK

Consider Common Objections.

Script 2-3 preferred Objection Handling strategies

Sales Process: Secure Next Steps



- Consider NEXT STEPS & Always Propose
- MAKE IT EASY
- Diligently FOLLOW UP

TASK

Identify Next Steps.
Script How you Secure and
Follow Up.

Win More Business

By Mastering The Sales Process

1. Master the Linear Sales Process
- 2. Be Deliberately Engaging & Credible**
3. Explore Broader Needs
- 4. Develop Strategies & Scripts**
5. Be Confident & Compelling
- 6. Understand Next Steps**



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Exercises



1. Identify your Strengths & Weaknesses
2. Complete Sales Process for Upcoming Meetings
3. Develop at least 2 – 3 strategies / scripts



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