

Learning Without Scars

Quarterly Newsletter

Dynamic Internet Based Learning
TRAINING SOLUTIONS FOR EQUIPMENT DEALERSHIPS
Construction • Mining • Agriculture • Cranes • Trucks • Trailers

Product Support Selling and Marketing

Summer 2021

An individual person sells the first machine to a customer, the product support teams and the work they do in providing exemplary service to the customer thereafter determines if you will get the replacement machine for your dealership. This is not an easy task. There are many moving pieces that are required to be done consistently and at high levels of performance. Providing solid marketing and professional selling skills will determine how effectively this is done.



Six steps for successful selling

Many people look on the sales profession as something less than honorable. After all, we've all heard stories about the "snake oil salesman" at the county fair. A lot of people are intimidated with the prospect of trying to sell something. It's not the easiest thing to do. I remember when the dealership I was working at wanted me to go into sales. To be honest, the prospect scared me. But many years later, and too many sales to enumerate, I have a different perspective. If you know me, you have heard me say that selling is as old as the hills: everyone sells something. Sometimes we are selling products or services and sometimes we are selling ideas. But the selling business is a tough career.

You have to combine a series of attributes that don't often coexist in one person. Let's see, you must be personable, disciplined, a good listener, understand people, know the products and services you sell, know your competition, be a business person...and a heck of a lot more.

Here, however, I want to explore the steps in the sales process as a means of exposing all that goes on in the selling world:

- Research (Gather information)
- Objectives (Set targets)
- Questions (Listen closely)
- Benefits (Feature the advantages)
- Objections (Overcome with facts)
- Closing (Don't give up)

These six elements are the pillars of selling. You won't have consistent, predictable results without working through all six of these elements.

Research

The starting point in every pursuit in life is doing the research. You must get information on the customers—on their needs, their wants, and their biases. You must have information on your products and services and on their features and benefits. You must obtain information on the opportunity. What is the life cycle of the products being used? What is the consumption pattern of parts and service? You have to have information on your competitors—their products, their supply chain, and their customers. What is the relationship your customers have with your company? What do they purchase and what don't they get? How long have they been a customer and what is their payment pattern? There is a lot to learn.

Objectives

Once we've done the research, we will be in a position to determine what it is we want to accomplish with each customer with each product and service we have available. This is serious work. What do you want to achieve in sales volume? Since sales is a commissionable job function, this is the task of determining what your income is going to be for the coming year or longer. This is putting up targets by which you can measure your performance. Selling is about adapting to the answers you get from customers and becoming more effective. So, determining the objectives is critical to being successful in selling.

Questions

To be good at selling you have to be a good listener. It's not just about talking and making presentations. You need to listen to learn what it is the customer wants, needs, believes, knows, and what their biases might be. This is not as easy as it sounds because the type of questions, I'm talking about are open-ended questions. These are the kind of questions that cannot be answered with a "Yes" or a "No." They require an explanation. In other words, we want to get the customer talking at length to us.

Benefits

Then there are the aspects of your products or services, your company, and even yourself that are going to be present during the life cycle of what it is you're selling. Typically, we are talking about features and benefits. Features are more for those of us selling. Benefits are for the customer. But without good knowledge of the features, you will not be able to convince customers the benefits you are talking about will impact them. I believe a good salesman never sells anything. The customer always buys something.

Objections

Now we come to the element many people find difficult and which I believe is the essence of selling. Objections you receive from a customer during the selling process are extremely helpful. Objections tell us what the customer doesn't yet understand about what we are selling. They tell us what the customer doesn't like. In fact, they tell us everything we need to do in order to obtain a sale. In most of my work, I go for a trial run early in the process so I can get to the objections earlier. Remember, you have to make the customer's objection be something specific, not vague. They cannot simply say, "I don't want it." or "I don't like it." Selling is about overcoming objections with positive facts and reasons and knowledge.

Closing

Obviously, we have to get a sale to make everything work. This here is the area of insecurity. Many salespeople will hesitate to ask for the order due to the fact they think the customer will say no. Well, how will we ever get a sale if we don't ever ask for the order? It is absolutely necessary to go for it. And if "No" is the answer you get, then there is still work to do. Find out why. Have the customer be more specific about what they object to and then work on overcoming the objection, so you can ask for the order again. Do so until the customer says "Yes please."

Class References

[Sales Preparation](#) | [Sales Presentation](#)

Learning Without Scars



As a third-generation educator, it is easy to say that teaching and training are in the blood for Ron Slee. From his beginnings as a coach, through his time at McGill University, Ron developed a foundation for the work he does today.

Learning Without Scars provides comprehensive online learning programs for employees starting with an individualized skills assessment. These assessments allow us to then create a personalized employee development program. From their assessed skills, the employee is asked to select from classes designed for their skill level which allow them to address the gaps in their knowledge level. This allows the employees to move through four progressive categories of learning: Basic, Intermediate, Advanced and Expert.



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